

Woodworking Network

2023 Digital Rates

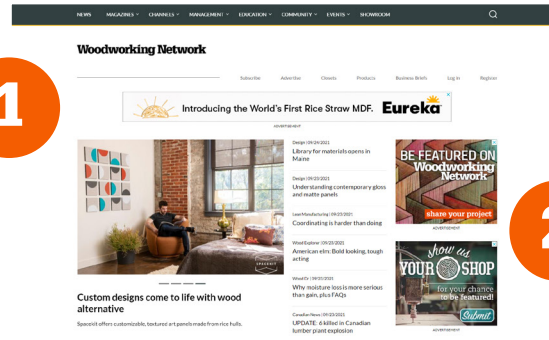
*All Rates are Net

WoodworkingNetwork.com Advertising			
Ad	Unit	Dimensions	Rate* (cpm)
1	Leaderboard	970w x 90h (320x50 mobile)	\$91
2	Medium Rectangle 1, 2 & 3	300w x 250h	\$91
3	Half Page Banner	300w x 600h	\$79
4	Welcome Banner	300w x 250h	\$121
5	Text Ads	300x250 image, text ad link, 7 word headline, 50 word body copy	\$121
1-5	Road Block - Block all the ad spots for one day	Multiple ad sizes	\$182
2, 3	In-Banner Video Ad	300w x 250h or 300w x 600h or 728w x 90h	Rates above apply

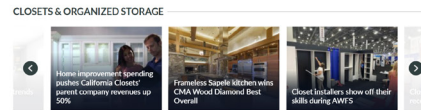
* There is a minimum number of 10,000 impressions required for all web ad campaigns.

Retargeting		Rate (cpm)
Woodworking Network visitor campaign	Multiple ad sizes Follow the audience with your ad as they browse sites on the Google Display Network	\$87
Woodworking Network look-alike campaign		\$75

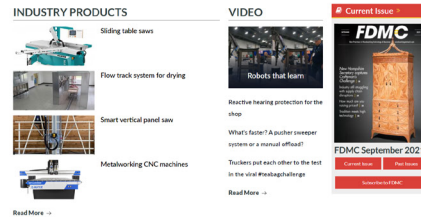
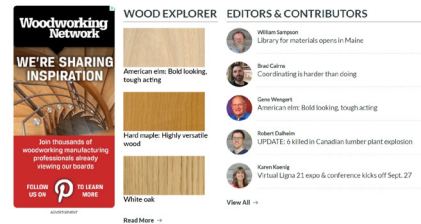
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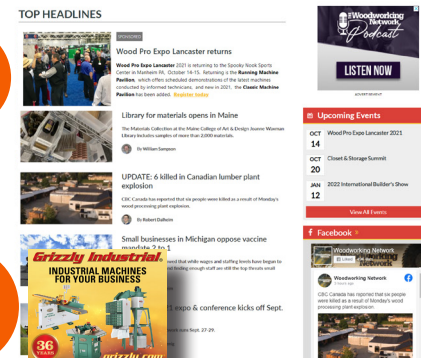
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Webinar Sponsorship

Produced Webinar	Exclusive content developed and produced by our editorial team	\$2,200 per webinar
Hosted Webinar	You supply the Webinar content and we do the complete Webinar production	\$5,507 per webinar

Red Book Online

A showroom listing in the Red Book online database, includes logo, photos, company information and the ability to load videos and PDF files	\$1,129 per listing
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Podcast Sponsorship (per podcast)

Branding opportunity to sponsor the Woodworking Network Podcast	1X: \$3,145	3X: \$3,040	6X: \$2,830
	12X: \$2,500	24X: \$1,500	

Social/Sponsored Facebook Posts

Traffic campaign on Facebook with an estimated reach of 30,000 – 100,000	\$4,052 per post
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Woodworking Network Site Database

Full database or demo/geo selects for 0.15 per site with a \$5,000 minimum	\$8,710
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Cancellations

Digital cancellations must be received within 30 days of initial placement. Cancellations following 30 days after placement of order will be billed to the advertiser in full.

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Newsletters		Frequency	Ad Unit	Rate per send
1	Daily Brief	Daily, Monday-Saturday at 6 am CDT	Leaderboard Ad • 728x90 banner ad • URL	\$965 per send -OR- \$5,160 weekly (6 times)
			Video • 728 x Variable Height pixel image plus video • URL	\$876 per send -OR- \$4,134 weekly (6 times)
			Text Ad • High-res image (300 dpi) • Headline (7 words max) • Body text, 50 words max • URL	\$718
2	Week in Review	Weekly, Sundays at 3 pm CDT	Text Ad • High-res image (300 dpi) • Headline (7 words max) • Body text, 50 words max (Red Book only: 70 words max) • URL	\$718
3	Red Book	Weekly, Wednesday at 10 am CDT		
4	Closets & Organized Storage	Weekly, Thursday at 10 am CDT		
5	WMS Canadian News	Every other week		
6	Breaking News	As needed, exclusive		\$869

Product Showcase Newsletters (includes leads)		Frequency	Ad Unit	Rate per send
7	Woodworking Network Showcase	Monthly, last Friday of the month	Text Ad • High-res image (300 dpi) • Headline (7 words max) • Body text (50-70 words max) • URL	\$1,795
8	Closets Showcase	Four times a year		\$1,250
9	CNC Insider	Six times a year		\$1,795

Email Marketing		Rate per send
Video Alert	Exclusive opportunity to promote your video, case study, white paper, or tech review using our pre-designed email templates	\$4,457
Case Studies		
Tech Review		
White Paper		
Custom	Deploy your custom message to the right audience	\$4,862 per send for full list of 39,000 qualified woodworkers. Or you pick the list by choosing demographics and/or geo selects, \$500 set-up charge, 10,000 minimum at \$168/1,000 addresses
Lead Nurturing/Trigger	Add a nurturing campaign to generate leads	\$4,457

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