

## Ad Banner Advertising

*Extend your reach by promoting your business on ArtsandCraftsHomes.com*

ArtsandCraftsHomes.com offers cost-effective online advertising programs to extend your reach and convert clicks into customers.

Our audience of arts and crafts homes enthusiasts are actively building, renovating and decorating, a home in the arts & crafts homes spirit. An ad banner campaign on ArtsandCraftsHomes.com is the most cost-effective way to advertise your business to readers who are serious about their homes, enthusiastic about restoring, willing and able to spend money on products and services, and sensitive to period character and style. We have two options for ad banner campaigns:

### 1. General Run-of-Site (R.O.S.) Banner Campaigns:

Rotated throughout the entire site, placed directly next to editorial content.

**2. Customized Banner Campaigns:** You can also customize your ad banner campaign with the following forms of custom targeting:

### Geo-Targeting

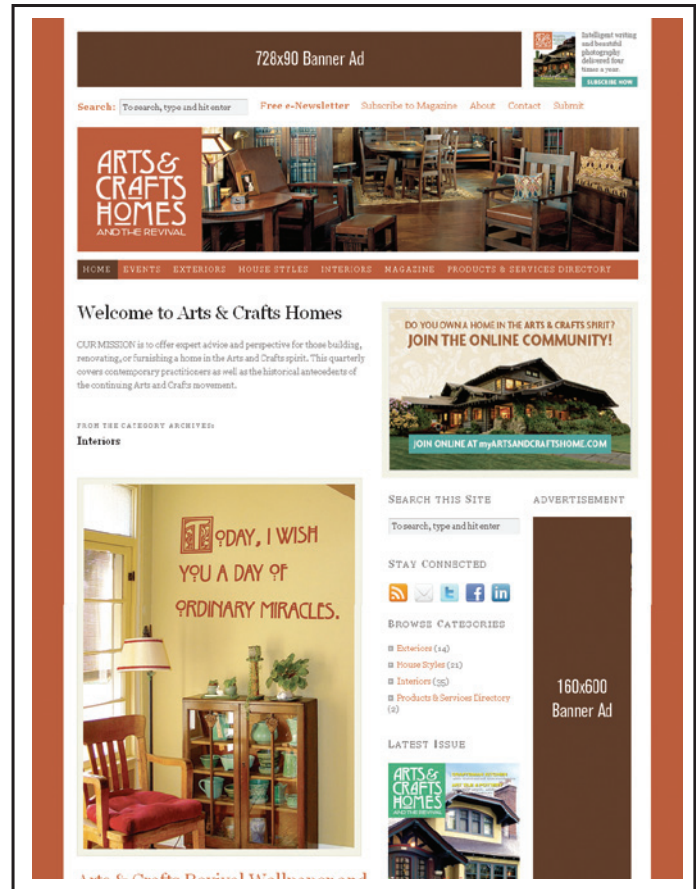
Target your advertising banner impression to display only to visitors of the website within a registered geographic area. Choose state, city, or designated marketing areas. We can get as specific as a zip code for you.

### Sponsorships

Ensure that your advertising messages are delivered in the most appropriate editorial contextual positioning by sponsoring specific category content.

### Performance Reporting

With all ArtsandCraftsHomes.com advertising you receive performance reporting including impressions delivered and number of click thrus delivered to your website. This will be emailed to you on a monthly basis.



Call today to learn more!  
(800) 826-3893 • achsales@homebuyerpubs.com