

Ad Banner Advertising

Extend your reach by promoting your business on OldHouseOnline.com

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

Our audience of old-house enthusiasts are actively restoring, renovating, decorating, and maintaining homes 50 or more years old. An ad banner campaign on OldHouseOnline.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, as well as some of our partner sites such as OldHouseJournal.com 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.

(Available sizes
160x600 and 728x90)



Performance Reporting

With all OldHouseOnline.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 • ohsales@homebuyerpubs.com