



2021 MEDIA GUIDE



snowplownews.com

THE LEADING DIGITAL NEWS SOURCE IN SNOW & ICE CONTROL

E-Blast
Newsletter

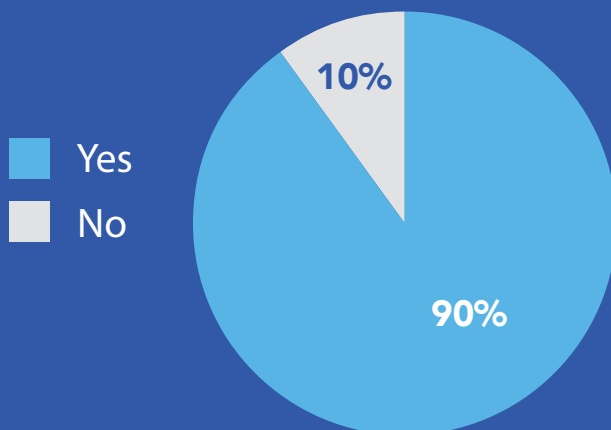
Web



Social Media

Purchasing Involvement

Are you involved with the purchasing of truck-mounted snow plows?



90%

of our audience is
involved with
the purchase of
truck-mounted
snow plows

SOURCE: Snow Plow News 2020/2021 Winter Survey
data compiled from Nov. 4, 2020 – Feb. 4, 2021
95% confidence level +/- 5%

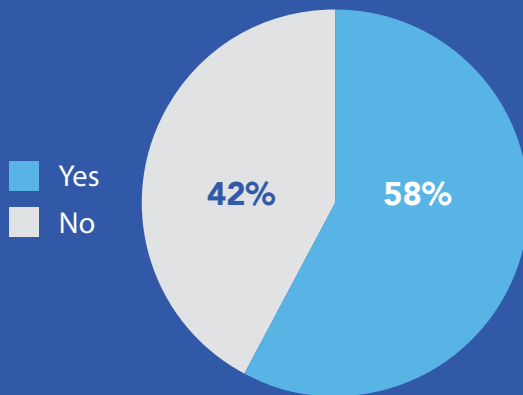
SNOW PLOW PURCHASING POWER

Our snow and ice audience is engaged in the purchasing process



Purchasing Power

Will your company/municipality/entity be buying new snow plows in the next 12 months?



58%

of our audience intends to purchase in the next 12 months

SOURCE: Snow Plow News 2020/2021 Winter Survey
data compiled from Nov. 4, 2020 – Feb. 4, 2021
95% confidence level +/- 5%

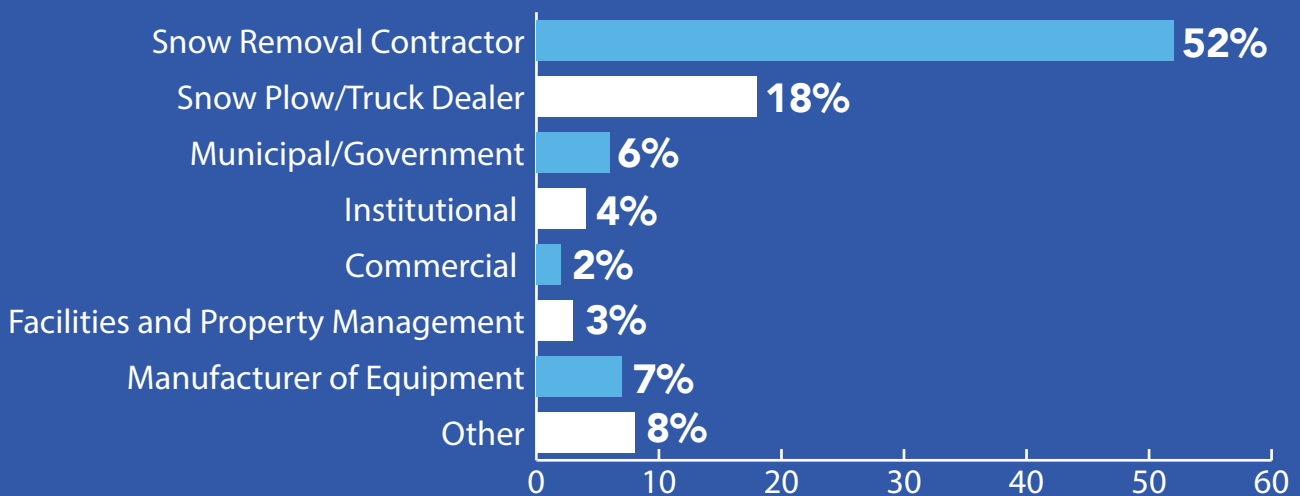
AUDIENCE

Our audience is your prospect list.



Audience Demographics

What type of business are you in?



SOURCE: Snow Plow News 2020/2021 Winter Survey
data compiled from Nov. 4, 2020 – Feb. 4, 2021
95% confidence level +/- 5%

GET FURTHER DOWN THE SALES FUNNEL WITH SNOW PLOW NEWS

Unique in the Snow & Ice Control Industry

Website Home Page
(Product & Video Features)

Contractor News

Weather Forecasts

Social Media Channels

E-Blast Newsletters

Snow Plow
Comparison Tool

Snow Plow Dealer Directory

Snow Plow Comparison
Tool Results Page

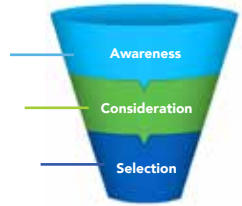
Dealer Directory Results Page

* Snow Plow News' Snow Plow Comparison and Dealer Directory tools assist highly engaged snow plow decision makers while they are selecting snow plows and equipment.



WEBSITE

Dive as deep you want into our sales funnel!



82%

New Visitors in 2020



120,000+

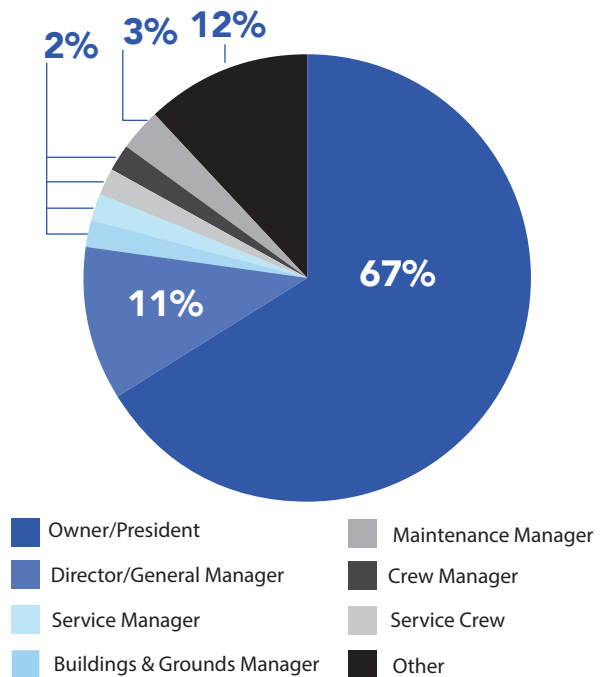
Page Views



53,000+

Unique Visitors

Our Audience is the Decision-Maker

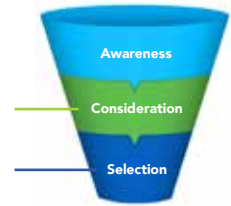


SOURCE: Snow Plow News 2020/2021 Winter Survey
data compiled from Nov. 4, 2020 – Feb. 4, 2021
95% confidence level +/- 5%

SOURCE: Google Analytics
January 1, 2020 - December 31, 2020

SNOW PLOW COMPARISON TOOL

The only snow plow comparison in the industry



Compare up to three plows segmented by
straight, v-plow and expandable plow

169,593

Snow Plow Brand/Model Impressions

Nov.8, 2020 - Feb. 9, 2021

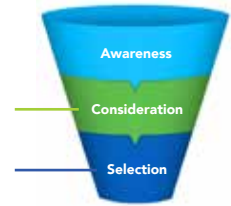
87,690

Snow Plow Comparisons

SOURCE: Smart Interactive Media 3-month
data capture: November 9, 2020 - February 8, 2021

SNOW PLOW DEALER DIRECTORY

Be right where your contractors need you most.



CONSIDERATION

Dealer Directory Ad opportunities available on zip search page (shown here)



SELECTION

Dealer Directory Ad opportunities available on search results page (shown here)



3,831
Members in our Dealer Directory



68,000+
Dealer Directory Page Views

SOURCE: Google Analytics
January 1, 2020 - December 31, 2020

snowplownews.com

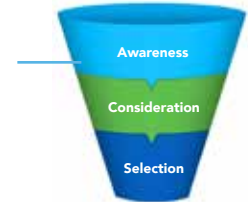
2021 WEBSITE RATES & SPECS

(Based on Impressions)

● **AWARENESS** Display Ads

(on **Contractor News, Forecast, Weather, Records**)

- Super Leaderboard	728x180	\$36 CPM
- Horizontal Banner	728x90	\$24 CPM
- Medium Rectangle Banner	300x250	\$24 CPM
- Wide Skyscraper	300x600	\$36 CPM
- Specs (Submit png, jpg or gif files)			



● **CONSIDERATION** Display Ads

(on **Home, Snow Plow Comparison Tool & Dealer Directory Pages**)

- Super Leaderboard	728x180	\$60 CPM
- Horizontal Banner	728x90	\$48 CPM
- Medium Rectangle Banner	300x250	\$48 CPM
- Specs (Submit png, jpg or gif files)			



REACH FURTHER DOWN THE SALES FUNNEL

● **SELECTION** Display Ads

(on **Snow Plow Comparison Tool & Dealer Directory Pages**)

● **Snow Plow Comparison Tool RESULTS PAGE**

- After the user has selected up to three plows to compare

● **Dealer Directory RESULTS PAGE**

- When Zip Code is Selected

- Super Leaderboard	728x180	\$72 CPM
- Horizontal Banner	728x90	\$60 CPM
- Medium Rectangle Banner	300x250	\$60 CPM
- Specs (Submit png, jpg or gif files)			



SOCIAL MEDIA

Easily generate brand awareness using our robust social platforms.



36,110
Followers



2,219
Followers



1,975
Followers



1,820
Subscribers



129
Followers

Social Fan data is from February 15, 2021



42,000+
Social Followers



800,000+
Annual Social Page Impressions

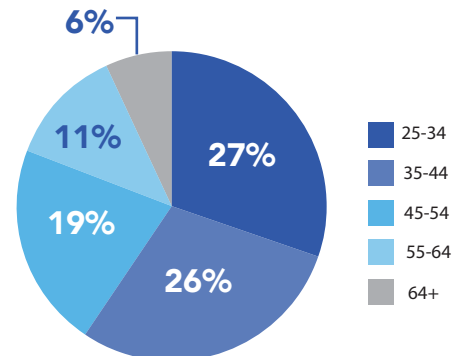


753,212
Facebook Post Engaged Users

Social data is from January 1, 2020- December 31, 2020

53%
Ages 25-44

Our Audience



SOURCE: Snow Plow News Facebook Analytics

SOCIAL MEDIA VIDEO

Put your product video on our channel
to reach even more qualified prospects!



1,820
Subscribers on YouTube
— As of February 15, 2021

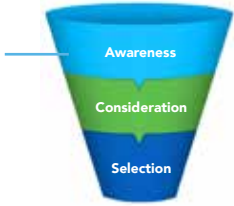


278,078
Views in 2020 — YouTube Analytics



86,934
Facebook Video Views in 2020

65%
of YouTube impressions
are from YouTube
recommending our content



2021 SOCIAL RATES

(Based on Impressions)



● Posts

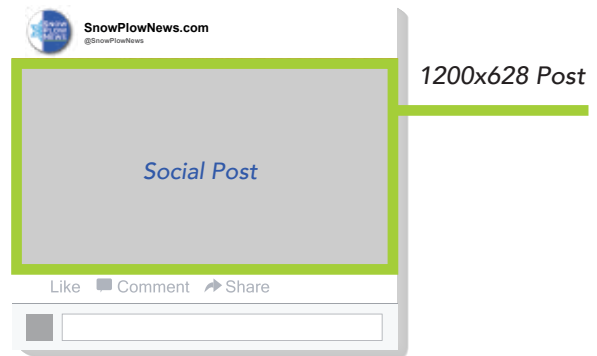
(on **all social platforms**) \$24 CPM

- 40,000+ Followers
- 800,000+ Social Page Impressions

Social Analytics Jan. 1, 2020 – December 31, 2020

● Specs (Submit png, jpg or gif files)

- 1080 x 1080
- 1200 x 628



● Videos

(on **all social platforms**) \$24 CPM

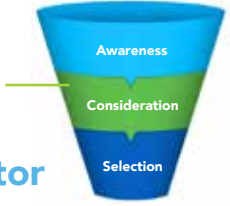
- 278,078 YouTube Video Views
- 86,934 Facebook Video Views

Social Analytics Jan. 1, 2020 – December 31, 2020

● Specs

- Source ratio: 16:9
- Video length: 3 minutes max
- Captions: optional
- File Type: .mov or .mp4
- File resolution: 720 (Standard) or 1080 (High Definition)

NOTE: All dimensional sizing is in pixels



E-Blast Newsletter

Our E-blast features new products, videos, snow contractor forecasts and snow and ice industry news.

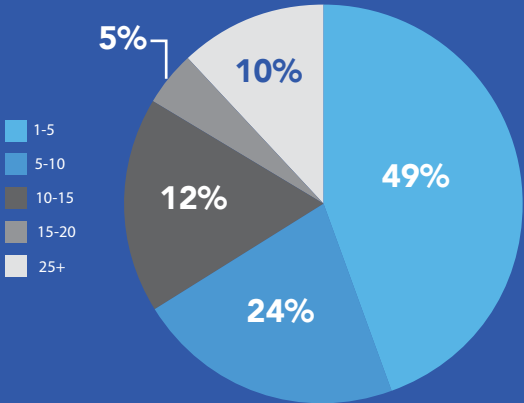
**Reach
15,000+**

**Contractors, Dealers, and
Snow Plow Professionals**



Diversified Audience

How many truck snow plows does your team/crew utilize?

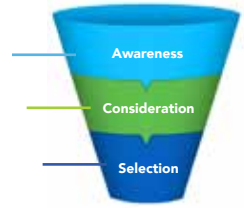


73%
utilize 1-10 truck
snow plows for
their crew

SOURCE: Snow Plow News 2020/2021 Winter Survey
data compiled from Nov. 4, 2020 – Feb. 4, 2021
95% confidence level +/- 5%

\$750
Promotional offer!
Program value \$1,000+

E-Blast + Website + Social



Our comprehensive Marketing Platform delivers powerful, measurable results

1

Start with an E-Blast Newsletter Product or Video Feature



15,000+ Eblast Recipients
- Weekly (August - March)
- Twice per month (April - July)
Delivered Wednesday morning

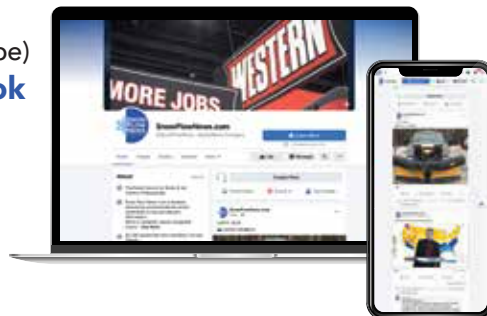
2

Featured on Snow Plow News Home Page for one week and archived in our Contractor News library



3

Posted on social media
(Facebook, Instagram & YouTube)
And boosted on Facebook
for additional exposure

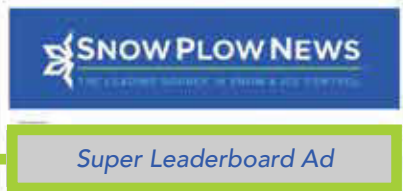


E-Blast Newsletter Rates

Super Leaderboard Ad

- 1x \$700 net or \$46.67 CPM
- Specs 728x180 (Submit png, jpg or gif files)

728x180



E-Blast Product Feature (Net)

- \$750 net or \$50 CPM
- Published to Snow Plow News Home Page for 1-week then moves to the Contractor News page with website link for 5,000 impressions (200 word product description)*
- Post will appear on Snow Plow News Facebook and Instagram pages for 1,000 impressions
- Specs 1920x1080 (Submit png, jpg or gif files)

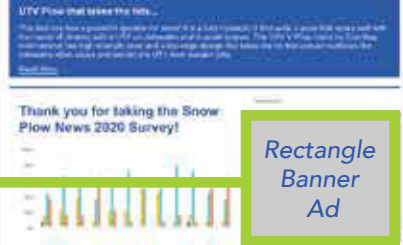
1920x1080



Rectangle Banner Ads

- 1x \$650 net or \$43.33 CPM
- 3x \$600 net or \$40.00 CPM
- 6x \$550 net or \$36.67 CPM
- 12x \$500 net or \$33.33 CPM
- Specs 300x250 (Submit png, jpg or gif files)

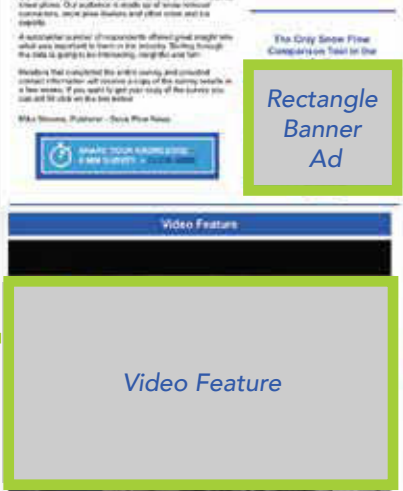
300x250



E-Blast Video Feature (Net)

- \$750 net or \$50.00 CPM
- Published to Snow Plow News Home Page for 1-week then moves to the Contractor News page with website link for 5,000 impressions (30 word product description)*
- Videos will appear on Snow Plow News Facebook and YouTube channels for 1,000 impressions
- Specs (Submit .mp4 or .mov files or YouTube link)

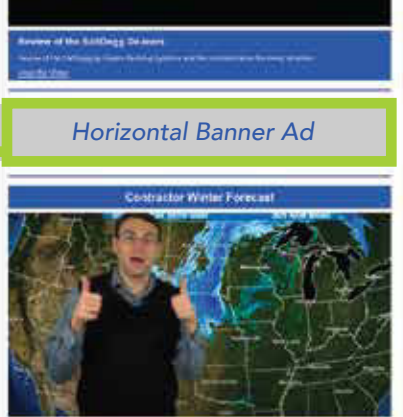
1920x1080



Horizontal Banner Ads

- 1x \$650 net or \$43.33 CPM
- 3x \$600 net or \$40.00 CPM
- 6x \$550 net or \$36.67 CPM
- 12x \$500 net or \$33.33 CPM
- Specs 728x90 (Submit png, jpg or gif files)

728x90



NOTE: All measurements in pixel AND Snow Plow News can assist with creation of copy or ads for \$95 per hour.

PARTNER WITH US

Work with us and gain access to our comprehensive marketing platform that delivers powerful, measurable results. We'll put you in front of the right audience and maximize your brand's exposure.

SOCIAL MEDIA



Facebook
facebook.com/snowplownews



Instagram
instagram.com/snowplownews



Twitter
twitter.com/snowplownews



YouTube
youtube.com/snowplownews



LinkedIn
linkedin.com/snowplownews

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