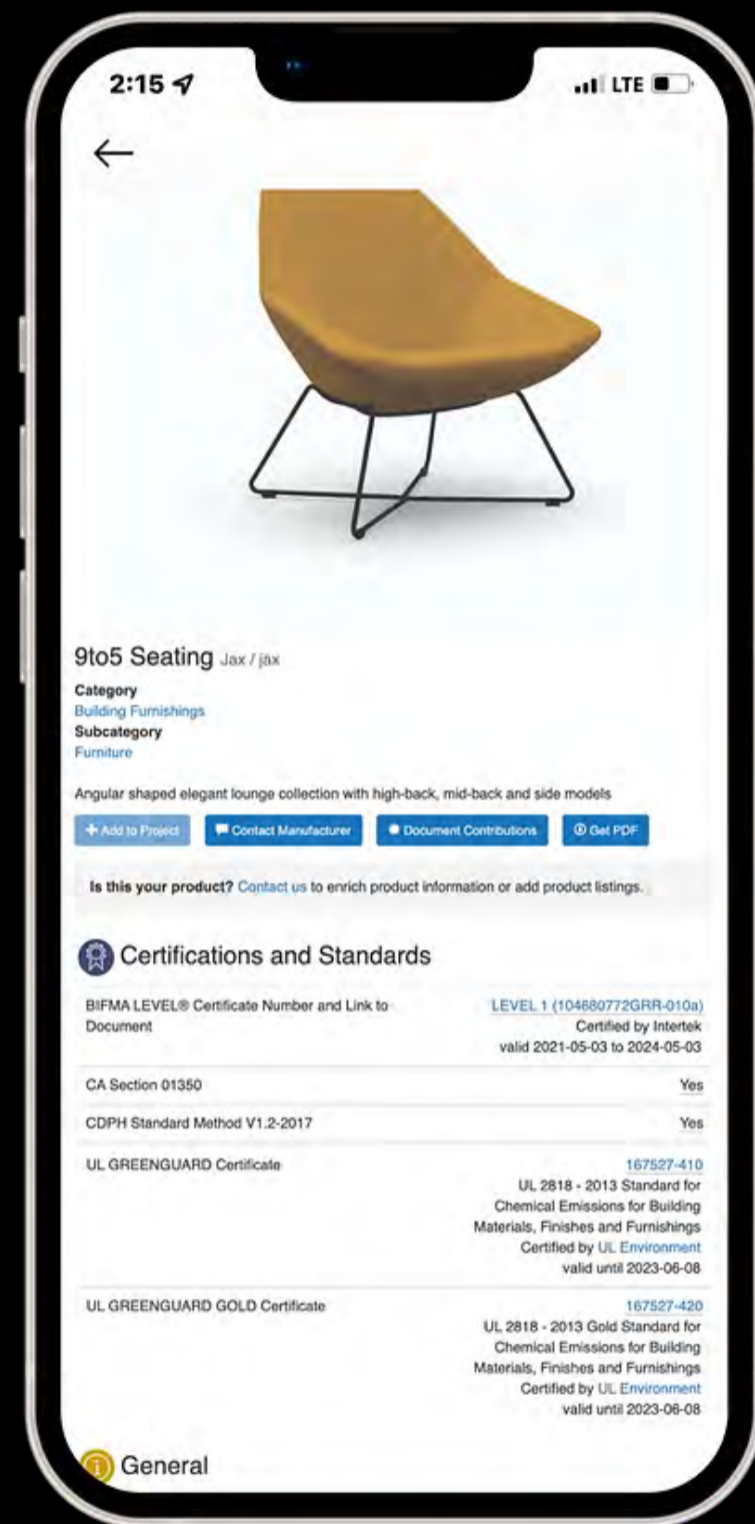
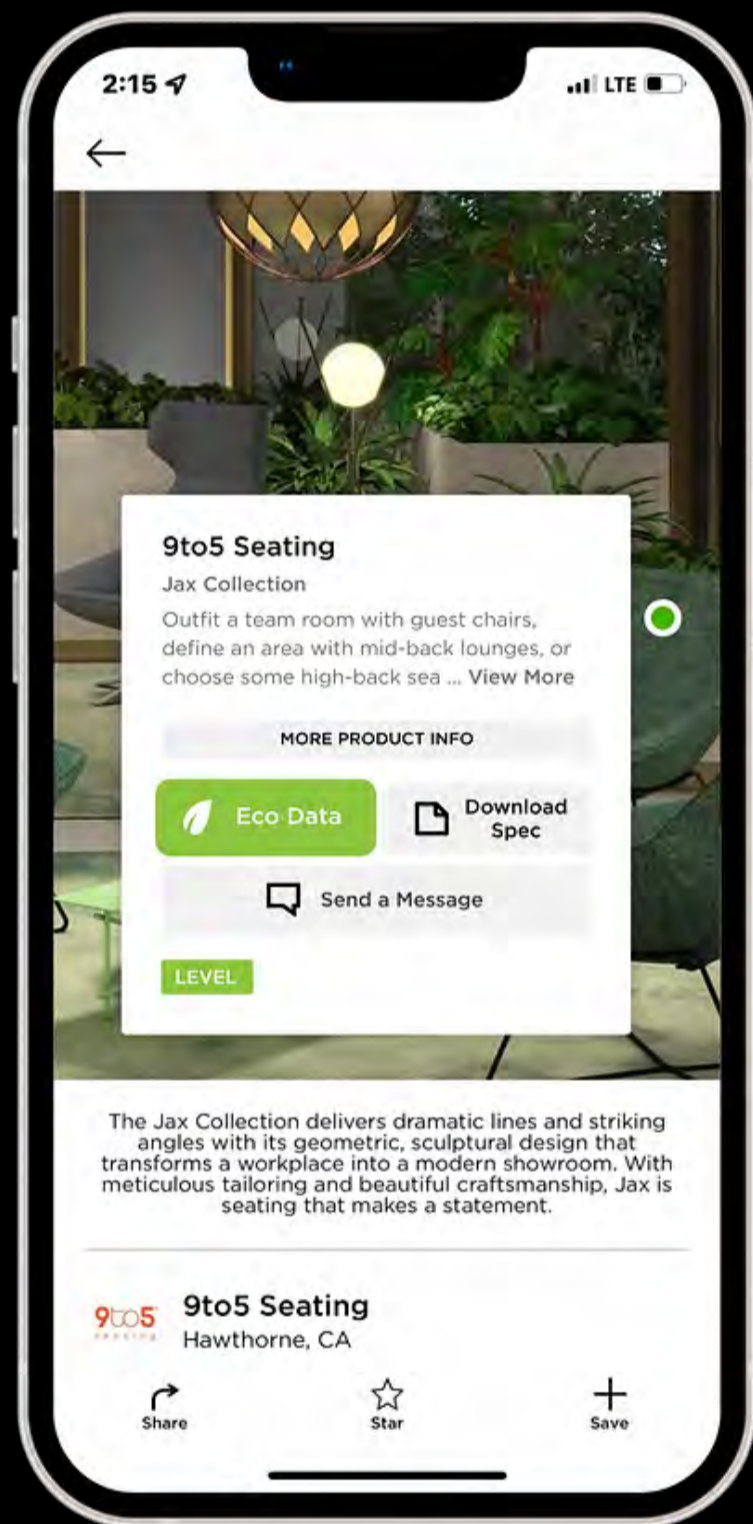
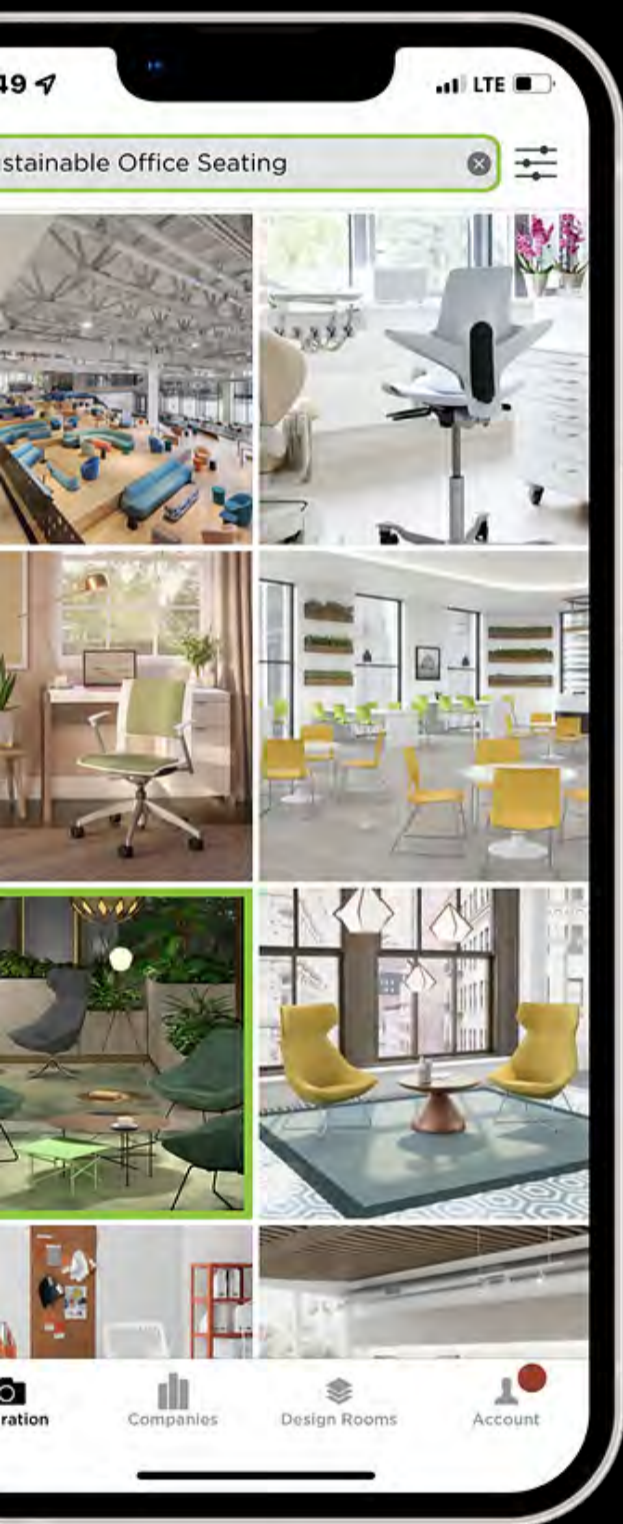




# 2023 ADVERTISE WITH ECOMEDES, INC.

Exclusively commercial, endlessly connected.



**THE LARGEST  
IMPACT-AWARE  
BUILDING PRODUCT  
PLATFORM USED TO  
SOURCE, EVALUATE,  
COLLABORATE  
+ SIMPLIFY  
SUSTAINABILITY**

A dense forest of evergreen trees, likely spruce or fir, with a misty atmosphere. The trees are dark green and fill the entire frame. The mist is most visible in the upper half of the image, creating a soft, ethereal glow.

**BUILD BETTER**

**Ecomedes, Inc. is committed to making sustainable design **sustainable**. Join us as we drive exposure to, and demand for pros, products, and projects that make the world a healthier place.**

**Ecomedes, Inc.'s platforms  
Mortarr and ecomedes are  
trusted by thousands of  
leading brands, pros, and  
institutions across the  
industry to enable better  
buying decisions and reduce  
the impact of our built world.**

**Turner**

Kimball®

**ARCO**  
MURRAY

Interface®

 **Tarkett**

**GAF**

 **Durasein**

**KOHLER®**

Humanscale®

 **SAINT-GOBAIN**

MillerKnoll

 **SHERWIN  
WILLIAMS®**

**CANNONDESIGN**

HNI Global

# ECOMEDES, INC. ADVERTISING

# OUR MEDIUMS

## MORTARR.COM

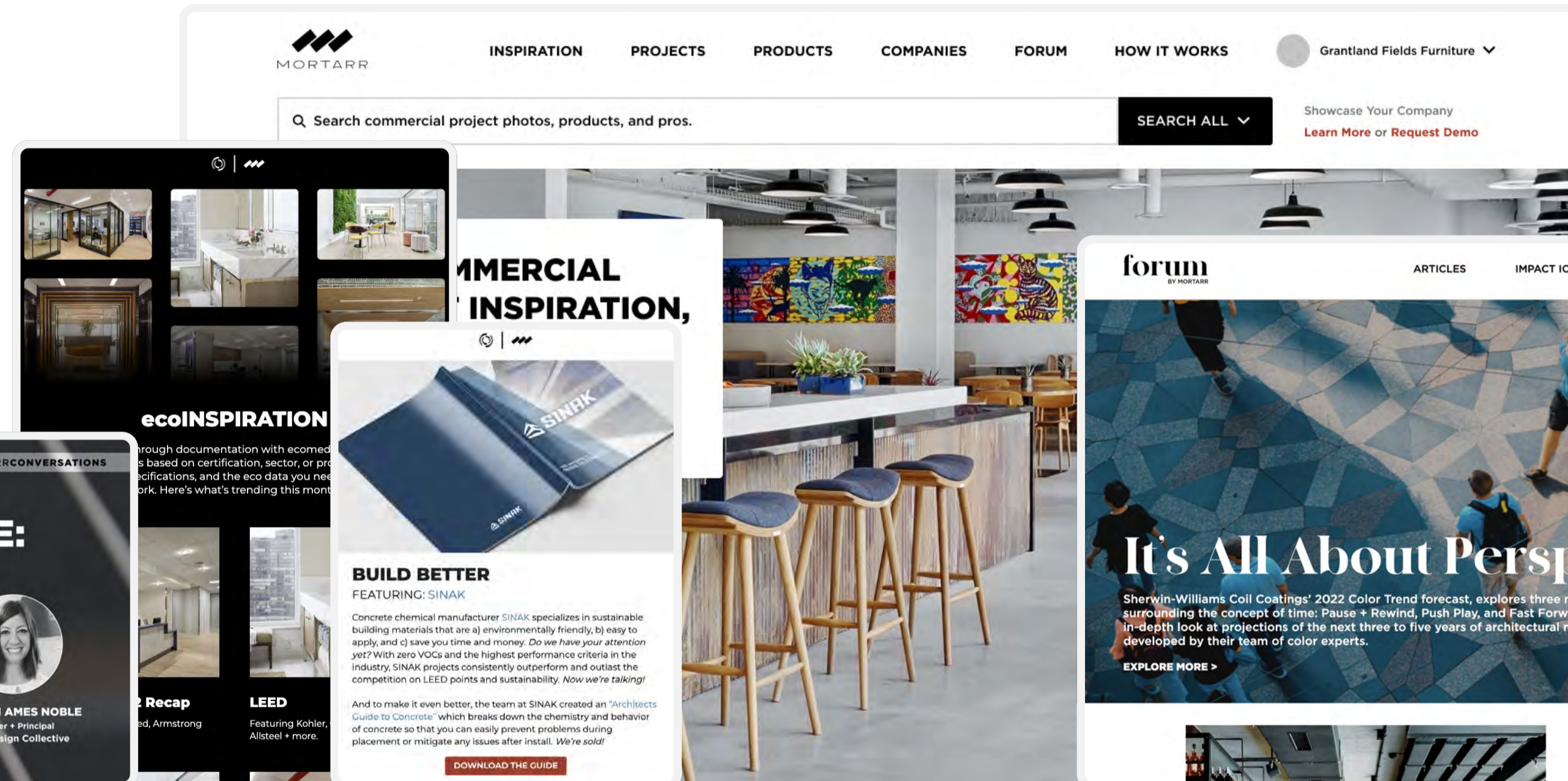
Where the industry comes for inspo. We put you front and center.

## FORUM BY MORTARR

Ecomedes, Inc's industry publication. We'll take readers behind the scenes on your latest.

## ecoINSPIRATION

The industry's greenest inspiration into the hands of buyers to drive better buying decisions.



## CONVERSATIONS

Build rapport with the industry. Editorial conversations highlighting work, firms, and thought leaders.

## EMAIL

Our campaigns deliver your company + message to the inboxes of +60K key building stakeholders.

## SOCIAL MEDIA

Let us do the influencing. Mortarr markets on your behalf across [LinkedIn](#), [Instagram](#), [Twitter](#) and [Facebook](#).

# EDITORIAL CALENDAR

## JANUARY

**FOCUS:**  
Hospitality — Health +  
Wellness

**CAMPAIGN:**  
Sweating the Details

2023 Trends

## FEBRUARY

**FOCUS:**  
Education

**CAMPAIGN:**  
The Valedictorians

## MARCH

**FOCUS:**  
Corporate + Office

**CAMPAIGN:**  
We'd Commute For This

## APRIL

**FOCUS:**  
Energy + Sustainability

**CAMPAIGN:**  
Building A Healthier  
World

## MAY

**FOCUS:**  
Hospitality — Hotels +  
Resorts

**CAMPAIGN:**  
5 Stars

## JUNE

**FOCUS:**  
NeoCon

**CAMPAIGN:**  
AIA (June 7-10)  
NeoCon (June 12-14)

## JULY

**FOCUS:**  
American-Made

**CAMPAIGN:**  
Made in the U.S.A

## AUGUST

**FOCUS:**  
Hospitality — Bars +  
Restaurants

**CAMPAIGN:**  
Hottest Reservations

## SEPTEMBER

**FOCUS:**  
Sustainability

**CAMPAIGN:**  
Greenbuild (Sept.  
16-29)

## OCTOBER

**FOCUS:**  
Healthcare

**CAMPAIGN:**  
HCD Conference + Expo  
(Nov. 4-7)

## NOVEMBER

**FOCUS:**  
Hospitality

**CAMPAIGN:**  
BDNY (Nov. 12-13)

## DECEMBER

**FOCUS:**  
Retail

**CAMPAIGN:**  
A Shopper's Paradise  
Year in Review

**ECOMEDES, INC. ADVERTISING**

# 2023 PRICING

<b>MORTARR.COM</b>	<b>PLACEMENT</b>	<b>FLIGHT</b>	<b>PRICE</b>	<b>REACH</b>	<b>SOV</b>
	Homepage Hero	1 month	\$1,000	10,000	1/1
	Homepage Grid	1 month	\$500	10,000	1/6
	Find Products in Finished Spaces	1 month	\$750	10,000	1/1
	Homepage Pro Feature	1 month	\$300	10,000	1/4
	Interior Pages (Inspiration Feed)	1 week	\$250	2,000	1/9
	Interior Pages (Pro Feed)	1 week	\$250	2,000	1/6
	Interior Pages (Brand Feed)	1 week	\$250	2,000	1/6

<b>FORUM</b>	<b>ARTICLE TYPE</b>	<b>FLIGHT</b>	<b>PRICE</b>	<b>REACH</b>	<b>SOV</b>
	Authored Article	6 months	\$4,000	80,000	1/1
	Submitted Article	6 months	\$2,250	60,000	1/1
	Beyond the Gallery/Showroom	3 months	\$1,250	20,000	1/1
	What's Trending	1 month	\$675	80,000	1/10

<b>EMAIL</b>	<b>EMAIL TYPE</b>	<b>FLIGHT</b>	<b>PRICE</b>	<b>REACH</b>	<b>SOV</b>
	Spotlight Email	2 weeks	\$2,000	60,000	1/1
	Targeted Email	2 weeks	\$1,200+	varies	1/1
	Shared Email	2 weeks	\$750	60,000	1/6

<b>ECOINSPO</b>	<b>PACKAGE INCLUDES</b>	<b>FLIGHT</b>	<b>PRICE</b>	<b>REACH</b>	<b>SOV</b>
	+ Landing Page	1 month	\$500	60,000	1/9
	+ Email				
	+ Social Media Posts				

<b>SOCIAL</b>	<b>POST TYPE</b>	<b>FLIGHT</b>	<b>PRICE</b>	<b>REACH</b>	<b>SOV</b>
	Digital Tradeshow	1 week	\$2,500	30,000	1/1
	Story Post - 7 Slide	1 day	\$750	1,400	1/1
	Story Post - 5 Slide	1 day	\$500	1,400	1/1
	Story Post - 3 Slide	1 day	\$250	1,400	1/1
	Feed Post - Multi Image	1 day	\$350	2,500	1/1
	Feed Post - Single Image	1 day	\$200	2,500	1/1

<b>CONVOS</b>	<b>CONVO TYPE</b>	<b>FLIGHT</b>	<b>PRICE</b>	<b>REACH</b>	<b>SOV</b>
	Panel Discussion	6 weeks	\$1,500+	varies	1/3
	1-On-1 Discussion	6 weeks	\$4,500+	varies	1/1
	Forum LIVE!	3 weeks	\$750	varies	1/1

# **PACKAGES THAT DELIVER**

## **STARTER KIT: \$5,400**

**Reach: 150,000**  
**Flight: 2 Months**

**Tactics:**

**Mortarr.com Homepage Featured Placement (1)**  
**Mortarr.com Interior Pages Featured Placement (2)**

**Shared Email Feature (1)**

**Spotlight Email (1)**

**Beyond the Gallery/Showroom Forum Article (1)**

- Promoted via Email and Social

**Social Media Feature (2)**

**Drive Profile Impressions, Drive Image Impressions**

## **INNOVATOR KIT: \$10,000+**

**Reach: 354,900+**  
**Flight: 3 Months**

**Tactics:**

**Mortarr.com Homepage Featured Placement (2)**  
**Mortarr.com Interior Pages Featured Placement (3)**

**Monthly Campaign Feature (1)**

- Promoted via Shared Email, What's Trending Forum Article, and Instagram Story

**Spotlight Email (1)**

**Submitted Forum Article (1)**

- Promoted via Email + Social

**Social Media Feed Post (3)**

**ecoInspiration Feature (1)**

- Promoted via Landing Page, Dedicated Email, and Social

**Social Media LIVE conversation (1)**

- Available either on Instagram or LinkedIn

**Drive Profile Impressions, Drive Image Impression, Increase General Brand Awareness, Direct Engagement with Profile, Drive Traffic to Website**

## **LEADERBOARD KIT: \$16,450**

**Reach: 497,400+**  
**Flight: 3 Months**

**Tactics:**

**Mortarr.com Homepage Featured Placement (3)**  
**Mortarr.com Interior Pages Featured Placement (3)**

**Monthly Campaign Feature (1)**

- Promoted via Shared Email, What's Trending Forum Article, and Instagram Story

**Spotlight Email (1)**

**Authored Forum Article (1)**

- Promoted via Email + Social

**ecoInspiration Features (2)**

- Promoted via Landing Page, Dedicated Email, and Social

**Mortarr Conversations Webinar: Where Products Meet Projects (1)**

- Promoted Pre- and Post-Event via Email and Social
- Full Registration List

**Drive Profile Impressions, Drive Image Impression, Increase General Brand Awareness, Direct Engagement with Profile, Drive Traffic to Website, Leads Generated**



## SUCCESS STORY

# DURASEIN

**DIGITAL SHOWROOM ADDRESS** | tarkett.ecomedes.com

**PROFILE TYPE** | Brand

**TIER** | Custom

**SUBSCRIBER SINCE** | 2019

### PROBLEM

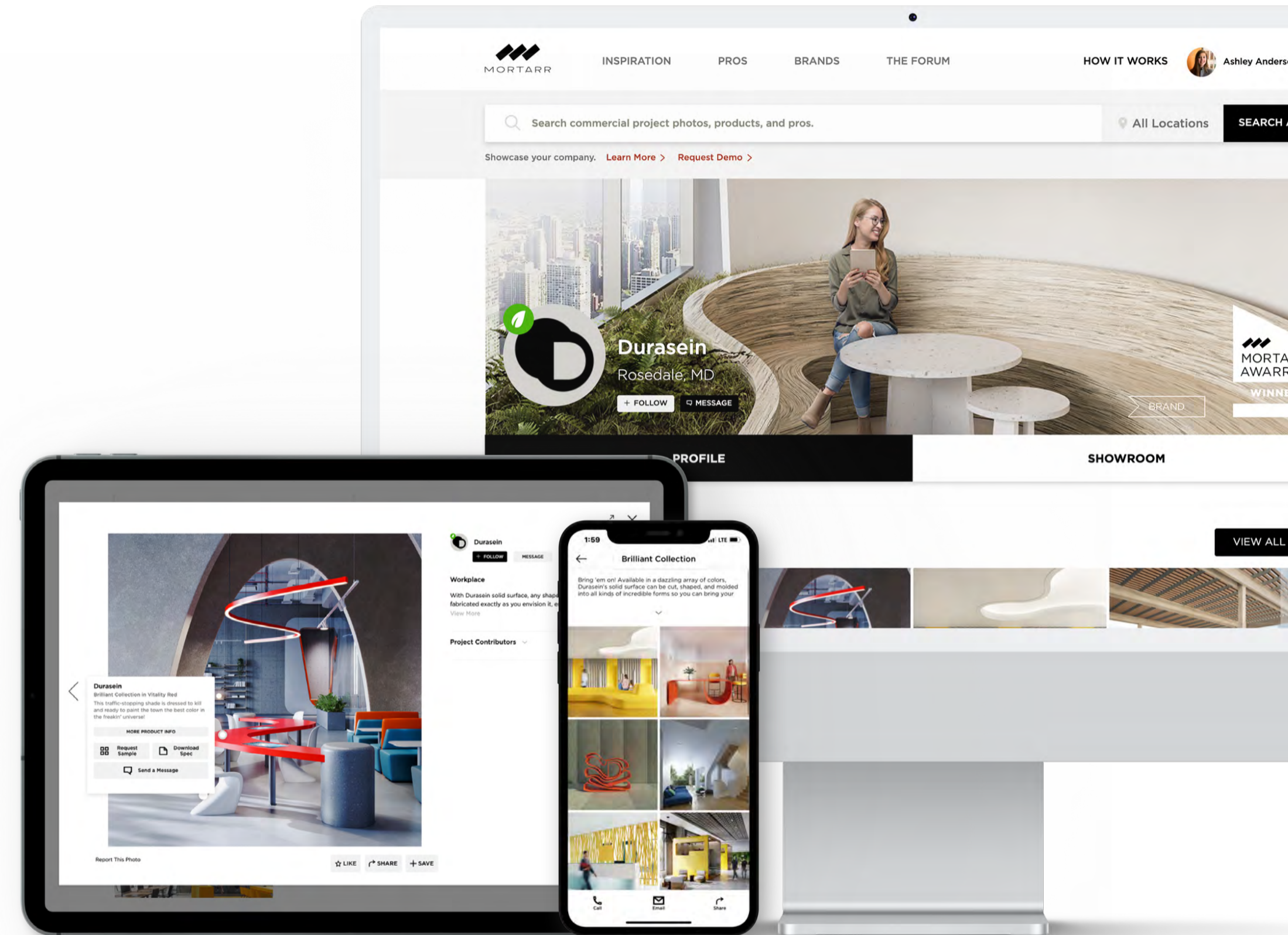
Tarket Support teams were burdened by increasing number of requests for product sustainability data. Their Sales teams needed a single, well-organized source of digital information. And Tarkett's design community partners were seeking faster ways to document product contributions to rating systems.

### SOLUTION

One web-based tool, accessible directly from the Tarkett website, that streamlines sustainable decision making across a wide variety of product data while giving greater marketplace visibility to Tarkett's sustainable offerings.

The new service allows anyone selling or purchasing Tarkett flooring products to search, select, evaluate, compare and document the best sustainable products for their project needs.

Additionally, the expertise of their field sales teams was ramped up to directly handle inquiries with minimal training.



*Durasein's brand profile on Mortarr displays stunning installation photos of their products using the platform's fully searchable digital showroom and interactive product tag features.*

## SUCCESS STORY

# THE RESULTS

“We have not seen more consistent results on any digital platform like we have on Mortarr ... It’s like PB&J, it just works!”

“Mortarr’s reach and content has grown exponentially, further solidifying the Durasein brand into a community we want to touch.”

FEATURED PLACEMENT

# 400%

**INCREASE IN PROFILE TRAFFIC FROM A SINGLE MORTARR HOMEPAGE FEATURE**

EMAIL

# +713K

**INTRODUCTIONS DELIVERED TO DURASEIN’S TARGET COMMERCIAL BUYERS**

MORTARR IN THE CLASSROOM

# +70

**CAMPUSES REACHED ESTABLISHING EARLY AWARENESS AND BRAND LOYALTY WITH EMERGING PROFESSIONALS**

FORUM BY MORTARR

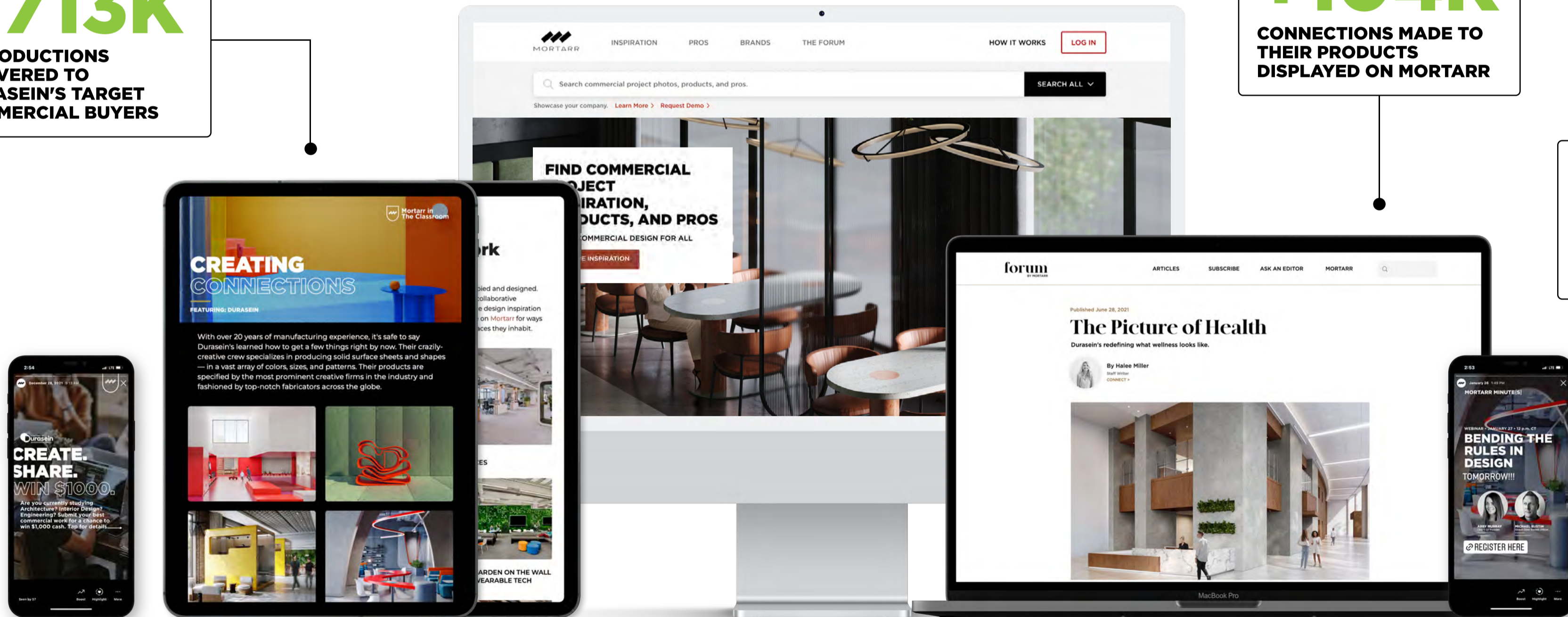
# +104K

**CONNECTIONS MADE TO THEIR PRODUCTS DISPLAYED ON MORTARR**

MORTARR CONVERSATIONS

# 112

**QUALIFIED LEADS GENERATED**



# WELCOME TO THE INDUSTRY'S FRIENDLIEST PLATFORM



**JEN LEVISEN**  
Content Director + EIC  
[jen@ecomedes.com](mailto:jen@ecomedes.com)

[Cloud] Based in San Francisco