



# 2025 ADVERTISING GUIDE

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[www.distributorcentral.com](http://www.distributorcentral.com)



## The only membership that gives you access to the whole industry!

Transform, manage, and distribute high-quality product data to the entire industry with one partner.

### DISTRIBUTORCENTRAL + ONESOURCE

#### Product Listing

- Promote and advertise unlimited products to 14,000+ promotional product distributors, decorators, and team dealers across product search, online stores, and distributor websites
- Reach end users searching on the 8,500+ distributor websites that are hosted on the DistributorCentral platform
- Receive a \$749/mo credit to add Product Placement onto your products and boost their ranking in the product search & on distributor websites

#### OneSource & Data Integrations

- Manage and distribute high-quality product data to the entire industry, including 175+ technology providers and distributors like OrderMyGear, commonsku, ZOOMcatalog, PromoHunt, HALO, and Geiger
- Ensure your data is accurate and complete with the industry's only product data validation tool, providing a 400-point quality check and visibility to errors

#### PromoStandards

- Transform your product data to PromoStandards without any technical expertise or resources, and easily share with distributors and technology partners with a single API
- Deliver updates and notifications to data consumers utilizing PromoStandards Inventory and Order Services through an FTP upload solution in OneSource, eliminating the need for coding or development

#### Reporting & Sales Tools

- Track distributor search metrics, top products, and advertising performance with on-demand reporting plus monthly and weekly snapshots delivered to your inbox
- Equip your sales and marketing team with a comprehensive lead generation report that includes a list of distributor leads actively seeking products similar to yours or engaging with your offerings

#### Websites

- Get your business online quickly with turnkey website templates that can be customized to match your branding
- Allow customers to search for products, create accounts, download sales materials, place orders, and more
- Keep your website and data secure with a free full site SSL certificate

# Advertising OVERVIEW

## Boost your business with the power of advertising

In today's competitive marketplace, effective advertising has become a critical tool for businesses to thrive and succeed. It goes beyond mere promotion; it is about creating brand recognition, expanding your customer base, and ultimately driving sales growth.

## Here's a snapshot of the advertising we offer:

### 1 DASHBOARD BANNERS

*starting at \$599/mo.*

Dashboard ads are the most prominent banner ads on DC, and the first thing distributors see when logging into their accounts. Choose from the Top of Page Ribbon, Billboard, or a Tile ad.

### 2 PRODUCT OF THE DAY

*\$249/day*

Product of the Day is also showcased on the distributor Dashboard and is a great way to showcase a new or hot item. These are also featured on distributor websites and in the Featured Products ribbon.

### 3 SEARCH BANNERS

*starting at \$500/mo.*

Catalog and Category ads are exclusive ads that display within DC's search when distributors are searching for products.

### 4 SEO BOOST

*set your own budget*

Boost your products above competing products! Make your products more visible than competitors in search results and create your own advertising budget with Product Placement dollars.

### 5 EMAIL NEWSLETTERS

*starting at \$99/mo.*

**NEW! OMG Newsletter:** Suppliers can now feature their products in the top Supplier Spotlight section of the OMG monthly newsletter, reaching 16,000+ distributor contacts.

**NEW! MerchDrop Newsletter:** Designed to give new suppliers and products in DC immediate visibility among our distributor audience. Sent out once a month to over 25,000+ distributor contacts.

### 6 PRODUCT HIGHLIGHT EMAIL

*starting at \$200/mo.*

Reserve your spot in these themed monthly emails to get your ad blasted out to 25,000+ distributors during the month of your choice.

### 7 EMAIL BLASTS

*starting at \$249/ea.*

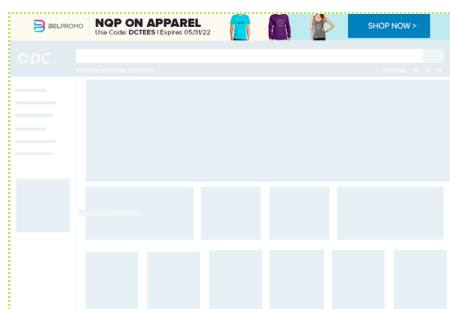
Our extensive list of 25,000+ distributor contacts ensures that your message reaches a wide audience, allowing you to increase your sales and grow your business rapidly.

# Dashboard BANNERS

The front page of DC's ProductCentral, the distributors' product-centric home dashboard, offers the perfect opportunity for you to establish brand recognition among distributor users. Your advertisement will be prominently displayed, ensuring that every distributor who logs into DC sees it first. Even if they don't click on the banner ads, the mere exposure to your ad will contribute to building valuable brand recognition.



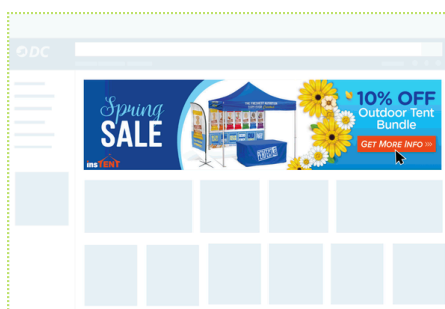
**TOP OF PAGE RIBBON AD**  
**\$999/mo**



**2¢ /  
IMPRESSION**

Highlight your brand on every page in DC.  
*Rotates up to 4 ads per month.*

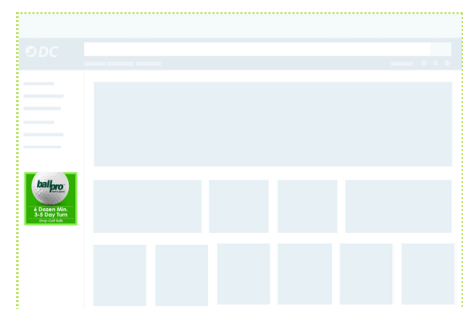
**BILLBOARD AD**  
**\$1,499/mo**



**4K+  
IMPRESSIONS**

Lots of room to tell a story to distributors looking for ideas in DC.  
*Rotates up to 4 ads per month.*

**TILE AD**  
**\$599/mo**



**25K+  
IMPRESSIONS**

Reach distributors on every page in DC.  
*Rotates up to 8 ads per month.*

# Product of THE DAY

Ensure that distributor users have immediate visibility of your product on the DC platform. By featuring your product as the "Product of the Day" on the distributor dashboard and distributor websites, you can effectively promote your new products or product specials to the industry. This will ultimately increase traffic and generate more interest in your offerings.



## PRODUCT OF THE DAY

**\$249/weekday**

**\$100/weekend**

Showcase new or hot items in this prominent ad shown on all DC distributor dashboards.  
*Sponsorship of 1 ad per day.*

After your product is featured on its scheduled day in the Product of the Day banner, it gets put into our Featured Products Ribbon and is seen for at least an additional 8 days.

## BONUS END-USER EXPOSURE

Also featured on distributor websites in the Product of the Day block and Featured Products Ribbon, which automatically updates to pull in new Product of the Day products.

## Product of the Day

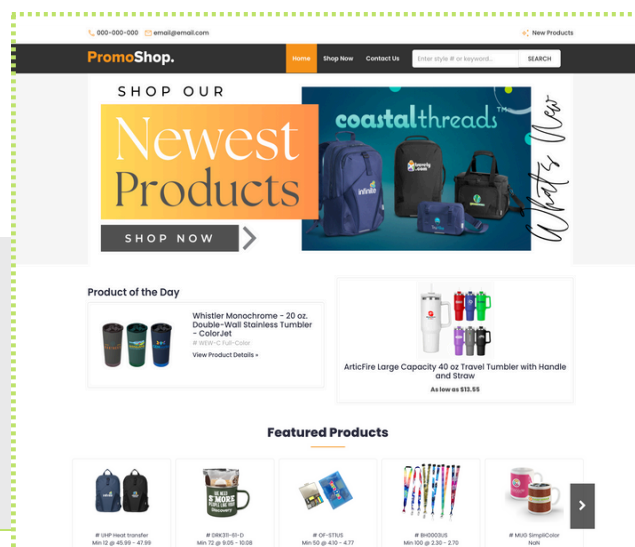


**Whistler Monochrome - 20 oz. Double-Wall Stainless Tumbler - ColorJet**  
# WEW-C Full-Color - Goldstar  
[View Product Details >](#)

Product of the Day products with no additional product placement average a

**67,000%**

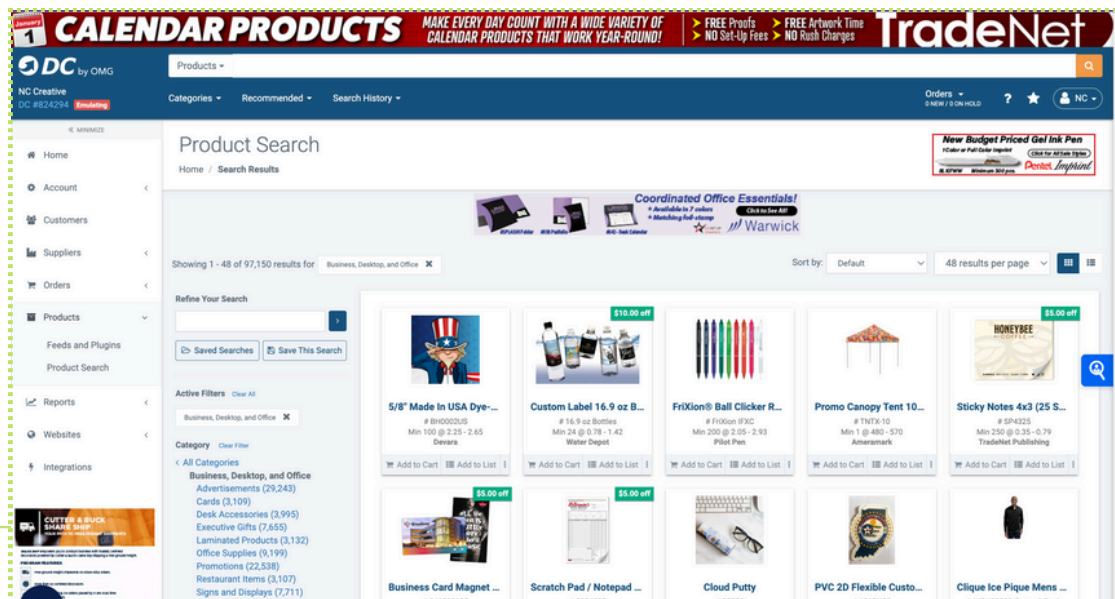
increase in impressions





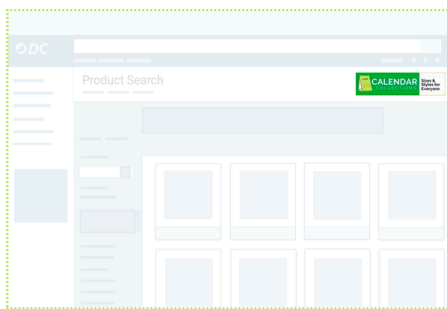
# Search BANNERS

By utilizing Search Banner Ads, you can effectively place your advertising message in front of distributors who are actively searching for products. With the Catalog Ad, you can optimize your visibility by displaying your ad on every page of the search results in DC. Additionally, the Category Ads will prominently appear above the search results whenever a distributor searches for a keyword related to your category or interacts with your category or any sub-category filter. This will further enhance your exposure and attract potential customers.

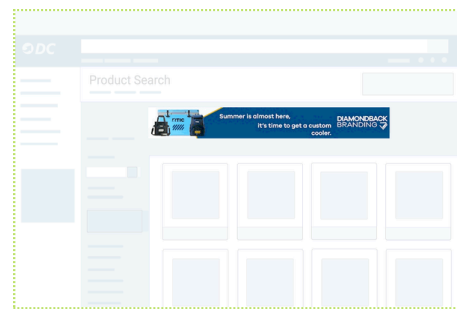


**CATALOG AD**  
\$999/mo

**CATEGORY AD**  
From \$500-\$1000/mo based off traffic



Advertise your brand on every page of DC search results while distributors are searching for products.  
Sponsorship of 1 ad per month.



Reach browsing distributors with a banner on your preferred categories in search results.  
Sponsorship of 1 ad per month.



**2¢ /**  
**IMPRESSION**



**1500+**  
**IMPRESSIONS/DAY**

# Boost PRODUCT SEO

## BOOST YOUR PRODUCT SEO RANKINGS

Get ahead of the competition and gain the attention of distributors in DC and end users browsing distributor websites with Product Placement.

Outshine your competition in search results and allocate your own advertising budget using Product Placement dollars. Invest the necessary dollar amounts to secure top placements for your products in keyword searches!

- ✓ Set your own budget
- ✓ No impression caps
- ✓ Daily performance monitoring
- ✓ Make changes anytime
- ✓ Also applies to your rank on distributor websites

### Product Placement

Camo Mesh Snap Back Cap #12312

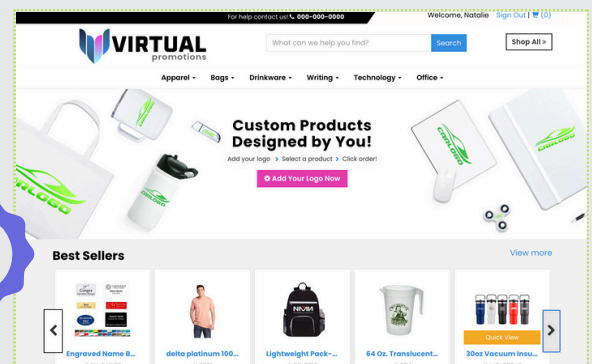


## Always stay one step ahead of competitors

With DC's Product Placement Manager, you have the power to monitor existing product placements and amounts, see how much it takes to secure your desired placement, and effortlessly launch your product to the top of search results with just a single click!

## BONUS EXPOSURE

All products with \$50 or more will be automatically added to the Top Sellers Collection, which is prominently displayed on distributors' DC Dashboard and end-user websites.



## SUCCESS STORY

Supplier increased placement  
spend by \$500

## RESULTS

Increased Conversions 68%  
Increased Impressions 75%  
over the same period last year

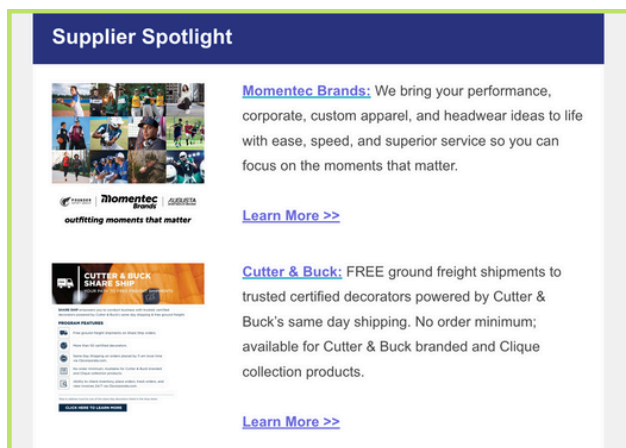
NEW!

# OMG NEWSLETTER

Get your company, products, and services front and center in the Supplier Spotlight section of the monthly OMG Newsletter. This prime location ensures maximum visibility to an engaged audience of 16,000+ promotional product distributors, decorators, and team dealers that use OrderMyGear (OMG) solutions. This newsletter is a great opportunity to build brand awareness, connect with a new audience, and generate new business.

## OMG Newsletter - Supplier Spotlight

**\$1500/mo**



Reach a new audience with the OMG Newsletter Supplier Spotlight!

- Sent 1x per month (last week of the month)
- Includes image (500px x 500px), short description, and a call to action. Opportunity for 2 links - the image and the call to action
- Sponsorship of up to 3 ads per month



**16K**  
CONTACTS



**34%**  
AVG OPEN RATE



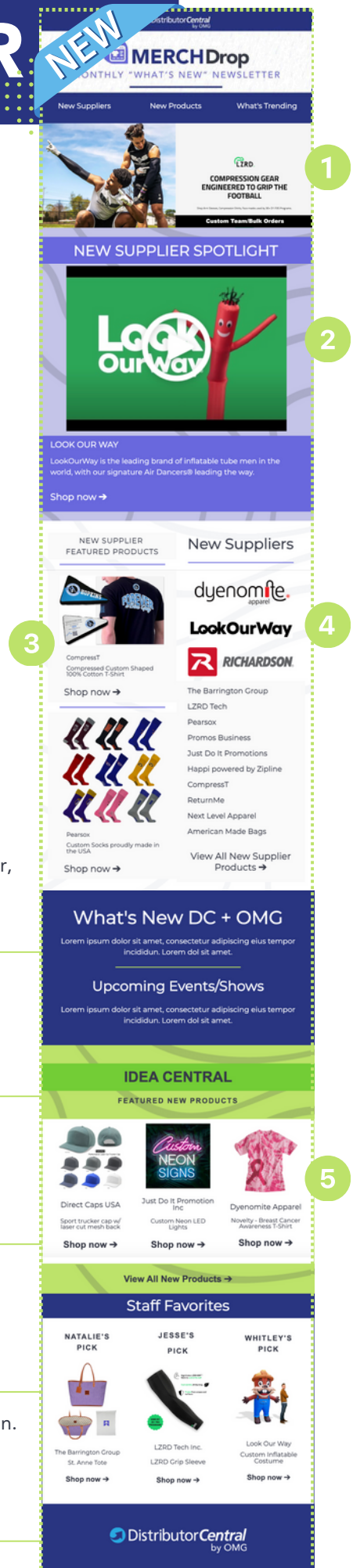


**NEW!**

# MerchDrop NEWSLETTER

Introduce your company and fresh, new products to distributors in the monthly MerchDrop newsletter. This monthly email showcases the latest additions to our supplier network, highlighting innovative new products, and informing distributors about updates from DC and OMG. By featuring your offerings in MerchDrop, you can reach a targeted audience eager to discover the latest trends and products in the industry, ensuring maximum visibility and engagement for your brand.

Each new supplier will be featured in the newsletter and linked to their products in DC for free. Stand out by purchasing an additional advertising spot.



## 1 TOP BANNER AD

PRICE:  
\$699

Feature your brand at the very top of the newsletter, with your own supplied banner artwork.  
Size: 1000px x 300px

## 2 NEW SUPPLIER SPOTLIGHT

PRICE:  
\$999

**Exclusive for New Suppliers.** Spotlight your company with an image or video, company name, short description, and a link for distributors to view all of your products in DC.

## 3 NEW SUPPLIER FEATURED PRODUCT

PRICE:  
\$499

**Exclusive for New Suppliers.** Stand out from other new suppliers and showcase your top selling product/s.

## 4 UPGRADED LOGO LISTING

PRICE:  
\$99

Promote brand recognition by upgrading your free name listing to feature your company logo that will link to your products in DC.

## 5 FEATURED NEW PRODUCT

PRICE:  
\$249

Feature your new products in our Idea Central section. Available to any listing supplier with new and innovative products.

# Product Highlight EMAIL BLAST

Use DC's themed email blasts to get your ad in front of more than 25,000 distributor contacts and growing on 2 different occasions during the selected month.

## 1 TOP BANNER

PRICE:  
\$699/mo.

At 680 x 300 pixels, the top banner gives you the most visibility.

## 2 LOWER BANNER

PRICE:  
\$599/mo.

At 680 x 150 pixels, the lower banner lets you promote multiple products from your line.

## 3 SQUARE AD

PRICE:  
\$200/mo.

At 500 x 500 pixels, the square ad lets you get creative with your ad space.

## 4 PRODUCT LISTING

PRICE:  
\$200/mo.

The product listing allows you to feature a specific product without any artwork required. We pull the info from your product listing on DC and link back to the product in DC for easy distributor ordering.

**NEW!**

## New Themes for 2025

### Monthly Themes

- NEW!** January - Eco-Friendly
- February - Golf & Spring
- March - Outdoor & Summer
- NEW!** April - Luggage, Bags, & Totes
- May - USA Made
- NEW!** June - Work & Education
- July - Sports, Spirit, Back2School
- August - Holiday Gifts

- NEW!** September - Tradeshow, Events, & Display Products
- NEW!** October - Brand Names
- NEW!** November - Drinkware
- NEW!** December - Self Promos



**25K**  
CONTACTS



**30%**  
AVG OPEN RATE

VIEW OFFER ONLINE | VIEW ALL OFFERS

**DistributorCentral**  
by OMG

**Q4 TRENDS**  
SEPTEMBER PRODUCT HIGHLIGHT

**WHAT'S TRENDING FOR Q4 SALES**

**READY FOR FALL & WINTER APPAREL? WE ARE!**  
CONTRACT SCREEN PRINTING EMBROIDERY & DTG PRICING

**CHAMPRO**  
OUR TEAM BUILDS YOURS

**SONOMA PROMO**  
CUSTOM HOLIDAY ORNAMENTS  
DELTA  
GET A QUOTE

**FELLOW**  
ruby + rocky

**Corporate Gift Programs**  
Click here

**Columbia In The Element Men's Jacket**  
#APPO005  
Supplier Info: Ball Pro - Diversified Kitchenware  
View Product

**Pro-S Vento Shin NOCSAE**  
#VS47  
Supplier Info: G-Form, LLC  
View Product

**Whiskey Decanter - Front Only - 2 Glasses - Wood Box**  
#DBX2CS  
Supplier Info: Swanky Badger  
View Product

**ZOOGEER**  
NO SETUP, NO CHANGES  
Full Color Damed Shatterproof Holiday Ornaments  
Damaged Imprints Will Not Fade or Wear Off  
• North American Made  
• Free Virtual Proof  
• 100% Cash Refund  
• 5-7 Business Days Production  
info@zoogeer.com • 1.866.532.4915

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Best Prices in the Market + Quick Turnaround!

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Phone: 888.516.7401 | Email: info@distributorcentral.com  
www.distributorcentral.com  
Email Broadcast Powered By  
**DistributorCentral**

# Email Blast SERVICES

Reach more distributors and stay top of mind with DC's email blast services



**30%**  
AVG OPEN RATE



**25K+**  
CONTACTS

**PURCHASE THE PACKAGE THAT WORKS FOR YOU**

## 1 Elite Package

**BEST VALUE**

**INCLUDES: 52 EMAILS**

**\$249** (per email)

Stay front and center by sending an email every week of the year or twice a week during peak selling times.

## 2 Pro Plus Package

**INCLUDES: 36 EMAILS**

**\$299** (per email)

Consistently stay top of mind for distributors throughout the year based on your marketing needs.

## 3 Pro Package

**INCLUDES: 24 EMAILS**

**\$349** (per email)

Perfect for sending 2 emails out each month.

## 4 Basic Package

**INCLUDES: 12 EMAILS**

**\$399** (per email)

Perfect for sending 1 emails out each month for a year.

## 5 Starter Package

**INCLUDES: 6 EMAILS**

**\$449** (per email)

For those wanting to test the email blasts before purchasing a larger package.



- ✓ End-user version for easy forwarding
- ✓ Inclusion in a weekly recap email
- ✓ Live statistic reporting
- ✓ Social media sharing

# All Advertising SPECS & PRICING

## DASHBOARD BANNERS

Banner Ad Artwork Due: 1 week before the beginning of the month it is booked to run.

Email artwork to [ads@distributorcentral.com](mailto:ads@distributorcentral.com).

Files must be submitted at correct sizes, 72 resolution, RGB color profile, and in JPEG, PNG, or GIF format

Name	Ad Size (in pixels)					Price
Top of Page Ribbon Ad (responsive)	1600x50	1199x50	991x50	767x50	479x50	\$999/mo.
Billboard Ad (responsive)	1600x400	1440x480	999x333	600x300		\$1499/mo.
Tile Ad	200x200					\$599/mo.

## SEARCH BANNERS

Banner Ad Artwork Due: 1 week before the beginning of the month it is booked to run.

Email artwork to [ads@distributorcentral.com](mailto:ads@distributorcentral.com).

Files must be submitted at correct sizes, 72 resolution, RGB color profile, and in JPEG, PNG, or GIF format

Name	Ad Size (in pixels)	Price
Catalog Ad	234x60	\$999/mo.
Category Ad	468x60	\$500-\$1000 (based on traffic)

## PRODUCT OF THE DAY

Artwork is pulled from product data. Product selection and dates are due at the time of purchase. Changes to product selection can be done up to 2 days before the ad runs. Email your account manager with any changes to your product selection.	Price
	\$249/weekday \$100/weekend

## OMG NEWSLETTER SUPPLIER SPOTLIGHT

<ul style="list-style-type: none"><li>Image 1500px x 1500px. Format JPEG or PNG</li><li>Image URL</li><li>Short description</li><li>Call to Action with URL</li></ul>	Price
	\$1500/mo

# All Advertising SPECS & PRICING

## MERCHDROP EMAIL NEWSLETTER

Format: JPEG or PNG • Art Due: 1st of the month it is running.  
Send artwork to [ads@distributorcentral.com](mailto:ads@distributorcentral.com).

Name	Ad Size (in pixels)	Price
Top Banner	1000x300	\$699/mo
New Supplier Spotlight	Video URL - Short Description	\$999/mo
Featured New Supplier Product	Item # to pull from DC Listing	\$499/mo
Upgraded Logo New Supplier Listing	Prefer logo file with no background at least 100px wide	\$100/mo
Featured New Product	Item # from DC Listing	\$249/mo

## PRODUCT HIGHLIGHT EMAIL BLAST

Format: JPEG or PNG • Art Due: 1st of the month it is running.  
Send artwork to [ads@distributorcentral.com](mailto:ads@distributorcentral.com).

Name	Ad Size (in pixels)	Price
Top Banner	680x300	\$699/mo
Lower Banner	680x150	\$599/mo
Square Ad	500x500	\$200/mo
Product Listing	Product image and info pulled from DC	\$200/mo

## EMAIL BLASTS

Minimum width: 750 px • Maximum height: 1728 px • Format: JPEG, PDF, or HTML  
Art Due: 3 days before run date. **Send email blast artwork to [artwork@dcmt.com](mailto:artwork@dcmt.com).**

# of Emails:	52	36	24	12	6
Price/email:	\$249/ea.	\$299/ea.	\$349/ea.	\$399/ea.	\$449/ea.





*Book*  
**TODAY!**



**<< SCAN HERE**

to schedule a meeting with  
one of our team members