

2026

Advertising Guide

Pro Membership \$749 per month

Reach more customers in more channels with OMG

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

| | |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product Listing | <ul style="list-style-type: none">• Promote and advertise unlimited products to 16,000+ promotional product distributors, decorators, and team dealers across product search, online stores, and distributor websites• Reach end users searching on the 5,000+ distributor websites hosted on OMG (formerly known as DistributorCentral)• Receive a \$749/mo Product Placement credit to boost your products in product search results and on distributor websites |
| OneSource & Data Integrations | <ul style="list-style-type: none">• Manage and distribute high-quality product data to the entire industry, including 175+ technology providers and distributors including commonsku, ZOOMcatalog, PromoHunt, Staples, 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 | <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• 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, decorator, and dealer leads actively seeking products similar to yours or engaging with your offerings |
| Websites | <ul style="list-style-type: none">• 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

Keep your brand, products, and services
top of mind with digital advertising

1 DASHBOARD BANNERS starting at \$599/mo

Dashboard ads are the most prominent banner ads and the first thing distributors, decorators, and dealers 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 search when distributors, decorators, and dealers 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

Feature your products in the top Supplier Spotlight section of the bi-monthly OMG Newsletter, reaching 16,000+ distributors, decorators, and dealers.

6 PRODUCT HIGHLIGHT EMAIL starting at \$200/mo

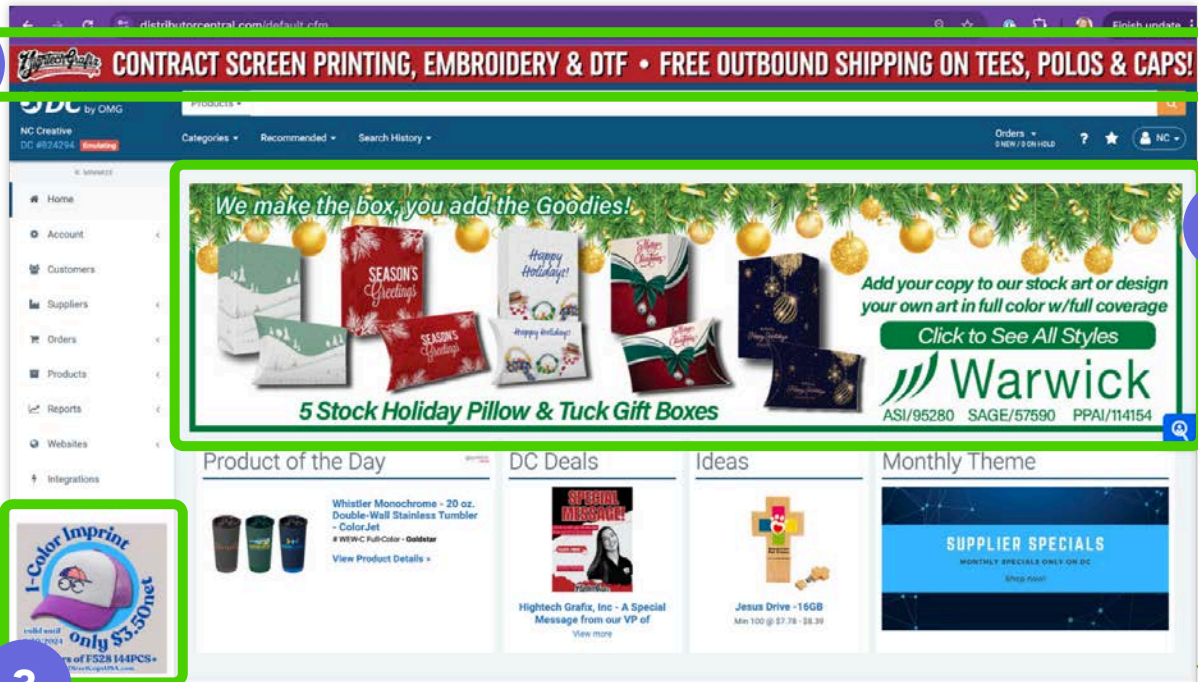
Reserve your spot in these themed monthly emails to get your ad blasted out to 22,000+ distributors during the month of your choice.

7 EMAIL BLASTS starting at \$249/ea

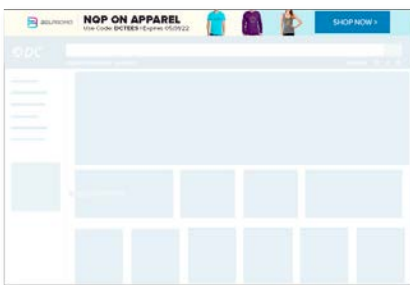
Our extensive list of 22,000+ distributor contacts ensures that your message reaches a wide audience, allowing you to increase your visibility and grow your sales.

Dashboard Banners

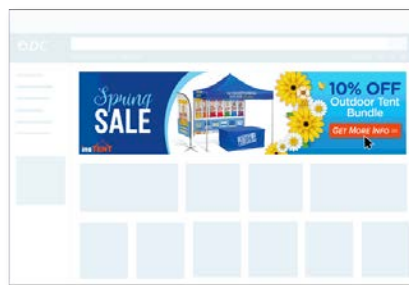
The product-centric dashboard offers the perfect opportunity to establish and grow brand recognition among distributor, decorator, and dealer users. Your advertisement will be prominently displayed, ensuring that every person logging into DC sees it first. Even if they don't click on the banner ads, the mere exposure to your ad will contribute to building valuable brand recognition.



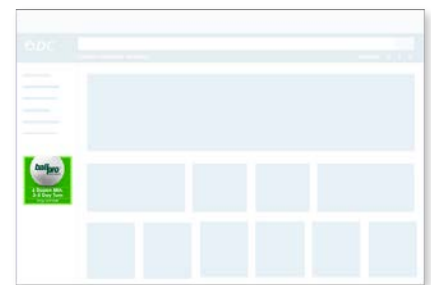
1.
Top of Page Ribbon Ad
\$999/mo



2.
Billboard Ad
\$1,499/mo



3.
Tile Ad
\$599/mo



**2¢ /
IMPRESSION**

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



**4,000+
IMPRESSIONS**

Tell a bold story to users looking for ideas.
Rotates up to 4 ads per month.

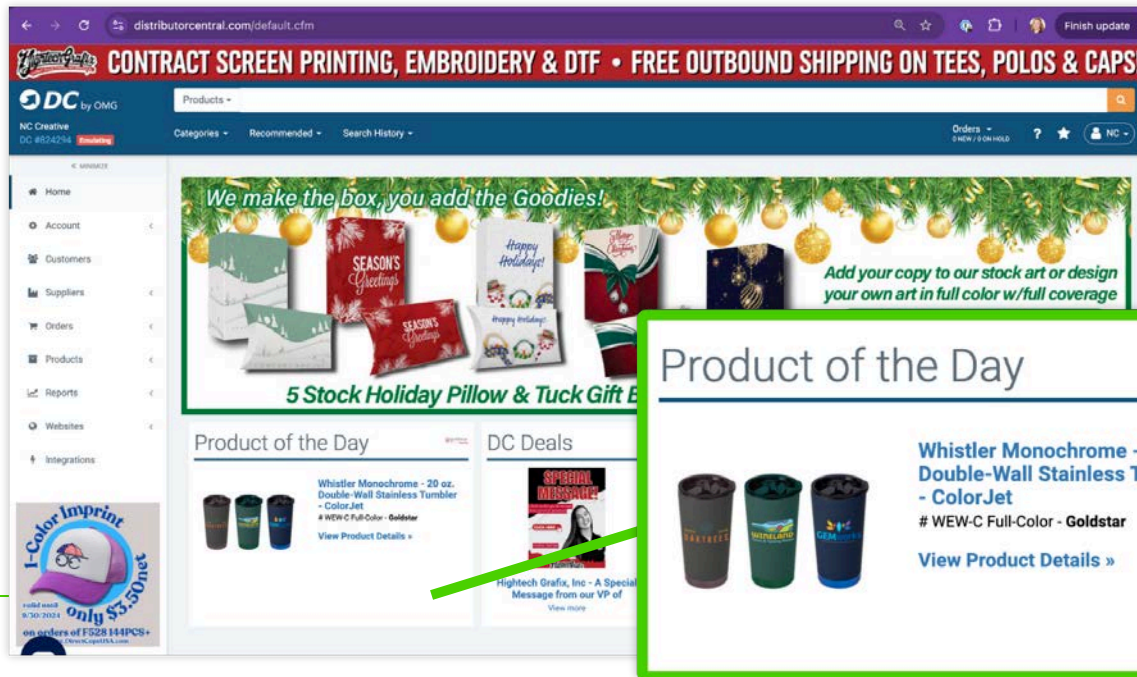


**23,000+
IMPRESSIONS**

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

Product of the Day

Ensure that distributor, decorator, and dealer users have immediate visibility of your product on the DC platform. By featuring your product as the "Product of the Day" on the 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 and \$100/weekend

Showcase new or hot items in this prominent ad shown on all DC dashboards.

Sponsorship of 1 ad per day.

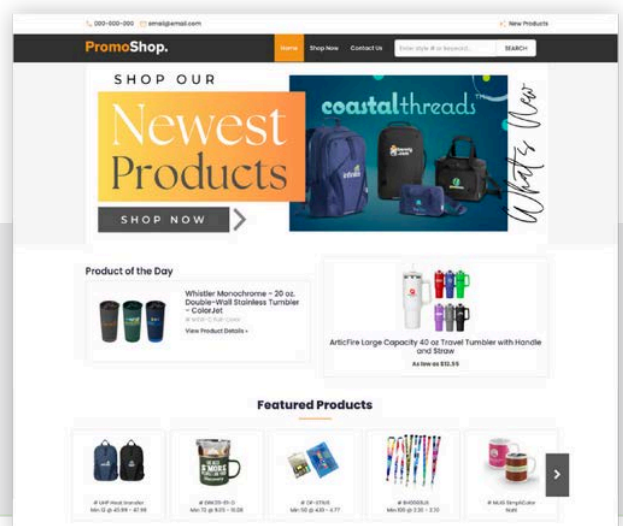
After your product is featured on its scheduled day in the Product of the Day banner, it gets put into our Featured Products Ribbon and is seen for at least an additional 8 days.

Bonus End-User Exposure

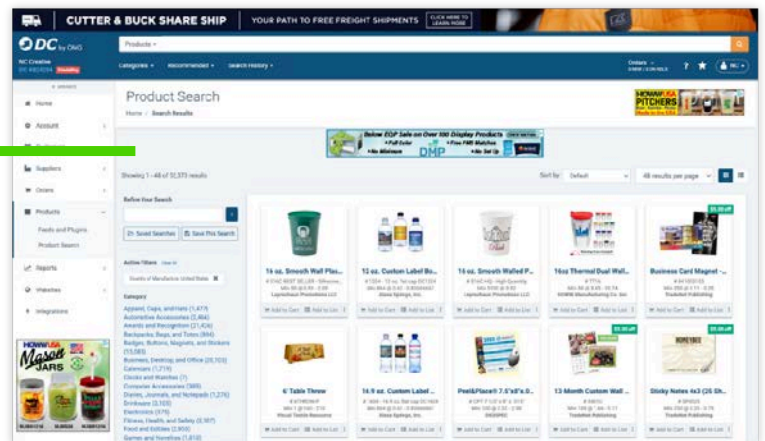
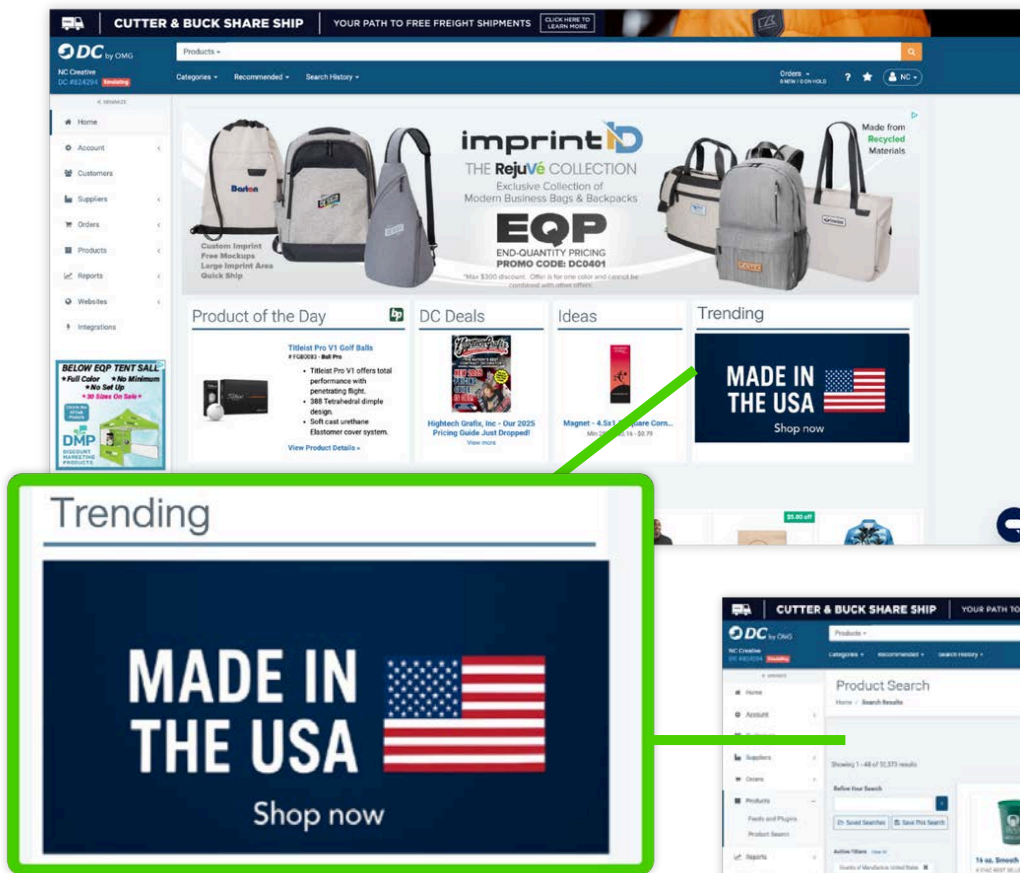
Also featured on distributor websites in the Product of the Day block and Featured Products Ribbon, which automatically updates to pull in new Product of the Day products.

SUCCESS STORY

Impressions for a product increased from 6 to 12,200+ for a supplier using Product of the Day with no additional product placement



Trending Featured Products



Trending Featured Product \$249/month

This advertisement space will highlight trending themes throughout the year, featuring the theme prominently on distributors' dashboards. This allows them to easily click and quickly access your products.

Themes will be selected throughout the year to match the products that are in high demand during specific times.

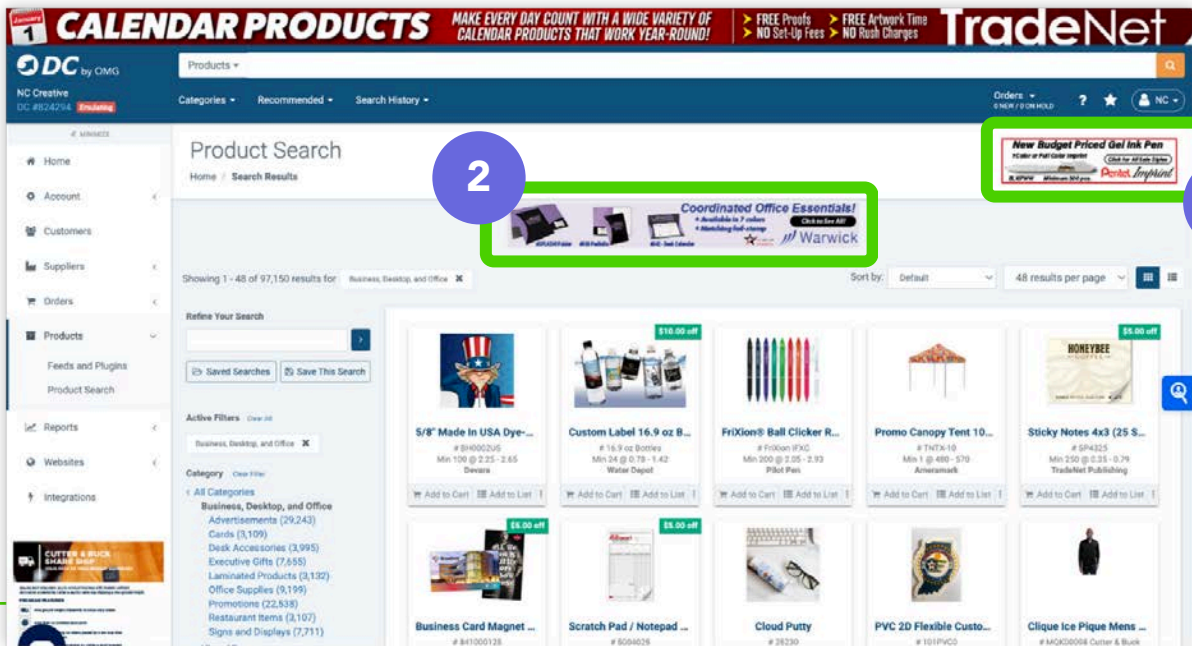
BONUS TIP

The standard arrangement of displayed products is determined by the allocation of product placement dollars. When securing this spot, be sure to increase your investment in product placement dollars for the featured product or products.

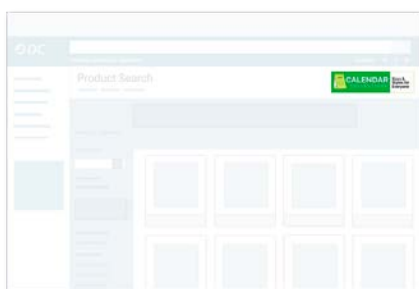
Not sure what product placement allocation means? [Click here to learn more!](#)

Search Banners

Search Banner Ads effectively places your advertising message in front of distributors, decorators, and dealers actively searching for products. With the Catalog Ad, you can optimize your visibility by displaying your ad on every page of the search results. 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.



1.
Catalog Ad
\$999/mo



Advertise your brand on every page of the search results while users are searching for products.

Sponsorship of 1 ad per month.



**2¢ /
IMPRESSION**

2.
Category Ad
From \$500-\$1000/mo based off traffic



Reach distributors, decorators, and dealers with a banner on your preferred categories in search results.

Sponsorship of 1 ad per month.



**2,700+
IMPRESSIONS/MO**

Boost Product SEO

Boost your Product SEO Rankings

Get ahead of the competition and gain the attention of distributors, decorators, and dealers in DC and end customers browsing their 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

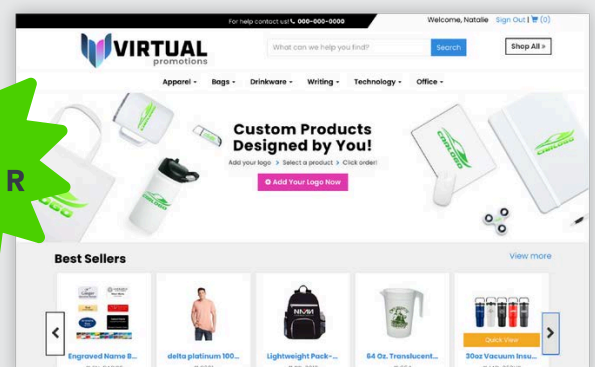


Always stay one step ahead of competitors

With our 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 websites.



SUCCESS STORY

Supplier increased placement spend by \$500

RESULTS

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

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

\$2000/spot

\$3500/exclusive spot

\$5000/full month exclusive

Supplier Spotlight



Momentec Brands: We bring your performance, corporate, custom apparel, and headwear ideas to life with ease, speed, and superior service so you can focus on the moments that matter.

[Learn More >>](#)



Cutter & Buck: FREE ground freight shipments to trusted certified decorators powered by Cutter & Buck's same day shipping. No order minimum; available for Cutter & Buck branded and Clique collection products.

[Learn More >>](#)

Reach a new audience with the OMG Newsletter Supplier Spotlight!

- Sent 1x per month in the last week of the month
- Includes image (500 x 500 pixels), 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

 **16,000+**
CONTACTS



39%
AVG OPEN RATE



Product Highlight Email Blast

Use themed email blasts to get your ad in front of more than 22,000 distributor contacts (and growing) throughout the year. Emails are sent once per month in a given quarter.

| | |
|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 Top Banner \$699/mo | At 680 x 300 pixels, the top banner gives you the most visibility. |
| 2 Lower Banner \$599/mo | At 680 x 150 pixels, the lower banner lets you promote multiple products from your line. |
| 3 Square Ad \$200/mo | At 500 x 500 pixels, the square ad lets you get creative with your ad space. |
| 4 Product Listing \$200/mo | Feature a specific product - no artwork required. We pull the info from your product listing and link back to the product in DC for easy ordering. |


Quarterly Themes for 2026


1st Quarter - Golf, Spring, and Travel

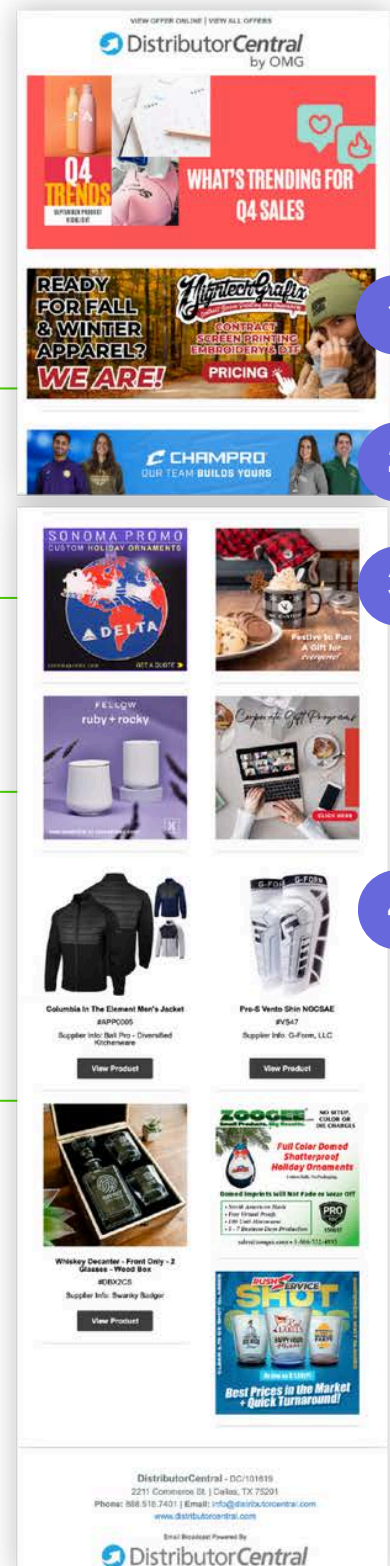
2nd Quarter - Sports, Spirit, Back to School

3rd Quarter - Made in the USA

4th Quarter - Holiday Gifts


22,000+
 CONTACTS


30%
 AVG OPEN RATE



Email Blast Services & Specs

1 Elite Package

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

**BEST
VALUE**

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
- ✓ Live statistic reporting
- ✓ Inclusion in a weekly recap email
- ✓ Social media sharing



22,000+
CONTACTS



30%
AVERAGE OPEN RATE

ARTWORK SPECS

- Minimum Width: 750 pixels
 - Maximum Height: 1728 pixels
 - Format: JPG, PDF, or HTML* – 72 dpi
- Artwork Due: 3 days before mail date
*When submitting HTML please provide the full URL to your source (src) images.

CHECKLIST

- Distributor and End-User Versions
- Subject Line
- Headline Text
- Click-through Link (if not HTML)
- Text Version
- Expiration Date

All Advertising Specs & Pricing

DASHBOARD BANNERS

Banner Ad Artwork + URL Due: 1 week before the beginning of the month it is booked to run.
Email artwork to 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 + URL Due: 1 week before the beginning of the month it is booked to run.
Email artwork to 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 |

All Advertising Specs & Pricing

OMG NEWSLETTER SUPPLIER SPOTLIGHT

- Image 1500px x 1500px. Format JPEG or PNG
- Image URL
- Short description
- URL for Call to Action

Price

\$1500/mo

PRODUCT HIGHLIGHT EMAIL BLAST

Artwork + URL Due: 1st of the month it is running.
Send artwork to ads@distributorcentral.com.
Format: JPEG or PNG

| 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
Artwork + URL Due: 3 days before run date. **Send email blast artwork to artwork@dcmkt.com.**

| # of Emails | 52 | 36 | 24 | 12 | 6 |
|-----------------|----------|----------|----------|----------|----------|
| Price per email | \$249/ea | \$299/ea | \$349/ea | \$399/ea | \$449/ea |



**Ready to reach more
customers? Secure your
advertising spot today!**

[Click to schedule a meeting](#)

[Click to book advertising](#)

www.ordermygear.com