



DIGITAL



Ready to reach a large target audience through dynamic banner advertising?

You'll **reach millions** of loyal catalog-driven ecommerce shoppers across our portfolio of **10 popular consumer-goods brands**.

With a **reach of over 34 million impressions a month** through email and website banner ads.

The Swiss Colony®
FAMILY OWNED SINCE 1926

Montgomery Ward®

ASHRO®

THE
WISCONSIN CHEESEMAN®
explore Wisconsin flavor

Ginny's®

COUNTRY DOOR®

MONROE&MAIN®  **PLUS & MISSES**

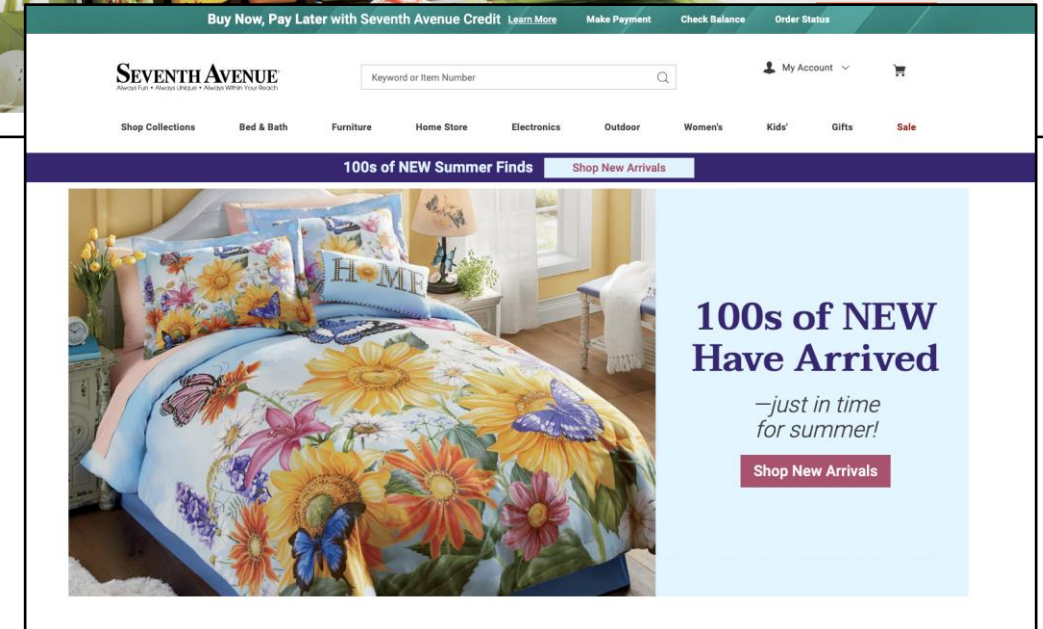
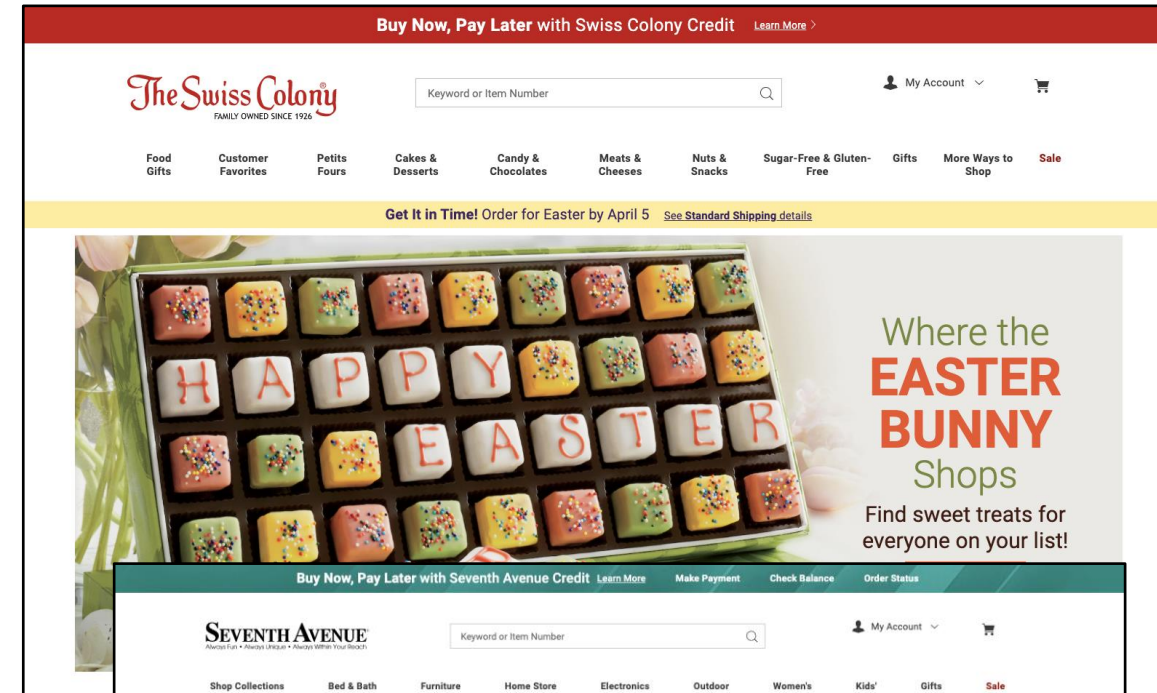
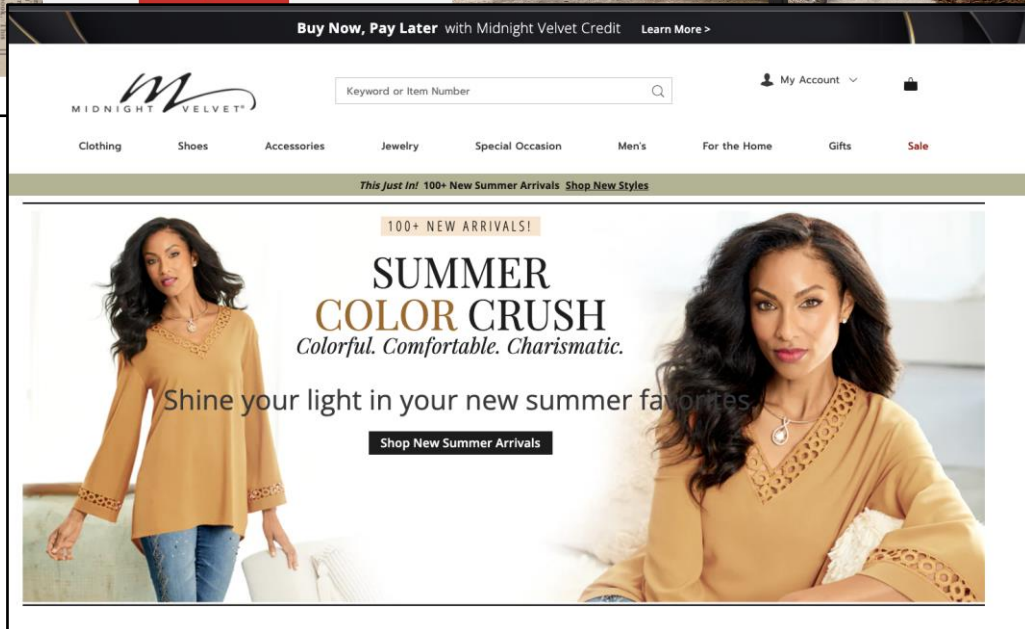
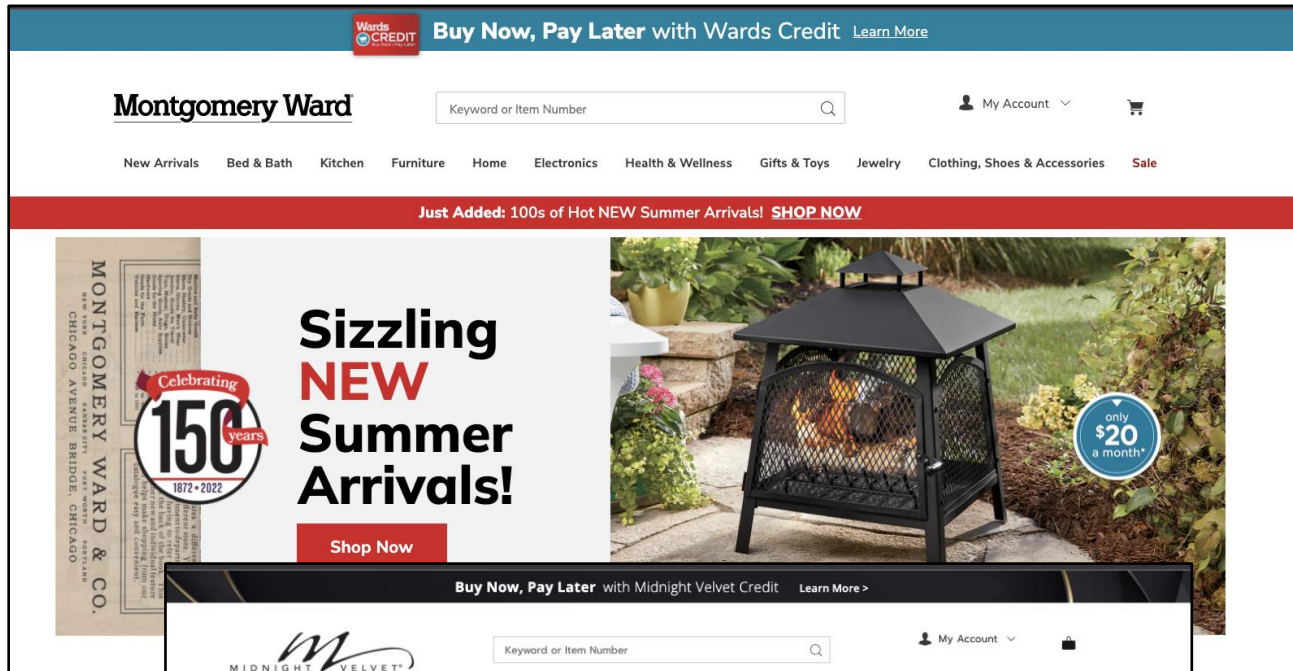
THE Tender Filet®
by The Swiss Colony®

SEVENTH AVENUE®
Always Fun • Always Unique • Always Within Your Reach


M I D N I G H T V E L V E T®

ALIGN

Directly align your brand with **highly responsive digital and mobile shoppers**. Engage with **Colony Brands Consumer Audiences** through our email and website campaigns.



TARGET

Capture the attention of our **engaged users** across **platforms and products**.

Monthly Reach

10MM

Display Ad Impressions

24MM

Newsletter/Email Impressions

Average Monthly Email Frequency = 8X

Total Subscribers = 3MM

34MM

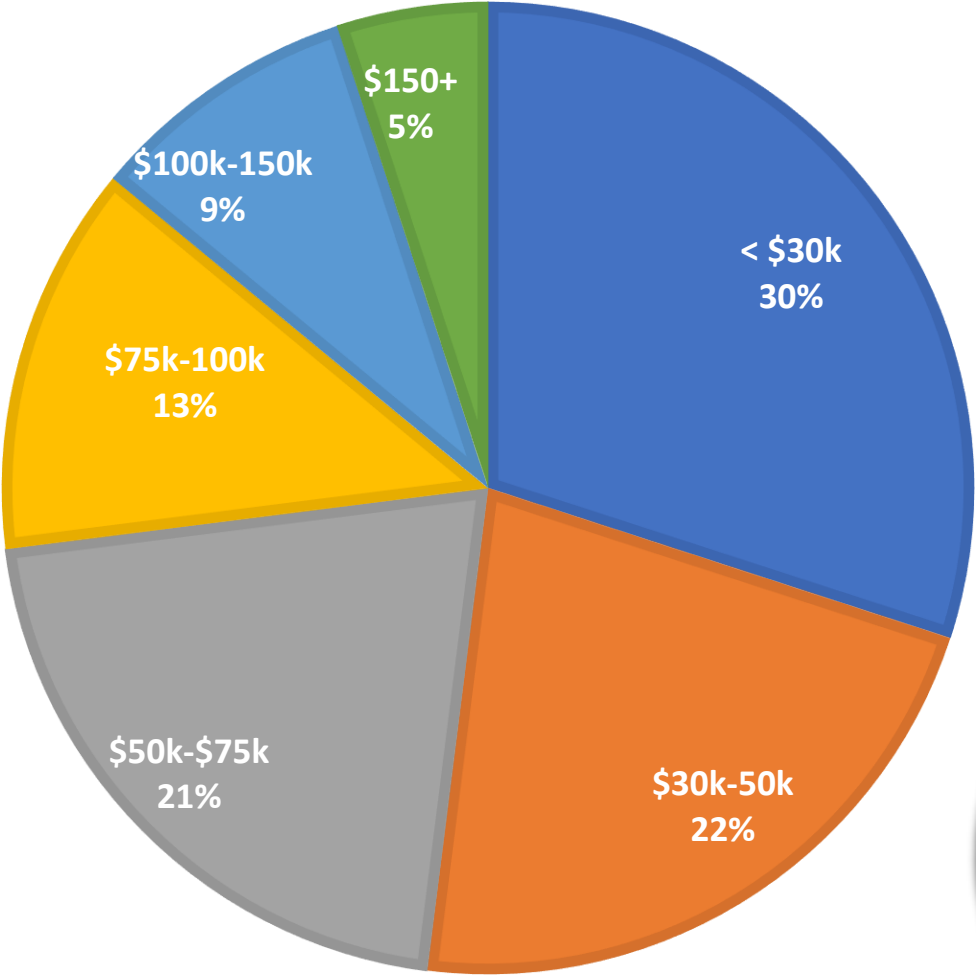
Total Monthly Reach



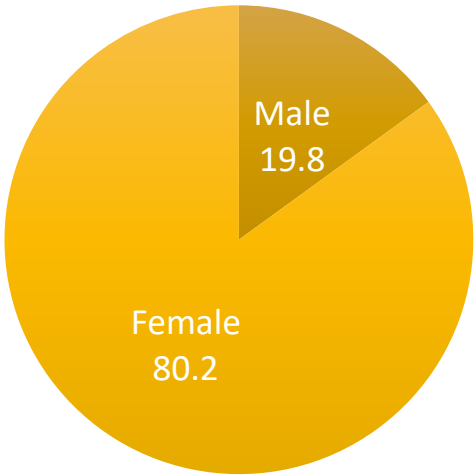
AUDIENCE

With over 95 years of experience, Colony Brands is a leader in direct-response advertising with proven high response rates from millions of loyal U.S. consumers.

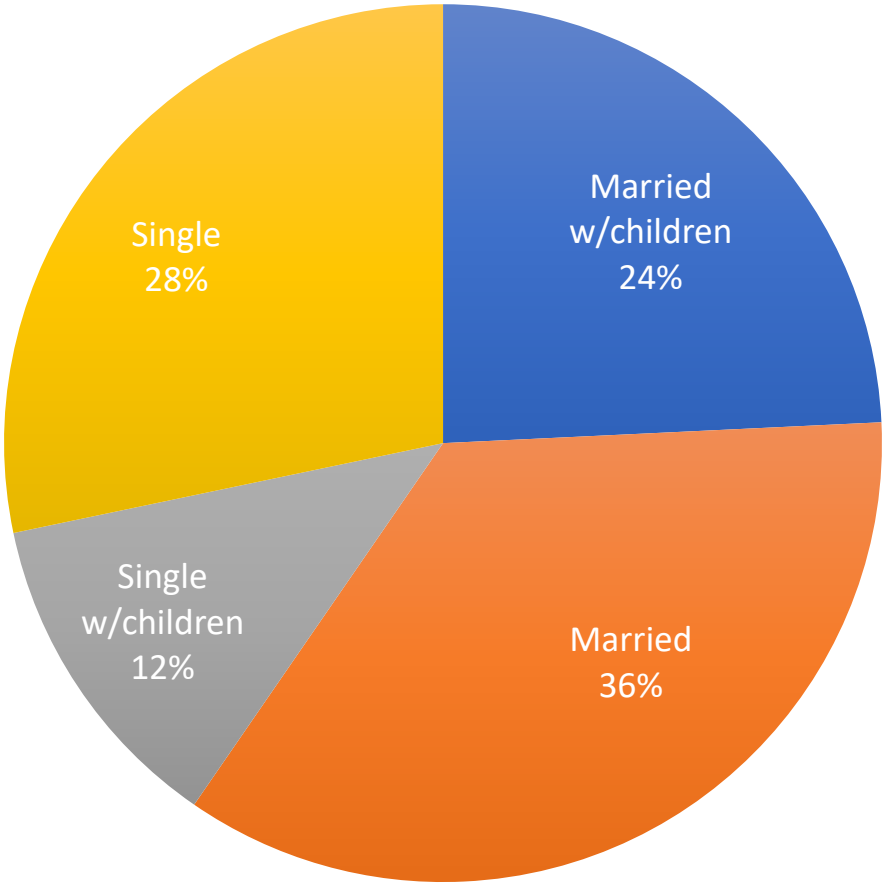
AVG INCOME \$64,000



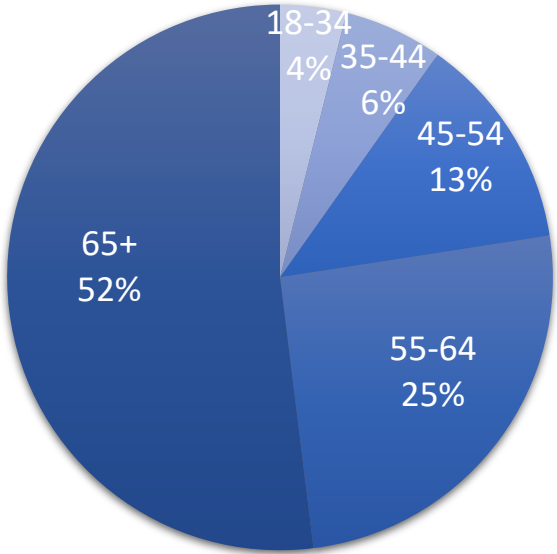
80% Female



90.2% Homeowners



AVG AGE 62



REACH

Target **highly responsive digital shoppers** through banner ads served up daily from our 10-brand portfolio of email and website campaigns.

AVERAGE SPEND PER CHANNEL



Online

\$130.00

\$6.83 more than the US Average.



Offline

\$110.00

\$1.73 more than the US Average.

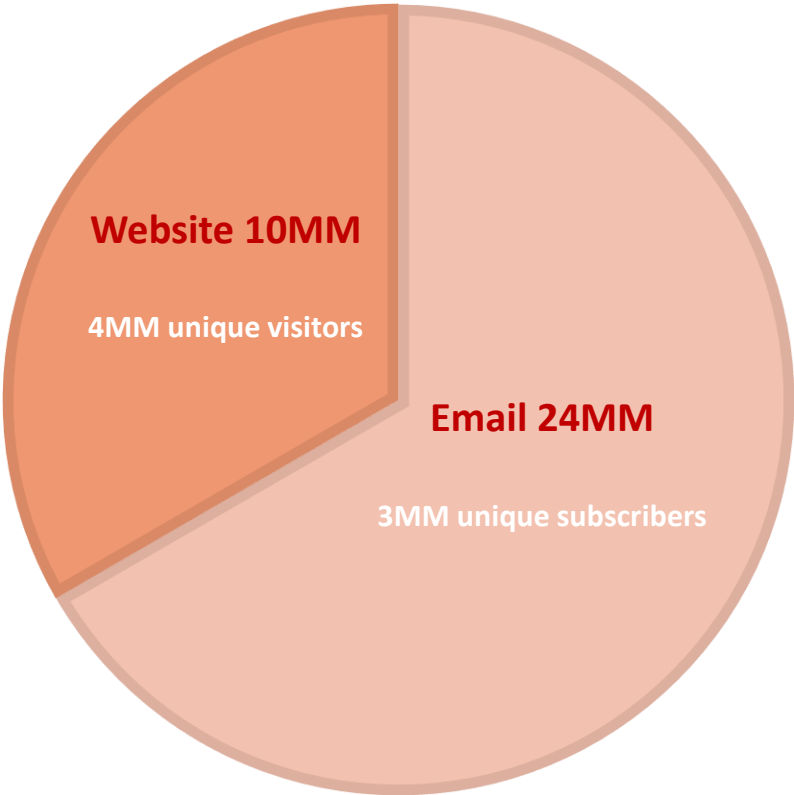


Total

\$150.00

\$16.62 more than the US Average.

34MM MONTHLY IMPRESSIONS



DRIVE

Strategically located banners on our emails and websites allow you to drive interaction with your brand and products.

Email Ads

- 970 x 550
- 970 x 250
- 728 x 90
- 300 x 250
- 320 x 50

Discover even more NEW Spring arrivals at Seventh Avenue.

Can't view images? [See the online version.](#)

SEVENTH AVENUE
Always Fun - Always Unique - Always Within Your Reach

BUY NOW AND PAY LATER!

Shop the Site | Sale | My Account | Contact Us

CREATE YOUR HAPPY PLACE!

Buy Now, Pay Later with Seventh Avenue Credit

Low payments from \$20 a month!† [Learn More](#)

SHOP NOW

← Above the fold

Set the Table
with even MORE fun

SHOP

Sweet Home Butterfly Dinnerware & Canister Sets & Drinkware

FIND EVERYTHING FOR YOUR HOME
Shop by Category:

PET SUPPLIES	KITCHEN & DINING
HOME DÉCOR	BED & BATH
NEW ARRIVALS	SALE

create your *Happy Place*

Buy Now, Pay Later with Seventh Avenue Credit [LEARN MORE](#)

Received this email from a friend?

[SUBSCRIBE NOW](#) Follow Us on [f](#) [p](#)

SPONSORED CONTENT

Here's what a walk-in tub and shower should cost

[Learn more](#)

Powered by **LiveIntent**

Bona | Hardwood Floor Cleaner

Cleaner Floors. Cleaner Ingredients. The next evolution of cleaning is here.

Shop Now

← Ads Available Below the fold

970x250

970x550

Website Ads

- 970 x 250
- 970 x 90
- 728 x 90
- 300 x 250

Furniture

FEATURED CATEGORIES

Chairs & Chaises

[Shop Now](#)

FURNITURE New Arrivals

New Arrivals

Fireplaces

Fireplaces

Bedroom Furniture

Bedroom Furniture

Closets & Storage

Closets & Storage

Kitchen & Dining

Kitchen & Dining

Home Office

Home Office

Accent Furniture

Accent Furniture

FURNITURE SALE

Sale

Trending Now

Find the perfect piece for your home with Wards buy now, pay later furniture!

BUY \$100,000 GLOBE LIFE INSURANCE \$100,000.00

MONTHLY PREMIUMS (PER YEAR)

ADULTS	\$3.49
CHILDREN AND GRANDCHILDREN	\$2.17

[GET A FREE QUOTE](#)

No Medical Exam • Simple Application • No Waiting Period • Buy Direct

← Above the fold

← Ad Available Below the fold

970x250

BUY

Colony Brands offers advertisers an online **reach of over 34 million impressions a month.**

Website Ads: 10MM Monthly

Colony Brands – Website Banner Impressions
\$2 CPM on Impressions

Email Ads: 24MM Monthly

Colony Brands – Email Banner Impressions
\$4 CPM on Opens/Impressions

Ask about:

- * Dedicated Email
- * “Extended Audience” email banner ads

CONTACTS:

Sales:

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608-558-5030

Ad Submissions:

imsorders@imsdm.com

Colony Brands - Website Banner Specs		Colony Brands - E-Mail Banner Specs	
DIMENSIONS	970x250 / 970x90 / 728x90 / 300x250	DIMENSIONS	970x550 / 970x250 / 728x90 / 300x250 / 320x50
FILE TYPE	JPG, GIF, PNG	FILE TYPE	JPG, GIF
MAX FILE SIZE	150kb	MAX FILE SIZE	100kb
CLICK TRACKING/URL	Required - Must be secure (https)	CLICK TRACKING/URL	Required - Must be secure (https)
THIRD-PARTY SERVING	As approved* - Must be secure		
RICH MEDIA	Formats: Secure HTML5 (GAM compliant) Max Loops: 3 Max Frame Rate: 24 fps Animation Length: 15s Initial File Size: 175k Polite File Size: 300kb		
ANIMATION LENGTH	15 sec		
ASSET SUBMISSION	Assets are due 5 business days prior to launch.	ASSET SUBMISSION	Assets are due 5 business days prior to launch.
*We use Google AdManager (GAM) to serve website ads			
Secure Third-Party Tags: All third-party tags must be secure and GAM-compliant.		White backgrounds on ads: If ad has white background, 1px gray border required.	
Frequency Capping: Frequency capping should be discussed at time of booking.			
Audio: Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.			
Flash not accepted: Rich media ads must be built using HTML5.			
Third-Party Tags: HTML5 tags must be GAM compliant			
White backgrounds on ads: If ad has white background, 1px gray border required.			
Z-Index: Z-Index on all rich media HTML5 creatives must be set to 0.			