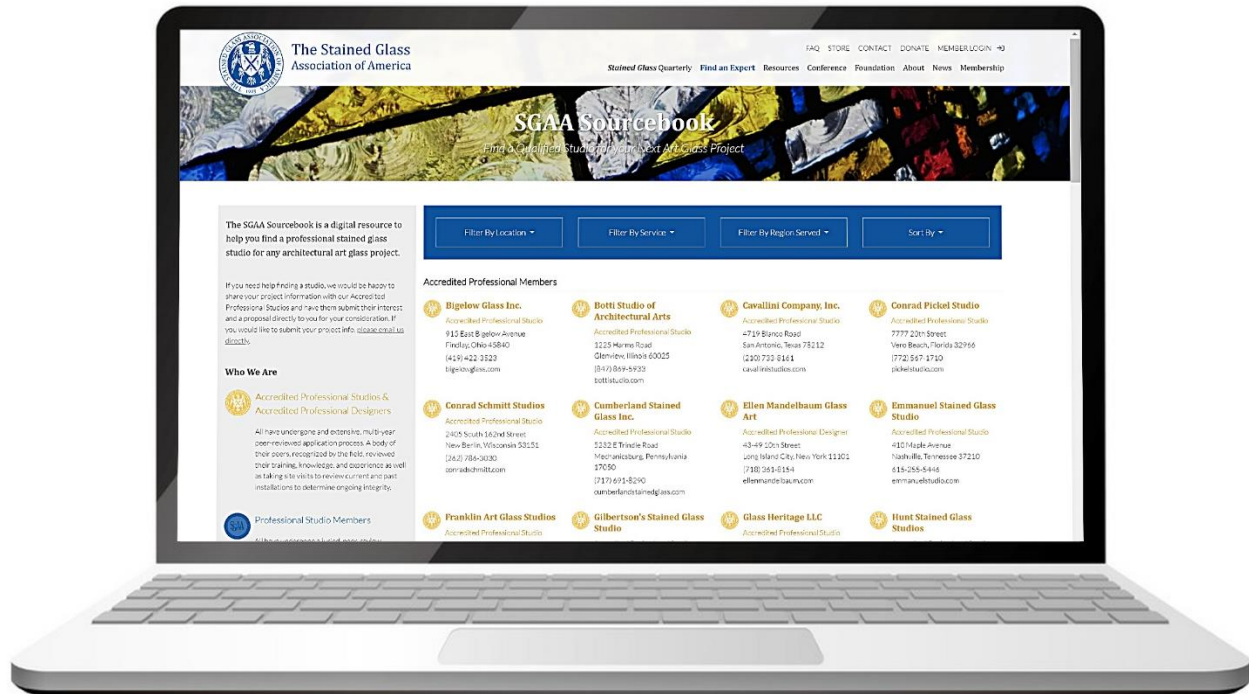




CALL FOR SOURCEBOOK 2023



The Sourcebook is THE tool we use most to advocate for your work.

As our audience of SGAA grows, the Sourcebook audience grows in real with it.

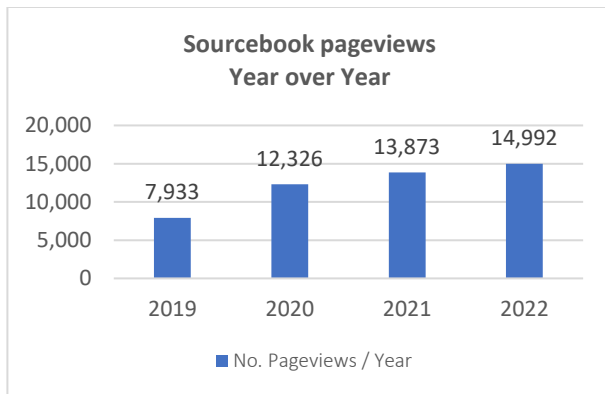
Those studios participating in the Sourcebook are taking advantage of the opportunity to introduce themselves to the SGAA's audience in their own words, on a platform that builds immediate trust in the integrity of their work.



2022 SOURCEBOOK/FIND A STUDIO ANALYTICS

The growth of stainedglass.org over the last several years continues to gain momentum and we continue to watch the analytics and data on the back end of the website and adjust the Sourcebook to those results.

The data shows that people are coming to stainedglass.org for information, education, to learn more about studio services and how to get started with engaging a studio - and we are uniquely positioned to deliver that.



Why participate in the Online Sourcebook?

- The opportunity to be in front of SGAA's audience in your own words, on a platform that builds immediate trust in the integrity of your work.
- Inclusion in a professionally designed directory with detailed filter options to help customers find you.
- Dedicated staff support.
- Promotion on SGAA's various online platforms and social media.
- Deep discounts on print advertising in SGQ.

Advocacy and Awareness

- Our growing network specifically targets Preservation, Architecture, and Ecclesiastic groups including but not limited to:
 - APTi - Association of Preservation Technology International,
 - CCFM - Conference for Catholic Facility Managers,
 - PTN - Preservation Trades Network,
 - Partners for Sacred Spaces,
 - AIA - American Institute of Architects
 - ICOMOS - International Council on Monuments and Sites
 - AIC/FAIC - American Institute for Conservation
 - SCUP - Society for College & University Planning
- The Sourcebook has increased our connection to communities seeking education and assistance in all aspects of stained glass restoration.

Featured Advertising

- The Sourcebook page - **Find a Studio** - has not dropped below our top 5 pages on stainedglass.org since 2020.
- Total of **60,785** visitors to stained glass.org in 2022 vs 45,540 in the same period in 2021.
- Use of the search for services feature is up **9.95%**
- Users search for "services" over "location" and look at an average of 3-5 studio profiles while visiting the FIND A STUDIO section.
- Email audience: **6400** (+1500 since 2021)
 - Avg Email Open rate: **39%** (compared to industry average of 23%)
- Social media followers & Engagement
 - Instagram 4,610 followers
 - 5,837 Avg. account impressions every 30 days
 - Facebook 11,031 followers
 - 5,267 Avg. account impressions every 30 days
 - LinkedIn 629 followers
 - 483 page views, and 210 unique visitors per month
 - YouTube 44 followers
 - This is a new account in 2022

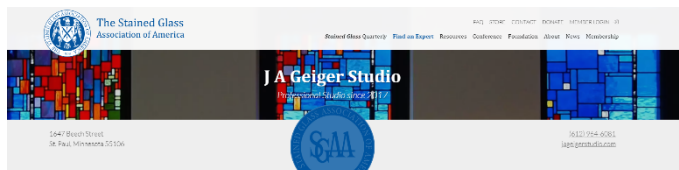


Sourcebook Listing Contents



Accredited Professional Sourcebook Listing Contents:

- Business Profile Information
- Initial date of Accreditation
- Contact information for your studio (*phone, email, etc.*)
- Link to Your Website
- **9 single images, 10 total images**
- Brief Bio/Member History
- Notable Projects
- Current Projects
- Other Affiliations/Designations/ Special Marks
- List of areas of expertise
- List of Areas/States/Regions served
- **Update your information as many times as you would like throughout the year**



Professional Member Sourcebook Listing Contents:

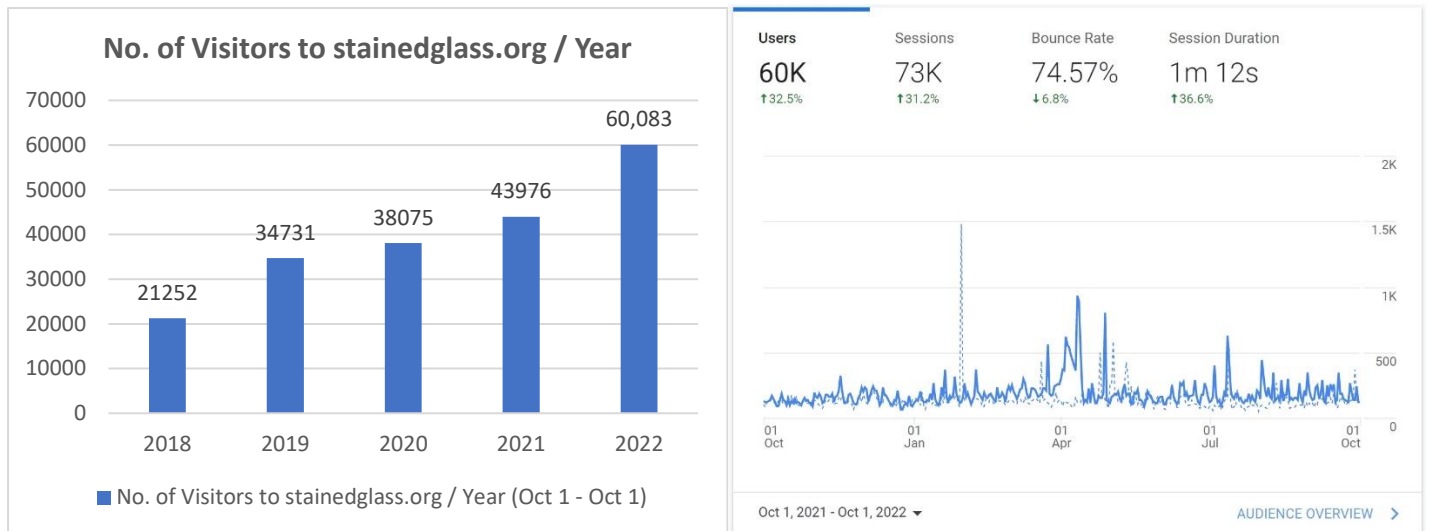
- Business Profile Information
- Contact information for your studio (*phone, email, etc.*)
- Link to Your Website
- **3 single images, 4 images total**
- Notation of Longevity
- Brief Bio/Member History
- List of areas of expertise
- List of Areas/States/Regions served
- **Update your information as many times as you would like throughout the year**

The Sourcebook is an active online directory, built and continuously invested in the build results for our members. It is the landing page of our advocacy for you!

- Participants in the program are listed first in the **online directory**, which is the landing page of the Sourcebook (<https://stainedglass.org/find-a-studio/>)
- Pricing is structured to build longevity and results in the program.
- The search and filter features work best for those studios that are active in the Sourcebook. Studios may not appear in all results if they are not participating in the Sourcebook.
- We are continually adjusting the Sourcebook to respond to feedback from customers and studios.



STAINEDGLASS.ORG OVERALL ANALYTICS



October 1, 2021 – October 1, 2022

60,785 visitors in 2022 vs 45,540 in the same period in 2021

Monthly Visitor Average as of Oct 1, 2022

6,910 in 2022 vs 5,136 in 2021

Accredited Professional Studio & Designer Pricing:

For the first two years, the cost per year for a studio profile page is \$1200/year (or \$210 for 6 months) for Accredited Professional Studio Members.

After two years, renewal of the Sourcebook program is \$900/year (or \$160 for 6 months).

Your page may be updated as many times as you like throughout the year.

Professional Studio Pricing:

For the first two years, the cost per year for a studio profile page is \$700/year (or \$125 for 6 months) for Professional Studio Members.

After two years, renewal of the Sourcebook program is \$550/year (or \$99 for 6 months).

Your page may be updated as many times as you like throughout the year.

Renewals for Sourcebook 2023 (Running November 1, 2022 – October 31, 2023) will be billed starting mid-October 2022.

If you have any questions, have ideas, or would just like to talk about these changes in general, please reach out to us! We are passionate about advocating for work of the highest integrity and so appreciate your involvement in this work.