Buckets of Ink
Screen Printing, Embroidery, Digital Equipment & Supplies

Buckets of Ink LLC

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Sponsor kit: advertise on Buckets of Ink Used Equipment

Print shops come to Buckets of Ink Used Equipment when they are ready to buy a press, dryer, DTF printer or embroidery machine. Sponsor spots put your brand beside the machines they are looking at: on the home page, category pages, every listing, and the weekly new-equipment email.

New sponsors: your first month is free.

SPONSOR TIERS

Platinum - $250 per month - 2 spots

- First position in the sponsor band on the home page and every category page
- The sponsor box on every machine listing
- Your logo and link in every weekly new-equipment email
- Monthly report: times shown, clicks and click rate

Gold - $150 per month - 4 spots

- Sponsor band on the home page
- Sponsor band on the category pages for 2 processes you choose (e.g. DTF and Embroidery)
- The sponsor box on those processes' machine listings
- Monthly report: times shown, clicks and click rate

Bronze - $75 per month - 10 spots

- Sponsor band on the category pages for 1 process you choose
- The sponsor box on that process's machine listings, in rotation
- Monthly report: times shown, clicks and click rate

Pay 6 months up front and save 10%, or 12 months and save 20%.

ADD-ONS

- Category exclusive (no other sponsor in your categories): $500 per month
- Featured spot in one weekly email: $250 per email
- Financing partner button on every listing: $1,000 per month

AD SIZES AND FILES

Logo: PNG or SVG with a transparent background works best (JPG and WebP are fine). At least 600 x 300 pixels, under 2 MB. Wide (horizontal) logos look best.

Tagline: Up to 70 characters, e.g. "New DTF printers and shakers built for production."

Button text: Up to 20 characters, e.g. "Shop new DTF" or "Check your rate".

Link: The web page your ad opens (https://?). We add tracking tags so your report shows the clicks.

Where it shows:

- Sponsor band card: about 300 x 160 on screen, on the home page, category, brand, state, city, price guide and guide pages
- Listing sponsor box: right under the Buy and shipping buttons on every machine you target
- Buying guides and the shipping quote page: the sponsor box beside the guide or below the quote
- Financing add-on: "Finance this machine" on every listing, plus a one-line partner note at checkout and on the pay page
- Weekly email (Platinum or email add-on): your logo up to 600 x 200

Review: Every ad is checked by a person before it goes live, usually within 1 business day. No prices or claims we can't verify, and no ads aimed at a competitor.

Your report: Your private report page updates live: times your ad was on a page, times it was actually seen (half or more on screen for 1 second, the ad industry's standard), different people reached, clicks and click rate, by page, placement, state and device. A PDF copy arrives by email each month.

HOW TO SIGN UP

1. Go to equipment.bucketsofink.com/sponsors/apply and pick your tier, processes and term.
2. Upload your logo and type your tagline, button text and link. You see a live preview.
3. Read and sign the Advertising and Sponsorship Agreement online, then pay by card or bank (ACH).
4. We check your ad, usually within 1 business day. It goes live automatically and your report arrives monthly.

Questions? Call 480-229-7806.