

# Stores on GunBroker.com



A [GunBroker.com Seller Store](#) is a self-service offering, enabling GunBroker.com sellers to create and design a storefront to highlight listings on GunBroker.com. This allows seller to present items in a unique manner on GunBroker.com, providing buyers with a curated shopping experience.

[www.gunbroker.com/s/](http://www.gunbroker.com/s/)

The screenshot shows the 'STORES ON GUNBROKER.COM' page. At the top, there is a search bar with the GunBroker.com logo, a search button, and links for 'All Categories', 'Advanced', 'Sign In', and 'Register'. Below the search bar are navigation links: 'Browse Categories', 'Buy', 'Sell', 'Coupons', 'Stores', 'Articles', 'Videos', and 'Help'. The main heading is 'STORES ON GUNBROKER.COM'. Below the heading is a filter bar with 'Any #' followed by letters A-Z, and a search box for 'Search by Seller or Store Name'. The store listings are as follows:

	<b>BlackMarketArms</b> VIEW STORE »		<b>Bryant Ridge Co.</b> VIEW STORE »		<b>Carolina Caliber Company</b> VIEW STORE »
	<b>DLSUPPLIES</b> VIEW STORE »		<b>fuquaygun1</b> VIEW STORE »		<b>Lock, Stock and Barrel</b> VIEW STORE »
	<b>Reedsgunsandammo</b> VIEW STORE »		<b>SportsmansSupply</b> VIEW STORE »		<b>The Modern Sportsman</b> VIEW STORE »
	<b>The-Shootin-Shop</b> VIEW STORE »		<b>ammo-arms</b> VIEW STORE »		<b>Barrels And Arrows</b> VIEW STORE »
	<b>BossFirearmsCo</b> VIEW STORE »		<b>Cove Creek Outfitters</b> VIEW STORE »		<b>guncrewllc</b> VIEW STORE »

# What is the process?



## How do sellers request a store?

There is a request form at the bottom of the Seller Store pages:

<https://www.gunbroker.com/s/request-a-store/>

## How do sellers request a premium store?

- On the Request a form page, Select “Premium Template” on the form to use one of the premium templates.
- Select “Custom Template” to request a custom built template to the sellers specifications.
- Agree to the billing terms on the form, and GunBroker Managed Advertising will contact the seller to setup billing.

## How does my store content get updated?

Design elements used in the store will be created and built by the seller, using our content management system and pre-built templates. Note that all links must go to a page on GunBroker.com.

## Once a seller requests a store, what happens?

Once approved, Seller will receive a support ticket response containing a login, and a base starter store will be setup. Timeframe is 6 -10 business days. This base store will consist of a seller name, link to items, a standard set of carousels in commonly used categories.

The seller will then be able to customize their store page by adding images, copy, and links.

## How do sellers update their store?

Log into the store with the provided credentials and login url.

Go to the Get Started Section, which has the following information:

- [Setting up your store information](#)
- [Carousel FAQs](#)
- [View Category IDs \(for building carousels\)](#)
- [How to change your password](#)

When finished select “Submit Revision”

GB Staff will review your submission and publish. If changes to content are required, GB will advise seller.

## Once submitted, how long does the review process take?

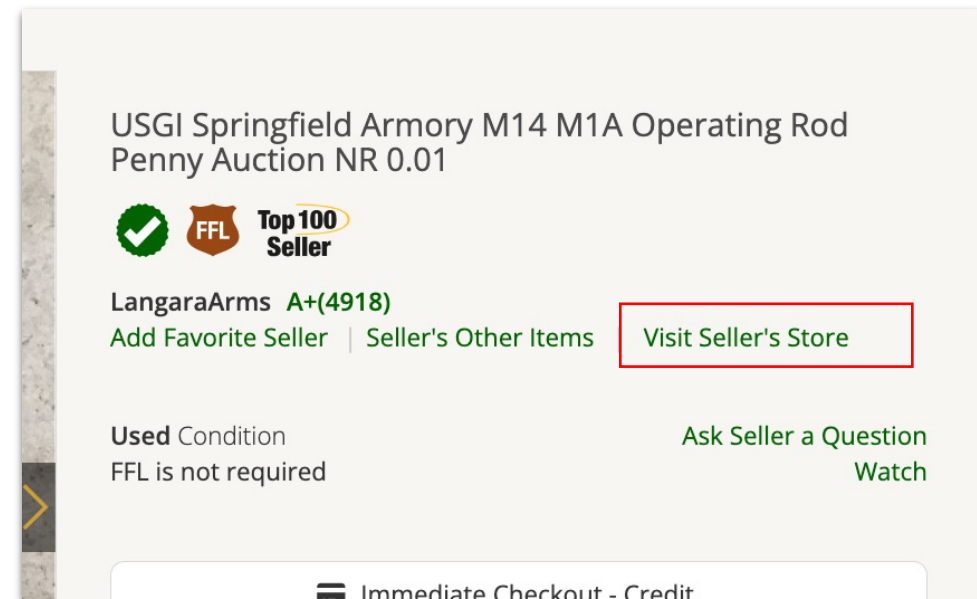
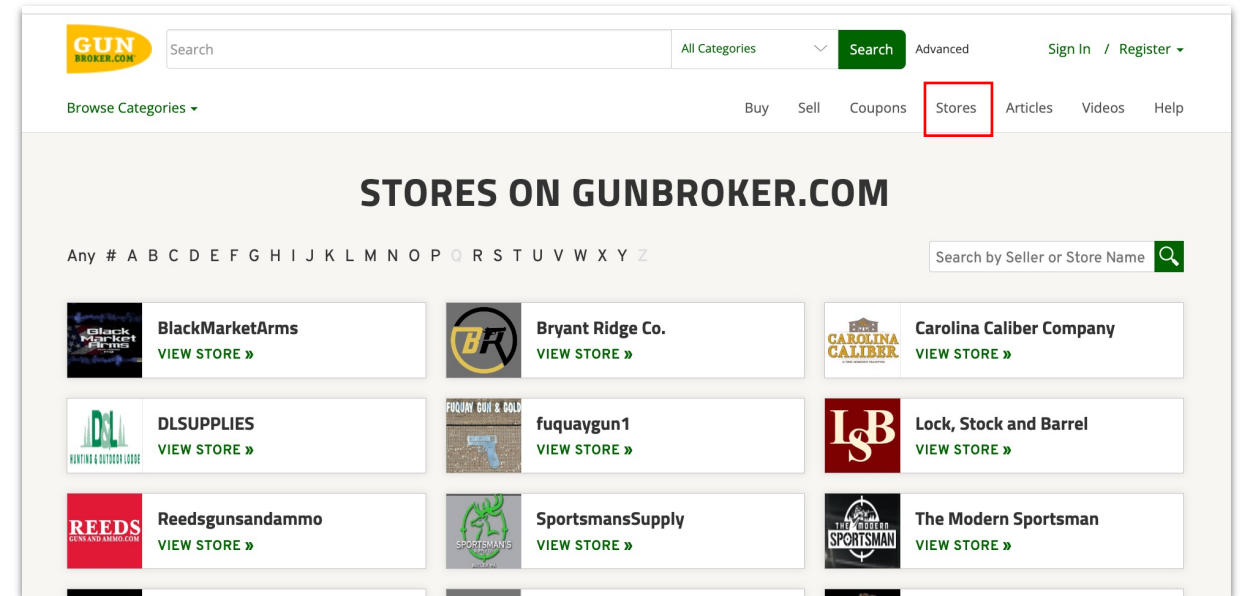
The moderation process can take 3-5 business days.

## How often can I make changes to my store?

As often as you like.

# How to users find my store?

- There is a link to browse all stores on the header of every page.
- On Seller's items, there is a link to view seller's store.
- On Seller feedback page, there is a link.
- Each store will have a unique URL which can be leveraged in Seller's marketing to land users on their store.



# What options are available?



The following options are available:

## Basic Template: (free)

Basic stores are complimentary for those seller accounts that qualify.

Criteria for qualification can be found here:

<https://www.gunbroker.com/s/request-a-store/>

## Premium Template (Select from predesigned library):

Flat monthly fee of \$100/month (or \$1,000 billed annually) – 12-month commitment

Premium 2 column Template

Premium 3 column Template with Banners

Premium 4 column Template with Banners

Premium Content/Storytelling Template

Premium Grid Template 4x4 Grid

All premium templates include spot for Video

## Paid Custom Template:

Flat monthly fee of \$250/month, (or \$2,500 if billed annually) – 12-month commitment

Plus \$500 setup fee.

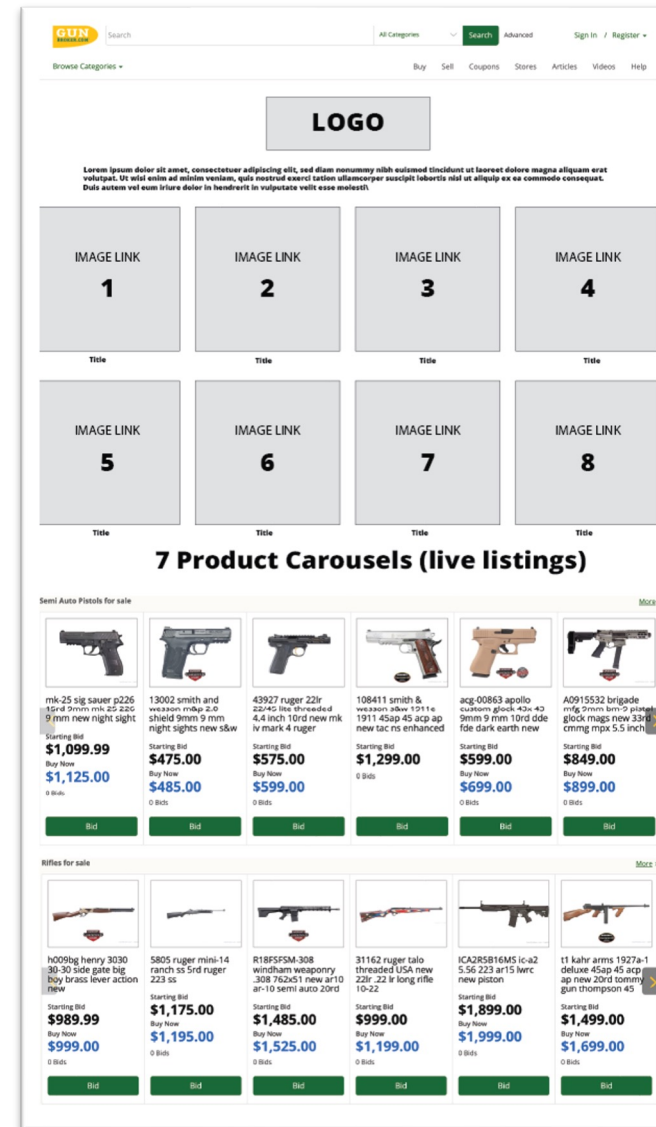
Custom 1-page template built to the seller's specifications.

Free	PAID: Choose from Templates - Flat Monthly Rate					Paid: Custom Template Flat Monthly Rate
<b>Basic Store Page</b> Between 4-8 images with links to GB, Logo Plus up to 7 GB carousels	<b>Product Grid/Catalog</b> Up to 16 images in grid format 1 video. 2 copy areas Plus up to 7 GB carousels	<b>Content Layout</b> Curated display with blocks for imagery text or video 8 content areas (text, imagery, video). Static hero or logo at top.	<b>2 column Layout w Slider</b> 2 Column Layout Image slider at top Up to 8 content areas, 1 video. 2 copy areas Plus up to 7 GB carousels	<b>Multiple Banners 4 column</b> Header Logo Up to 8 images in grid format 2 full width banners 1 video. 2 copy areas Plus up to 7 GB carousels	<b>Multiple Banners 3 column</b> Header Logo Up to 6 images in grid format 2 full width banners 1 video. 2 copy areas Plus up to 7 GB carousels	<b>TOTALLY CUSTOMIZABLE TEMPLATE BUILD FROM SCRATCH</b>

# Basic Seller Store

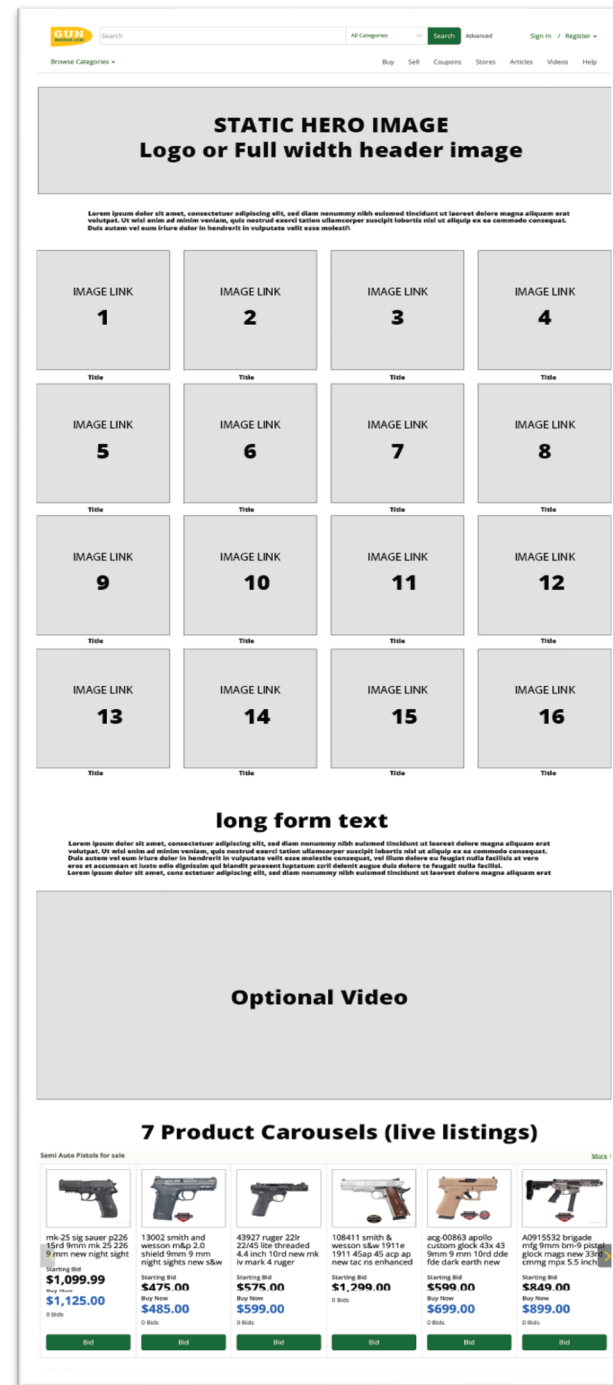


- Base store is initially built with up to 7 product carousels.
- Seller may add up to 8 images with links to products sold on GunBroker.com.
- View live example:
- <https://www.gunbroker.com/s/templates/example-free-template/>



# Premium Grid Template

- Static Hero Image or Logo
  - Short Text Field (up to 500 characters)
  - Up to 16 images in grid format
  - Long form Text (up to 1,000 characters)
  - 1 video (YouTube or Vimeo)
  - Up to 7 product carousels
- 
- View live example:
  - <https://www.gunbroker.com/s/templates/example-premium-grid-template/>



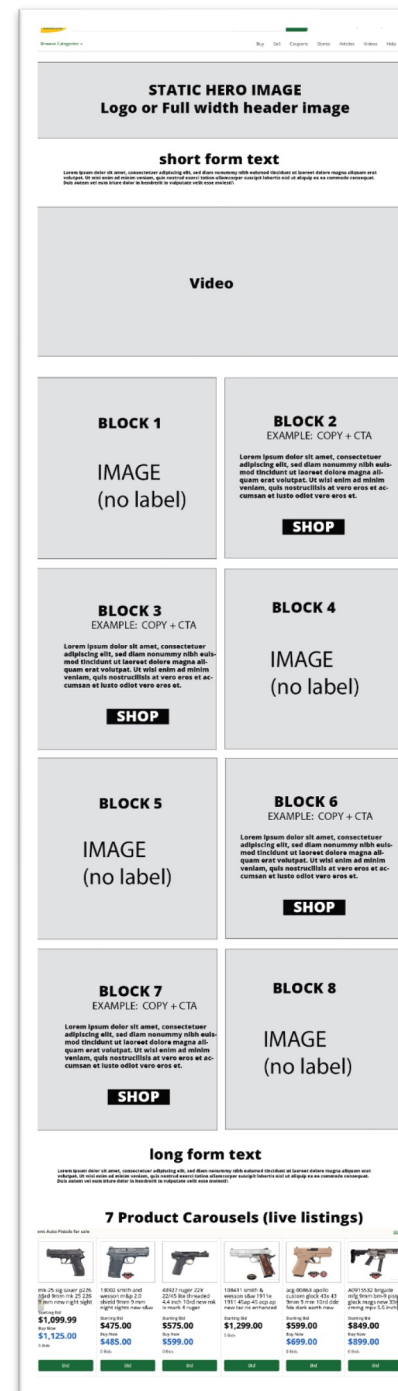
# Premium Content/Storytelling

Curated display with blocks for imagery text or video  
8 content areas (text, imagery, video). Static hero at top.

- Static Hero Image or Logo
- Short Text Field (up to 500 characters)
- 1 optional video (YouTube or Vimeo)
- Up to 8 blocks of image and text
  - 4 image blocks
  - 4 text/button blocks
- Long form Text (up to 1,000 characters)
- Up to 7 product carousels

• View live example:

<https://www.gunbroker.com/s/templates/example-premium-content-template/>





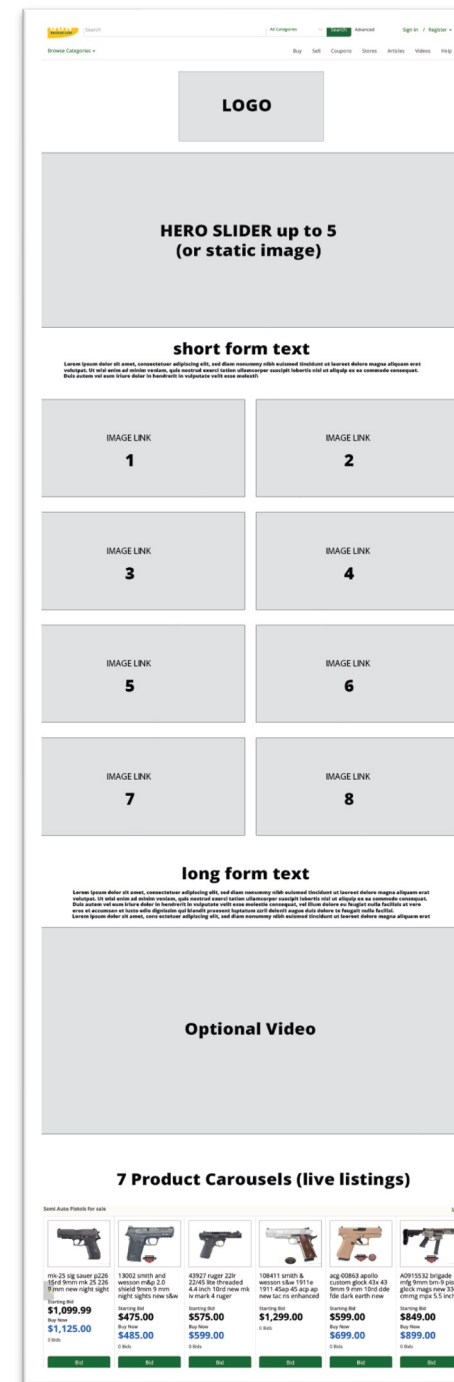
# 2 column layout

Feature a large hero image displayed prominently at the top of the page.

- 2 column layout
- Logo
- Short Text Field (up to 500 characters)
- Up to 8 images in 2 column format
- Long form Text (up to 1,000 characters)
- 1 optional video (YouTube or Vimeo)
- Up to 7 product carousels

• View example:

<https://www.gunbroker.com/s/templates/example-premium-2-column-layout/>



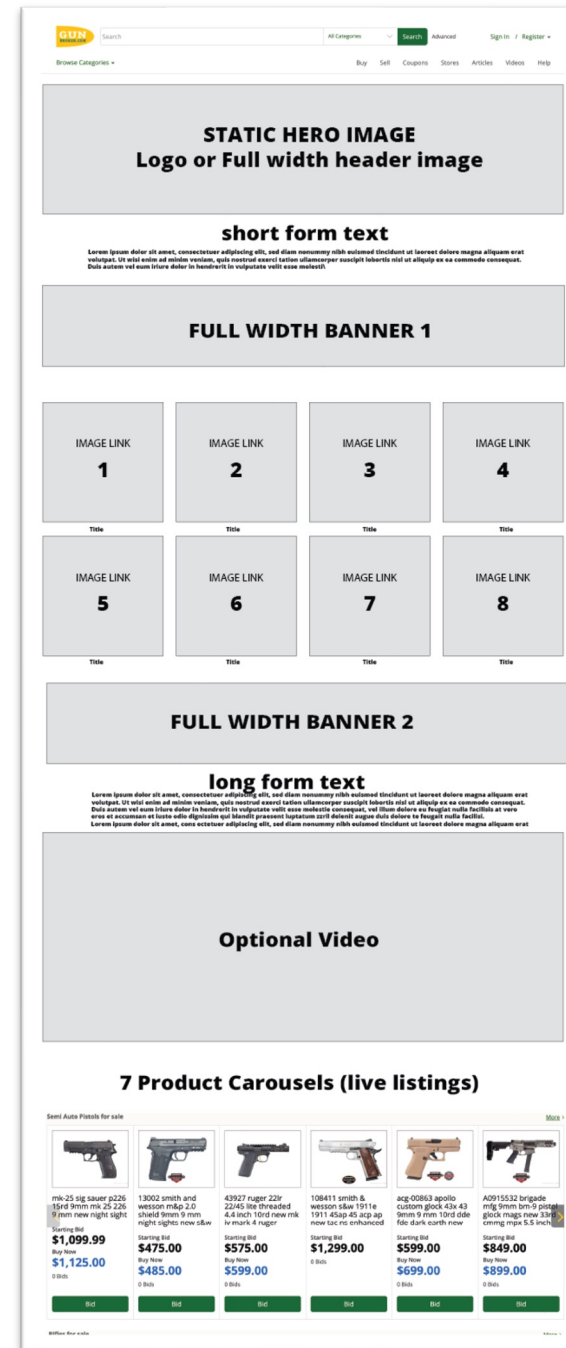


# 4 column Template with Multiple Banners

- 4 column layout
- Static Hero Image or Logo
- Short text field (up to 500 characters)
- 2 full width banners
- Up to 8 images in 4 column format
- Long form text (up to 1,000 characters)
- 1 optional video (YouTube or Vimeo)
- Up to 7 product carousels

• View example:

<https://www.gunbroker.com/s/templates/example-premium-4-column-template-with-multiple-banners/>

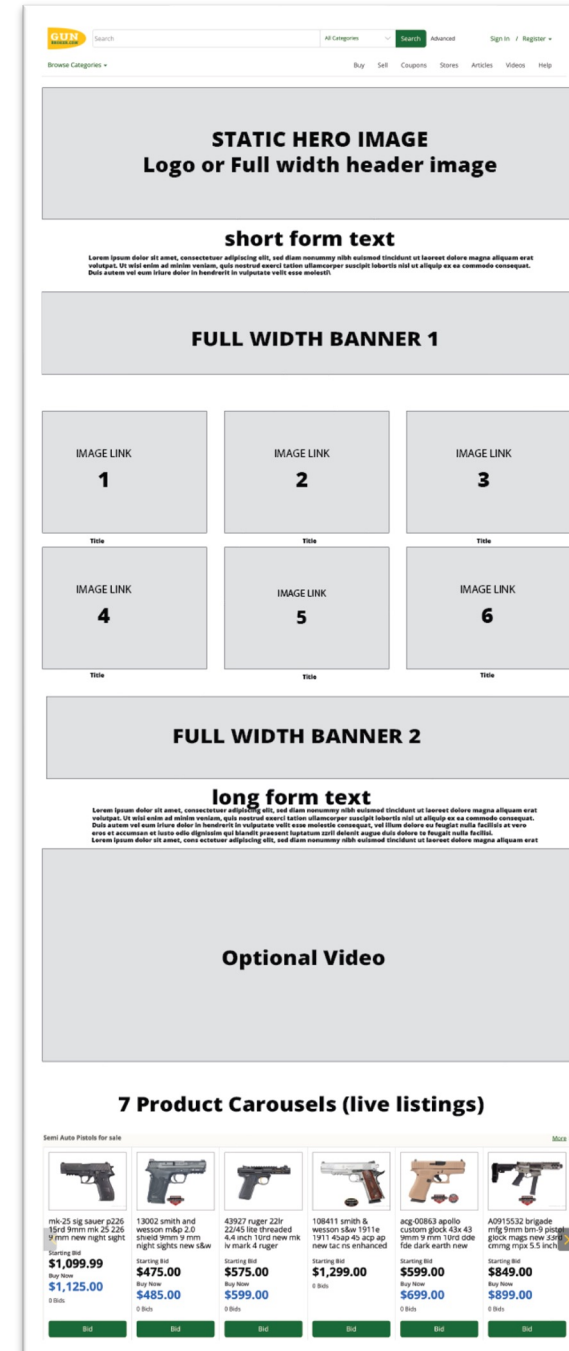


# 3 column Template with Multiple Banners

- 3 column layout
- Static Hero Image or Logo
- Short text field (up to 500 characters)
- 2 full width banners
- Up to 6 images in 4 column format
- Long form text (up to 1,000 characters)
- 1 optional video (YouTube or Vimeo)
- Up to 7 product carousels

• View example:

<https://www.gunbroker.com/s/templates/example-premium-3-column-template-with-banners/>



# Custom Template

Custom 1-page template will be built to the seller's specifications.

Seller will submit the following:

1. Diagram for GunBroker.com to build a 1-page template.
2. Images, links and graphics to be used in the template
3. Final approved copy to be used on the page
4. Specification of carousel title, keyword and/or category.

Initial setup of template will be built by GB. Changes to graphics after store launch will be made by the seller in a self-service capacity.



# Get Started



If you are interested in a GunBroker Seller Store, please complete the request a store form and a representative will get back with you.

<https://www.gunbroker.com/s/request-a-store/>

If you are a manufacturer wishing to create a store, please contact our advertising team directly at [advertising@gunbroker.com](mailto:advertising@gunbroker.com)