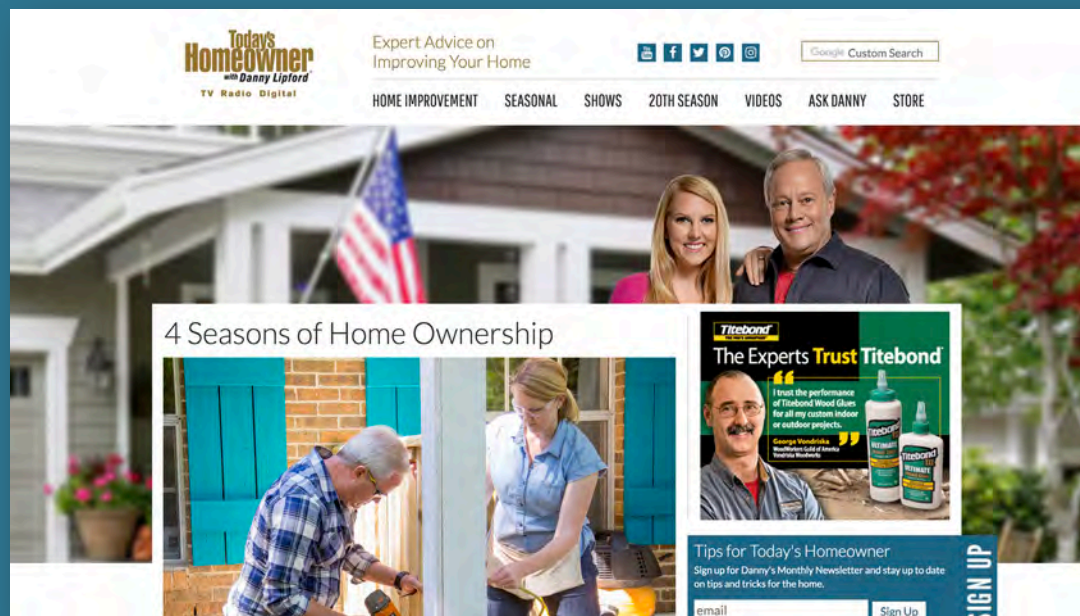


# Today's Homeowner.com

THE  
MOST **TRUSTED**  
DESTINATION  
**WEBSITE** FOR  
HOME ENTHUSIASTS

**62%**

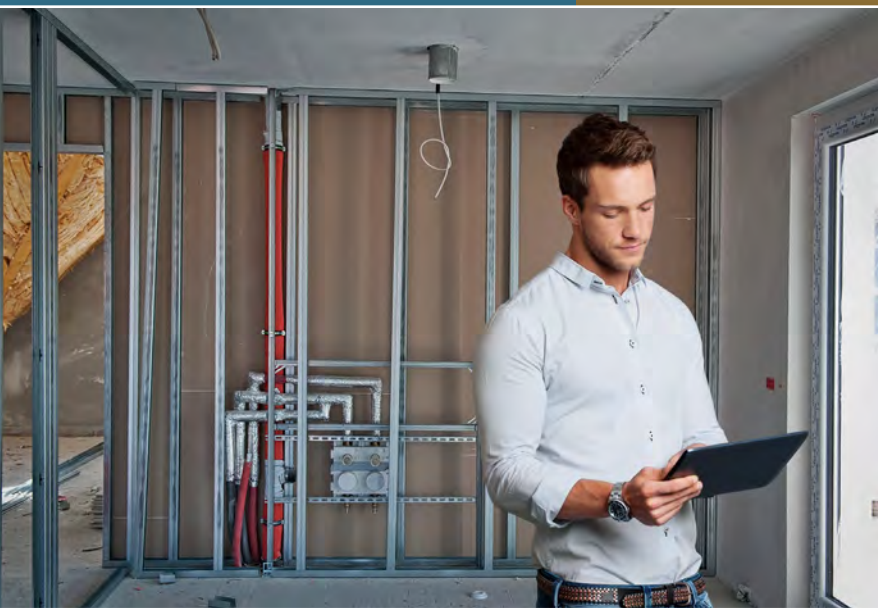
OF OUR AUDIENCE  
**CLICKS A LINK**  
OR SEARCHES ONLINE  
**TO FIND OUT  
MORE** ABOUT A  
**PRODUCT OR  
BRAND** FEATURED ON  
TODAY'S HOMEOWNER



Today'sHomeowner.com is the destination site for millions of consumers seeking trusted, practical information to maintain and improve their homes.

With more than 4,000 articles, how-to videos and step-by-step project instructions, our powerhouse website offers impactful advertising opportunities to raise awareness and drive action for your brand.

Our visitors spend an average of more than 4 minutes on the site, giving advertising partners plenty of screen time. And our visitors are doers—planning their next projects and purchases right now.



# A TOTAL DIGITAL MARKETING EXPERIENCE

Videos

**YellaWood**  
Pressure Treated Pine

Videos

Welcome to my video channel where you can watch full episodes of Today's Homeowner and regular segments from the show, "Ask Danny," "Simple Solutions" with Joe Trautel, and "Best New Products" with Jodi Marks. Or visit...

Tips for Today's Homeowner  
Sign up for Danny's Monthly Newsletter and stay up to date on tips and tricks for the home.

email:  Sign Up SIGN UP

## AD UNITS & PRE-ROLL

With a variety of banners, sidekicks, adlets, push downs and video pre-roll available, your company can take advantage of one or all ad options to get your message across to consumers.

Today's Homeowner  
with Danny Lipford  
TV Radio Digital

Expert Advice on Improving Your Home

HOME IMPROVEMENT SEASONAL SHOWS 20TH SEASON VIDEOS ASK DANNY STORE

4 Seasons of Home Ownership

Tips for Today's Homeowner  
Sign up for Danny's Monthly Newsletter and stay up to date on tips and tricks for the home.

UP

## FIRST PAGE, COMPANION ADS, ROAD BLOCKS & TAKEOVERS

Our companion ads, road blocks and full website takeovers offer unique ways to maximize your brand's impact on one or multiple pages. First page is a great premium option that guarantees your ad will be on the first page consumers see on our website.

Electrical Install & Repair

**How to Fix a Paddle Ceiling Fan Light Switch**

Watch this video to find out how to test and replace a defective paddle ceiling fan pull chain light switch.

Watch Video »

**Replacing Light Fixture with Paddle Ceiling Fan**

Watch this video to find out how to reinforce an electrical box to support the weight of a paddle ceiling fan when replacing a light fixture with a ceiling fan.

Tips for Today's Homeowner  
Sign up for Danny's Monthly Newsletter and stay up to date on tips and tricks for the home.

email:  Sign Up SIGN UP

## CATEGORY CONTENT SPONSORSHIPS

Advertisers with Today'sHomeowner.com can "sponsor" specific content channels such as Lawn & Garden or Kitchen & Bath to reach a targeted audience interested in your products.



**Echoes**  
Productions

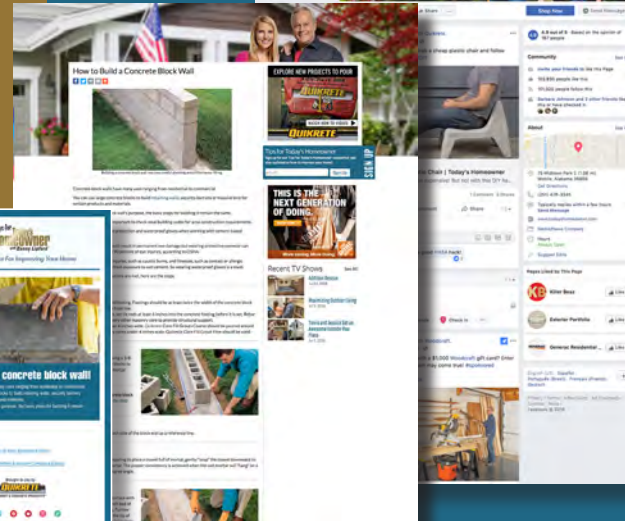
## WEB SHOWS— ONE OF THE HOTTEST COMMODITIES IN THE MARKETPLACE!

Our full-service in-house production company, 3 Echoes, can create content-driven web shows for your brand with broad audience appeal that can be used on your website or YouTube channel.



## CONTESTS/SWEEPSTAKES

Contests and sweepstakes on TodaysHomeowner.com are a fantastic way to get your products in the hands of a highly-engaged audience. Nothing sells something better than word of mouth! Advertisers receive all entrants' information to use in your own marketing.



## NATIVE ADVERTISING

Looking for a more organic way to reach consumers? Our Native Advertising options allow your product to be highlighted within true editorial that is attractive and informative for readers, offering a great way to get your brand's message to consumers without a display ad.



728 x 90

LEADERBOARD

300 x 3000

FILMSTRIP  
(Full Unit)

300 x 600

SIDEKICK

640 x 360

PRE-ROLL

300 x 250

ADLET

**DIGITAL  
AD SIZES**

shown in  
300x600

970 x 250

BILLBOARD

970 x 90

PUSH DOWN (Initial Dimensions)

970 x 415

PUSH DOWN (Expanded Dimensions)

FOR MORE INFORMATION CONTACT:

**JACK CHRISTIANSEN**  
*Midwest Manager*  
(847) 724-5633  
jack@dannylipford.com

**PETE FONTANA**  
*Northeast Manager*  
(973) 464-4831  
pete@dannylipford.com

**GARY DENNIS**  
*Southeast Manager*  
(678) 507-0110 ext. 106  
gary@dannylipford.com

**MARK HAGEN**  
*Southeast Manager*  
(312) 286-4926  
mark@dannylipford.com

**LARRY STEVENS**  
*West Coast Manager*  
(917) 847-3176  
larry@dannylipford.com