

# TODAY'S HOMEOWNER PODCAST

IS THE **FASTEST-GROWING MEDIA PLATFORM**

*for our brand with OVER 1,000% GROWTH in the past 6 months.*



**PODCASTING  
HAS REACHED A  
MILESTONE.**

*51% of Americans  
say they have  
listened to one.*

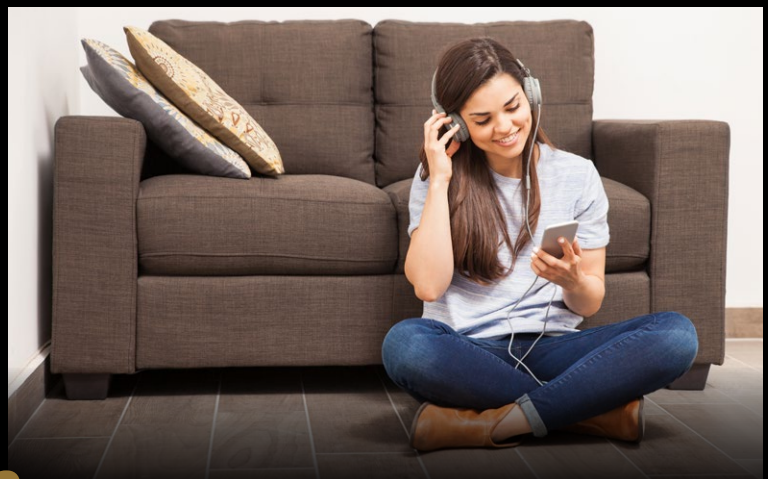
## THIS GROWING MEDIA FORMAT

*is moving the needle for brands, delivering increases in awareness, ad recall, affinity, recommendation and purchase intent.\**

\* EDISON RESEARCH 2019, NIELSEN RESEARCH 2019

## OUR DIVERSE MEDIA

BRAND HAS A RESPECTED  
REPUTATION AND PROVEN TRACK  
RECORD OF **INFLUENCING PURCHASE  
INTENT** WITH OUR AUDIENCE.



**Today's  
Homeowner<sup>®</sup>**

*with Danny Lipford*

**Podcast**

## 26-WEEK PROGRAM:

- **WEEKLY 30-SECOND READ** DURING EACH TODAY'S HOMEOWNER PODCAST TO PROMOTE SPONSOR
- **2 ORGANIC SPONSOR INTEGRATIONS** IN PODCAST DURING THE PROGRAM
- **:30 COMMERCIAL SPOT IN OUR TIPS FOR TODAY'S HOMEOWNER** DAILY DOWNLOADS FOR 13 WEEKS (TOTAL OF 65 SPOTS)
- **INCLUSION IN 26 (:15) CUSTOM SPOTS** AIRING ON THE TODAY'S HOMEOWNER **TV SHOW**. THESE SPOTS WILL PROMOTE THE PODCAST AND INCLUDE THE SPONSOR IN VO AND SCREEN GRAPHICS. "THE TODAY'S HOMEOWNER PODCAST BROUGHT TO YOU BY (SPONSOR'S NAME AND LOGO)."
- **INCLUSION IN 26 (:30) CUSTOM SPOTS** ON TODAY'S HOMEOWNER **RADIO SHOW** PROMOTING THE PODCAST—"THE TODAY'S HOMEOWNER PODCAST BROUGHT TO YOU BY (SPONSOR'S NAME & TAGLINE)."
- **INCLUSION IN 1,000,000 DISPLAY ADS** ON **TODAYS HOMEOWNER.COM**. DIGITAL ADS WILL PROMOTE THE PODCAST AND INCLUDE SPONSOR'S LOGO.
- **500,000 DISPLAY ADS** FOR SPONSOR ON TODAYSHOMEOWNER. THESE WILL BE RUN-OF-SITE AND ONLY PODCAST SPONSORS WILL BE SERVED ON **TODAYSHOMEOWNER.COM/PODCAST** PAGE.
- ON THE BOTTOM OF EACH ARTICLE OF THE PODCAST, **SPONSOR WILL BE MENTIONED WITH LINK** DIRECTLY TO THEIR WEBSITE FOR 26 WEEKS.



## 13-WEEK PROGRAM:

- **WEEKLY 30-SECOND READ** DURING EACH TODAY'S HOMEOWNER PODCAST TO PROMOTE SPONSOR
- **1 ORGANIC SPONSOR INTEGRATION** IN PODCAST DURING THE PROGRAM
- **:30 COMMERCIAL SPOT IN OUR TIPS FOR TODAY'S HOMEOWNER** DAILY DOWNLOADS FOR 6 WEEKS (TOTAL OF 30 SPOTS)
- **INCLUSION IN 13 (:15) CUSTOM SPOTS** AIRING ON THE TODAY'S HOMEOWNER **TV SHOW**. THESE SPOTS WILL PROMOTE THE PODCAST AND INCLUDE THE SPONSOR IN VO AND SCREEN GRAPHICS. "THE TODAY'S HOMEOWNER PODCAST BROUGHT TO YOU BY (SPONSOR'S NAME AND LOGO)."
- **INCLUSION IN 13 (:30) CUSTOM SPOTS** ON TODAY'S HOMEOWNER **RADIO SHOW** PROMOTING THE PODCAST—"THE TODAY'S HOMEOWNER PODCAST BROUGHT TO YOU BY (SPONSOR'S NAME & TAGLINE)."
- **INCLUSION IN 500,000 DISPLAY ADS** ON **TODAYSHOMEOWNER.COM**. DIGITAL ADS WILL PROMOTE THE PODCAST AND INCLUDE SPONSOR'S LOGO.
- **250,000 DISPLAY ADS** FOR SPONSOR ON TODAYSHOMEOWNER.COM. THESE WILL BE RUN-OF-SITE AND ONLY PODCAST SPONSORS WILL BE SERVED ON THE **TODAYSHOMEOWNER.COM/PODCAST** PAGE.
- ON THE BOTTOM OF EACH ARTICLE OF THE PODCAST, **SPONSOR WILL BE MENTIONED WITH LINK** DIRECTLY TO THEIR WEBSITE FOR 13 WEEKS.

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