



INFLUENCER MEDIA EVENTS

Today's
Homeowner
with *Danny Lipford*

Today's consumers turn to influencers for product recommendations and advice like never before.

If you are looking to promote a new product or increase brand awareness, our Influencer Media Events offer an impactful solution that leverage Danny and/or Chelsea's credibility and knowledge to engaged consumers across the nation.

21+ MILLION IMPRESSIONS *

* approximate

National Influencer Program

- :30 segment adjacent to **Today**, **Good Morning America** or **CBS This Morning** in 10 top markets (Los Angeles, Cleveland, Sacramento, Washington D.C., Atlanta, Phoenix, Miami, Tampa, Philadelphia and Boston)*
- :30 segment in 10 additional markets of choice**
- Placement on 2 nationally syndicated TV programs
- Placement on 2 national radio programs
- :60 video spotlighting product for sponsor's use
- Targeted multimedia release about the event sent to 4,000+ news organizations across the country (TV, radio, newspapers and websites)
- A feature article on the TodaysHomeowner.com home page.
- Feature segment on the Today's Homeowner radio show
- Video of media event posted to TodaysHomeowner.com and YouTube, and shared across the Today's Homeowner social media channels.



Program Price: \$28,000 Net

* Adjacent to 1 show per market; shows may vary by market

**Additional charge to include NYC market

ADDITIONAL OPTIONS

Sirius XM Radio Add-On

:60 National native content segment on Sirius XM Satellite Radio

Placements will run across the News & Info Channel (CNN, MSNBC, Today Show, Fox News, Fox Business, CNBC, Bloomberg) and/or Sports & Entertainment (ESPN, ESPNU, Fantasy Sports Radio, Mad Dog Sports Radio, Kevin Hat Laugh Out Loud Comedy Radio, Laugh USA, Entertainment Weekly Radio)

DIRECTV Add-On

:60 native content segments via Direct TV to select channel groups

News, Lifestyle, Adults, Female, Male & Sports