



ASK THE BUILDER

MEDIA KIT

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Written by master carpenter, master plumber and **AWARD-WINNING** custom home builder/remodeler, Tim Carter, Ask the Builder offers unparalleled **CREDIBILITY** as well as a been-there done-that **EXPERIENCED PERSPECTIVE.**

- 1993** Tim received Remodeling Magazine's TOP 50 REMODELER'S AWARD
- 1993** Ask the Builder newspaper column debuts
- 1994** Tim self syndicates Ask the Builder column in over 65 papers nationwide.
- 1995** AsktheBuilder.com goes live
- 1999** Tim begins video career on ABC-TV affiliate in Cincinnati, OH.
- 2002** AsktheBuilder.com continues to grow traffic
- 2008** Tim moves Ask the Builder World Headquarters to New Hampshire
- 2010** AsktheBuilder.com becomes longest-lasting home-improvement site on the Internet
- 2011** AsktheBuilder.com revs up to launch radical new website design perfected for clean user experience.
- 2014** AsktheBuilder.com launches "Edutainment" Games - Delivers over 100,000 clicks to sponsor sites in months
- 2015** AsktheBuilder.com Brand Ambassador Program Launches

With over 3,500 ARTICLES and 500+ VIDEOS covering a range of topics from concrete to kitchens to roofing, Ask the Builder has become the GO-TO DESTINATION FOR DIY HELP. Our editorial offerings include:

WEEKLY COLUMN

Syndicated in over 80 papers nationwide including, Washington Post, Sacramento Bee, as well as posted on the AsktheBuilder.com website

ONLINE VIDEOS

Over 38,382,525 views, the videos covers a range of topics from how-to projects to product reviews to quick tips 49,602+ YouTube subscribers

WEEKLY NEWSLETTER

Featuring new products, giveaways, the latest articles, the newest videos and reader Q&A.

PRODUCT FEATURES

Tim routinely shares news about new products he loves. He gives special emphasis to products he's used and plans to use in his home.

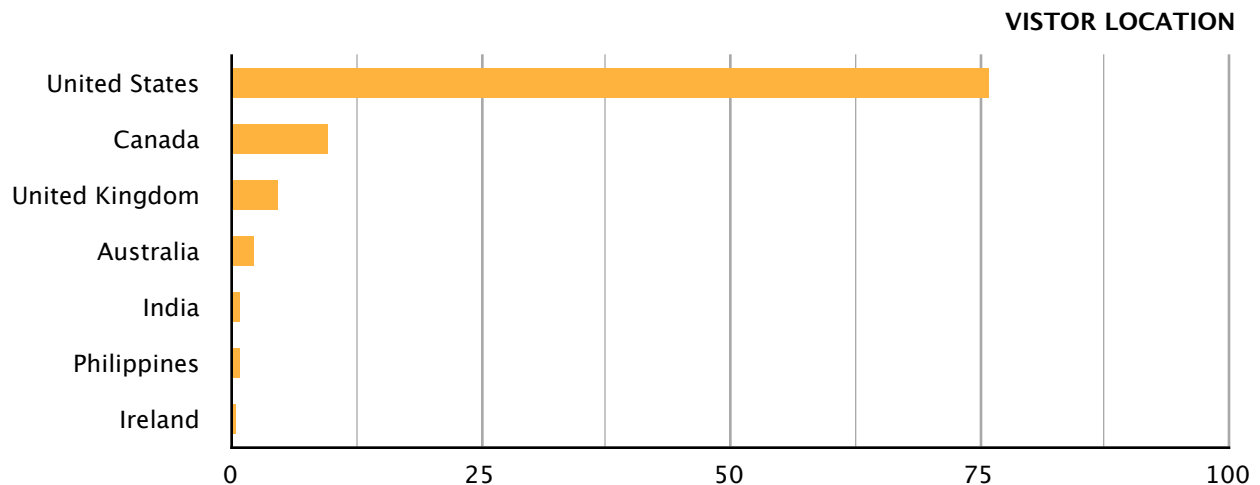
TIP OF THE WEEK

Each week Tim shares at least one building tip that makes getting the job done right that much easier.

Ask the Builder delivers **more touches per month** than This Old House, Fine Homebuilding and other competitors – and those readers are eager to find a solution to their problem.

| PER MONTH | USA | WORLDWIDE |
|----------------------|------|-----------|
| Unique Visitors | 157K | 205K |
| Page Views | 318K | 360K |
| Total Visits | 205K | 264K |
| Average Time on Site | 4:30 | 4:30 |

83% THE PERCENTAGE OF NEW FACES TO ASK THE BUILDER EACH MONTH.

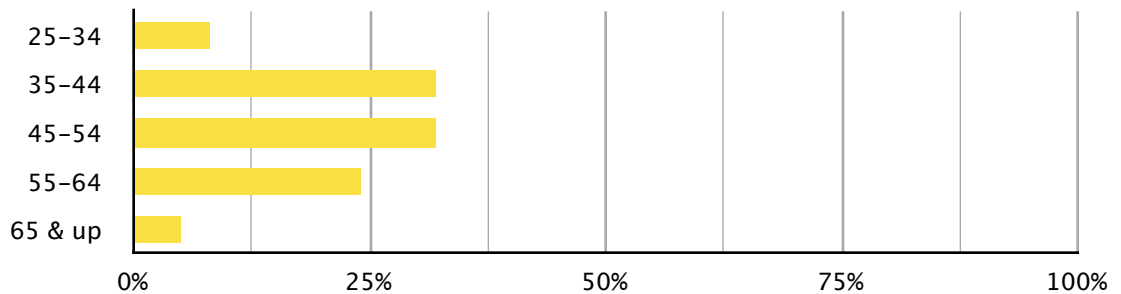


The average Ask the Builder readers are in the **PRIME OF THEIR LIVES**, care greatly about their homes and **HAVE MONEY TO SPEND.**

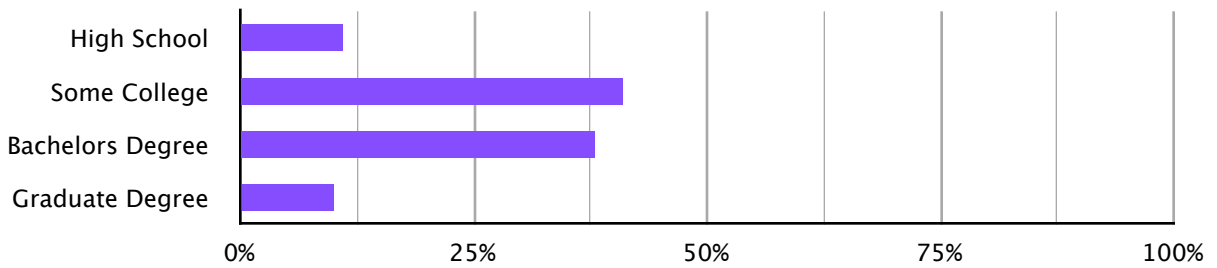
GENDER



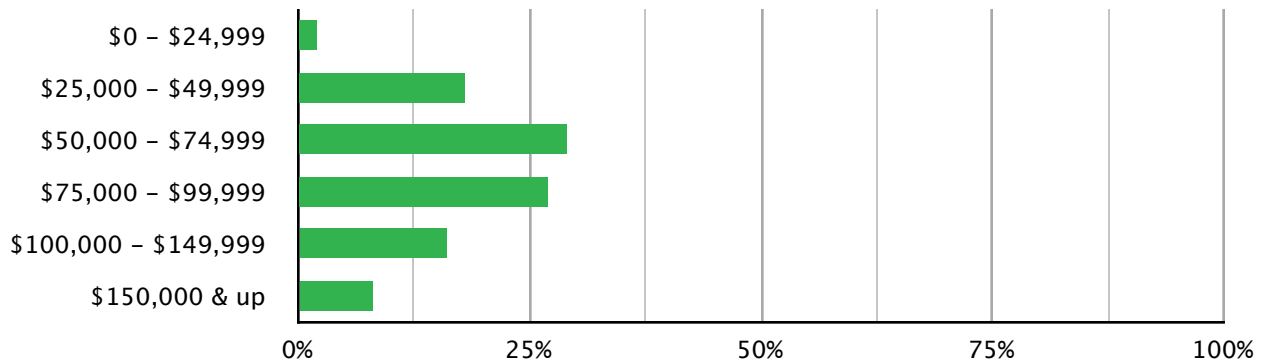
AGE



EDUCATION



HOUSEHOLD INCOME



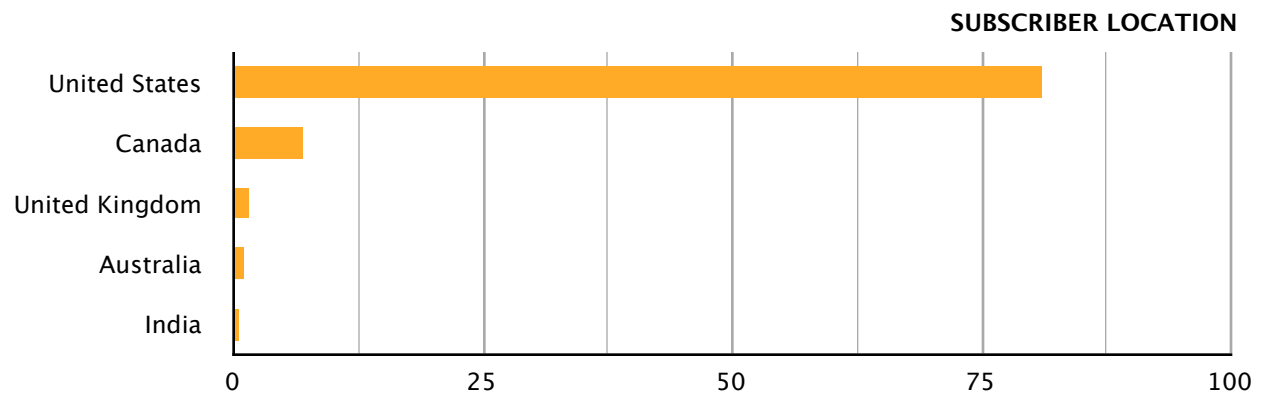
Ask the Builder newsletter subscribers
are engaged.....
and they're something else....

THE NUMBER OF
NEWSLETTER SUBSCRIBERS.

95,000

29.7

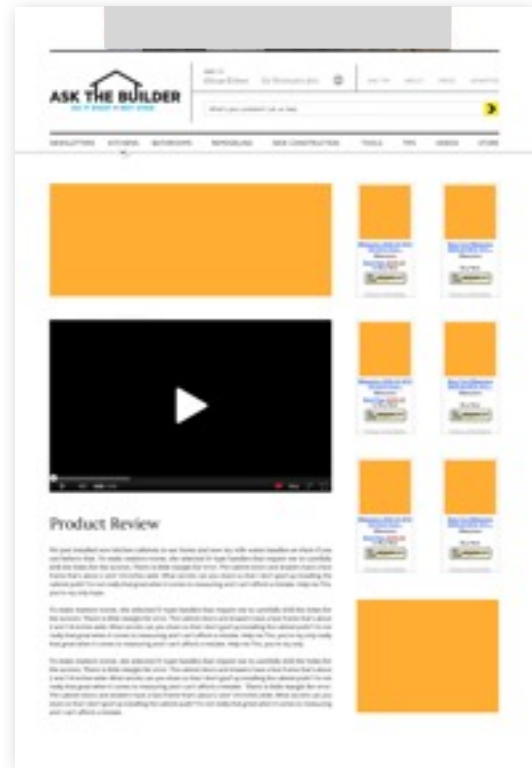
THE AVERAGE **OPEN RATE**
OF EACH NEWSLETTER.



A FULL-PAGE devoted completely to your company and products with ad **BRANDED ADS**, **VIDEOS**, **PRODUCTS REVIEWS** and links with photos for where to buy. Branded pages can be **CUSTOMIZED** to meet your needs.

LEAD GENERATION

| | |
|-----------|-----------------------|
| LOCATION | On your branded page. |
| TIME SPAN | 3 month minimum |
| COST | case-to-case basis |



BRANDED PAGE

| | |
|-----------|---|
| TIME SPAN | One month minimum |
| COST | \$1,000 per month \$750 set-up fee (Set-up fee waived if purchased for 3 months) |

AD LEADING TO BRANDED PAGE

| | |
|----------|---|
| LOCATION | Ads only appear in the category your product fits in. |
| SIZE | Height: 125 pixels Width: 125 pixels |



LEADERBOARD AD

| | |
|-----------|---|
| LOCATION | On all website pages — home, category, article and video — or on specifically targeted pages. |
| SIZE | Height Maximum: 300 pixels Width Maximum: 950 pixels |
| TIME SPAN | Minimum buy is one week. |
| COST | Pricing starts at \$40 CPM |

Reach your customers when they're **DESPERATE FOR** the solution to their problem: **YOUR PRODUCT.**



ABOVE-THE-FOLD FEATURED PRODUCT

| | |
|----------|---|
| LOCATION | Ads only appear in the category your product fits in. |
| SIZE | Height: 250 pixels Width: 300 pixels |
| COST | \$250 per month |

BELOW-THE-FOLD BLOCK ADS

| | |
|----------|--|
| LOCATION | On all category, article and video pages or specifically targeted pages. |
| SIZE | Height: 250 pixels Width: 300 pixels |
| COST | \$150 per month |

Be the
ONLY PRODUCT
 your customers see
 when looking for
THE SOLUTION
 to their urgent
 problem.

*The leaderboard ad can be thrown in at a discounted price per availability.



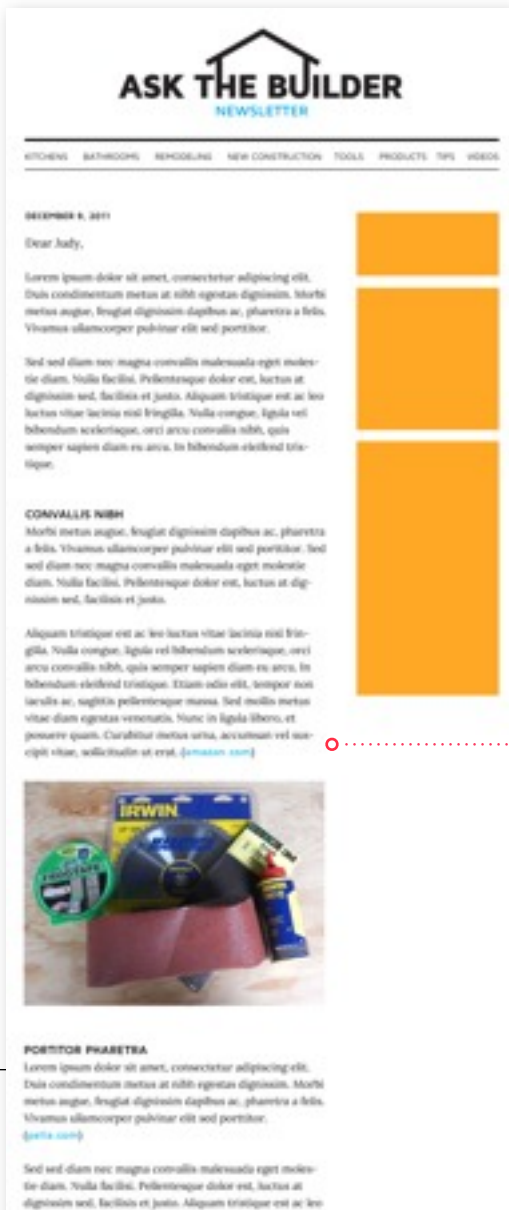
ABOVE & BELOW-THE-FOLD BLOCK ADS

| | |
|----------|--|
| LOCATION | Highly limited inventory spots in all category and article pages AND Run of Site. Costs FAR less money per month than a back cover on a leading magazine is this vertical , but you get guaranteed impressions! |
| SIZE | Height: 300 pixels Width: 250 pixels |
| COST | \$995 per month – assumes no other competitor contracts are in place at the time of ad buy *discount given to long-term contracts |

NEWSLETTER GAMES

| | |
|----------|--|
| LOCATION | A fun “edutainment” game created for newsletter subscribers and social media. |
| COST | PAGE VIEWS to your site are GUARANTEED. Cost is quoted on # of page views you desire. Consumer testimonials also available – GUARANTEED minimum # delivered |

Reach the
MOST ENGAGED
Ask the Builder
readers through
HIGHLY TARGETED
newsletter
placements.



NEWSLETTER ADS

| | |
|-----------|--|
| TIME SPAN | 6 issue minimum |
| COST | \$50 per issue (168w x 75h ad) \$100 per issue (168w x 168h ad) \$150 per issue (168w x 300h ad)* *no minimum time span |

NEWSLETTER MENTION

| | |
|--------|--|
| LENGTH | A 150–word minimum write-up about your product or company with an optional 375 x 200 photo. |
| COST | \$1,250 write-up with link \$1,950 write-up with photo* *A second, powerful, follow-up e-mail with a special offer can be sent to all subscribers who clicked your write-up link for \$500. |

Target your **SPECIFIC AUDIENCE**, form a relationship with **YOUR CUSTOMERS**, & discover what they **REALLY WANT**.

EDUCATIONAL MARKETING

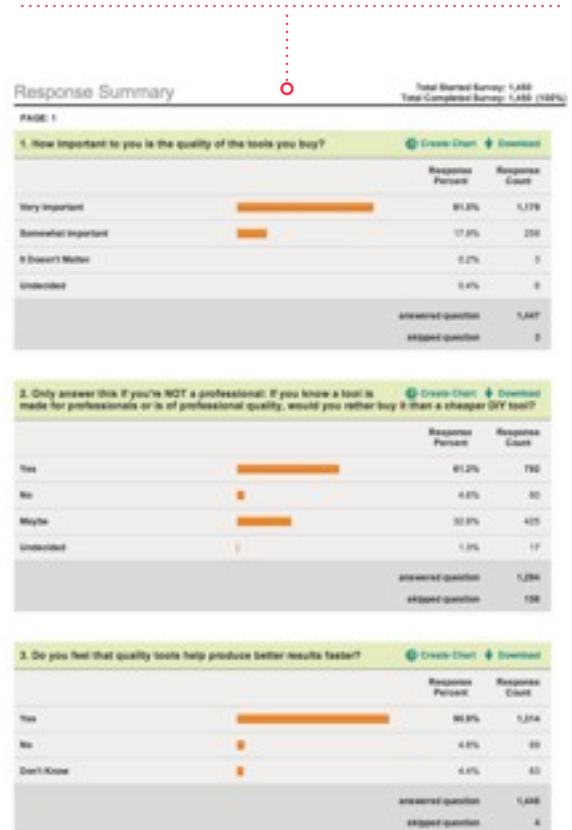
| | |
|----------|---|
| LOCATION | Sequential emails written by you — the sponsor — that are sent to interested consumers who opt-in from an initial newsletter mention. |
| COST | \$2,500 per course• *Up to seven e-mails per course. |

TARGETED MARKETING

| | |
|-----------|---|
| LOCATION | A newsletter mention that only goes out to those in your targeted location. |
| TIME SPAN | One-Time Mention |
| COST | \$1.50 per subscriber in the Nielsen DMA region of the Ask the Builder newsletter list. Contact us for a quote. |

CUSTOM SURVEYS

| | |
|-----------|---|
| LOCATION | Surveys are announced in the newsletter |
| TIME SPAN | One-Time Mention |
| COST | \$1,950 – Max 5 questions |



Tim thoroughly tests each product before featuring it, making all product placements truly AUTHENTIC.

VIDEO PRODUCT PLACEMENT

| | |
|-----------|--|
| LOCATION | In one or more Ask the Builder videos. |
| TIME SPAN | Into perpetuity |
| COST | \$3,000 and up. Price quoted based on video complexity and required set, total time to complete project. |



TOOL OF THE WEEK

| | |
|----------|--|
| LOCATION | Featured on the home, category, article and video pages as well as syndicated through a weekly newsletter. |
| LENGTH | A brief description, picture and link for where to buy. |
| COST | \$300 per month – one month minimum |

Get YOUR MESSAGE out through a CREDIBLE SOURCE. Have Ask the Builder create a CUSTOM COLUMN based on the information you want to spread.

| ADVERTORIAL | |
|-------------|--|
| LENGTH | 600-800 words |
| CONTENT | Message outline and photographs are provided by manufacturer. Copy written by advertiser and approved by AsktheBuilder.com. Copy on website clearly identified as "Sponsored Content". |
| TIME SPAN | 6-month minimum |
| COST | \$150 per month |

