

“Mr. Fix-it” of NBC’s Today Show, USA Weekend Magazine, WGN-TV and host of WGN Radio’s amazingly successful weekly call-in show is now available in your market!

Lou Manfredini’s

Home Improvement Minutes



This daily or weekend 30-second feature creates a new revenue opportunity for your station, and provides helpful home improvement tips and advice to your listeners!

- Home improvement companies in your market are searching for targeted programs to showcase their services or products. This informative series can help define your station as the place for these advertisers to reach their customers and take advantage of the **\$181 BILLION** home improvement market.
- This sales feature creates a sponsorship opportunity that a client can own on your station – at a premium rate! Each week your station will receive five (5) 30-second HOME IMPROVEMENT MINUTES for use as often as you wish with your **local sponsors**.
- In return, you agree to air five (5) network-sponsored HOME IMPROVEMENT MINUTES each week. Each runs one-minute (30-second feature plus a 30-second network spot) and must air in a broad window – Mon-Sun 6a-8p.
- Lou Manfredini’s Home Improvement Minutes are market exclusive.
- Lou brings his same down-to-earth style and vast knowledge from his radio and TV appearances to “Lou Manfredini’s Home Improvement Minutes”.
- Visit www.HomeImprovementMinutes.com to listen to a sample program (look in the Lou’s Stations section) or contact us to receive our CD demo via U.S. mail.

Produced and Distributed by Lyle Dean, Inc.
800-768-8964 www.homeimprovementminutes.com

Who is Lou Manfredini?



The "Mr. Fix-it" of NBC's Today Show, USA Weekend Magazine and WGN Radio and TV in Chicago

Lou has national name recognition!



National Spokesperson for Ace Hardware Stores.

Your first prospect is local Ace Hardware stores and dealer groups!



Your Station's Home Improvement Expert!

This daily or weekend 30-second feature creates a new revenue opportunity for your station, and provides helpful home improvement tips and advice to your listeners!

Get Lou Manfredini's Home Improvement Minutes for your station and start selling today!

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Lou Manfredini's

HOME IMPROVEMENT MINUTES



This daily or weekend 30-second feature creates a new revenue opportunity for your station, and provides helpful home improvement tips and advice to your listeners.

Lou is the spokesperson for Ace Hardware stores nationwide, so you can prospect your local Ace store or dealer group. But the sponsorship possibilities go FAR beyond that!

Here are other Sponsor Categories to prospect:

Other Hardware Stores Home Improvement Centers Home Repair/Improvement Contractors Home Appliance Centers Real Estate Agents/Realtors/Brokers Banks and Mortgage Lending Companies Flooring/Carpeting Dealers Roofing Companies Siding Dealers Window Dealers Heating/Air Conditioning Duct Cleaning/Sealing Services Moisture/Water Prevention Services Concrete/Brick Paving Services Lighting Centers Interior Design/Decorators Paint/Wallpaper Stores Kitchen, Bath and Plumbing Showrooms Landscape/Lawn Care Companies Utility Companies Cellular Phone Companies Lumber Yards Tool Rental Companies Home Safety Dealers Arts and Crafts Centers Pest Control Companies Auto Dealers

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Information for Ace dealers:

Lou Manfredini, the Mr. Fix-it of NBC's Today Show and USA Weekend Magazine, is the spokesman for Ace. Here's how you can put him to work for your store!

Lou Manfredini's Home Improvement Minutes

It's the perfect sponsorship opportunity for your store(s) to take advantage of Lou's position as Ace spokesman—and the perfect way for you to expand your share of the **\$181 BILLION** home improvement market utilizing the efficiency of radio.

Each week, this market-exclusive radio station will receive five 30-second segments from Lou with home improvement tips and helpful advice for your listeners.

Those are key to what we call "content-driven advertising", in which listeners get more than a traditional commercial—they get useful information. And they are more likely to remember who brought it to them!

Your station will add a customized local commercial to Lou's 30-second "Home Improvement Minutes" to create a powerful message that brands your store as the place to shop and get help with their questions. (We also provide an Ace Hardware 25-second commercial by Lou that can be customized with a "tag" of your store.)

Lou's monthly appearances on NBC's TODAY SHOW and regular columns in USA Weekend Magazine help millions of handy (and not-so-handy) men and women. His weekly call-in show on Chicago's WGN Radio helps thousands more. Now he brings the same down-to-earth style and vast knowledge to "Lou Manfredini's Home Improvement Minutes".

Visit www.HomeImprovementMinutes.com to listen to a sample program and talk with your radio station salesperson to get working for your Ace store! It's that easy!

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800-768-8964 Fax: 847-564-4620 lyle@lyledean.com

