

## BobVila.com Rate Card

### Showrooms

Internet users consider getting product information to be a top online activity. With the BobVila.com Showrooms place the reassuring presence of Bob Vila over the homeowner's shoulder during the research process. Here consumers can find product information they need to plan their next home improvement project.

**The BobVila.com Showroom** provides manufacturers with a highly visible platform upon which to highlight the topline features and benefits of their product/product line and emphasize their quality and value.

Branding Showroom features include:

- An advertorial piece (max. 500 words) to be displayed on a single page
- 1 large picture and 4 collateral pictures
- 50,000 banner impressions per month
- Link to your company website
- Links to appropriate, related content on BobVila.com, including tips and multimedia
- Listing in BobVila.com's Product and Services Directory
- A "See us on BobVila.com" graphic icon for inclusion in online promotion

**Rates begin at \$1,500 / Month**

**Additional Showroom enhancements** are available.

These include:

- Additional banner impressions
- Multiple views of each product, including video: top, front, side, open, back, etc.
- Complete how-to use and install information
- Warranty, registration, and product care information
- Development and integration of interactive and/or visualization tools
- Lead generation form pages with online client access.

**a la carte pricing**

### Channels

Channels are micro sites with a unique URL that are focused around a single topic, such as design and decoration. Channels have exclusive sponsors. A single advertiser may own the Channel.

**Call for details**

### Product and Services Directory

BobVila.com's Products and Services Directory provides manufacturers with a branded showcase for snapshots of new and exciting offerings with links back to the manufacturers' sites for detailed information and purchase options.

The listing includes:

- 1 picture, button or company logo (140 x 200 pixels), 15k file size max.
- Short headline (2-4 words)
- 75 word or less description
- Link to the company website
- File types: GIF, simple animated GIF or JPG

**\$200 per month, 6 month minimum**

## Banners\*

Unit	Size	Description	Position	Size limit	Third	Serving	Rate	Rate Type
Banner Ad	300 x 600	Half Page	ROS	40K	client	yes	\$20.00	CPM
Banner Ad	300 x 250	Medium Rectangle	ROS	25K	client	yes	\$15.00	CPM
Banner Ad	160 x 600	Wide Skyscraper	Limited	25K	client	yes	\$15.00	CPM
Banner Ad	728 x 90	Leaderboard	ROS	25K	client	yes	\$12.00	CPM

\* Flash (version 4+) and GIF formats accepted in all ad positions. Rich media including Eyeblander, Pointroll, Klipmart, Motif, etc., are supported. Production services available.

## Video Ads

BobVila.com now offers 15 second pre-roll advertisements in conjunction with its extensive library of Home Improvement videos. The site features over 1100 video highlights from 16 years of Bob Vila TV programming, as well as 250 video tips, how-to's and product introductions that are both searchable and contextually integrated into the site.

### Guideline & Recommendation

Placement	Pre Roll = Before Content
Panel Size	Recommended minimum of 300 x 225
Panel Aspect Ratio	4:3 aspect ratio (e.g. 400x300)
Encoded Bit Rate	Recommended minimum of 200 Kbps
Commercial Length	Pre-Roll = up to 30 seconds
Frequency Capping	Since these are user-initiated content experiences, no capping
Content-to Commercial Ratio	1:1
Commercial Interactivity	New media types are added frequently. Call for latest media type accepted.
Controls	<ul style="list-style-type: none"> <li>• Host-initiated Play &amp; Audio</li> <li>• Start/Stop &amp; Volume On/Off Controls Required</li> <li>• Fast Forward disabled through ad play</li> </ul>
Surrounding Advertising	Synchronized banners or text links may appear in close proximity to commercial. IAB Standard ad sizes recommended ( <a href="http://www.iab.net/standards/adunits.asp">http://www.iab.net/standards/adunits.asp</a> )

\*Production services available.

**Rates begin at \$35 / CPM**