

## BobVila.com Rate Card

### Showrooms

According to an AOL/Roper survey 77% of 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 Branding 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 directing visitors from different parts of BobVila.com to the Branding Showroom
- 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

**Call for details**

**The Product Showroom** allows manufacturers to showcase their product(s) in greater detail. The introductory page of the showroom provides an opportunity for branding and a gateway to an in-depth showcase of specific products/product lines including: product features and benefits, photos, illustrations, specs, and in many cases "purchase now" e-commerce capabilities.

Product Showroom benefits include:

- Extensive product detail providing the customer with the information needed to make a product decision
- 100,000 banner impressions per month directing visitors from different parts of BobVila.com to the Product Showroom
- 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
- Links to your product in our Smart Buys store where applicable

**Call for details**

**Additional Showroom enhancements** are available.

These include:

- Ongoing interactive pop-up user surveys.
- Additional internal 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

**a la carte pricing**

## Home Again Extras!

Include many of the same elements as a branding showroom but reside exclusively in the Home Again area of the site and in conjunction with Home Again content. This vehicle is particularly geared to manufacturers whose products are currently or have in past seasons been featured on *Bob Vila's Home Again*.

The Extra! includes:

- A single page, max. 500 words.
- 1 large picture and 4 collateral pictures.
- Links to the 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.

**\$500 per month, 12 month minimum**

## 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, Java or HTML rich media banners up to 25K. We do accept iFrames. Video, Flash or Quicktime may be supplied for Bumpers on video content. Production services available, hourly rates.

## Video Content on BobVila.com

BobVila.com offers users a unique web experience. The site features over 1100 video highlights from 13 years of the Bob Vila's Home Again TV show, as well as 250 video tips, how-to's and product introductions that are both searchable and contextually integrated into the site. Sponsors can "bumper" these videos front and back with advertisements that link to the sponsor's site. Manufacturers of products featured in these video segments have the opportunity to place a BobVila.com likeness logo on their own site. This link will let visitors watch their sponsored videos in a spawned browser window on BobVila.com further leveraging their product's relationship with Bob.

Your Featured Video **\$1000/1000 plays**

\*Sponsor to provide Video, Flash or Quicktime Bumpers. Production services available.