



LOU MANFREDINI'S HOUSESMARTS RADIO MINUTES

- Each week, your radio station will receive five one-minute segments with home improvement tips and helpful advice for your listeners. Those are the keys to 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 receive two sets of programs each week. One set of programs has space for your own local commercials.
- There is **no cost** to you or the station to obtain the programs. In return for making the HouseSmarts Radio Minutes available as a resource for local advertisers, the station agrees to air an additional five HouseSmarts Minutes per week featuring network sponsors.
- Lou also can customize the opening of the local set of programs for your sponsor.
- It's the perfect sponsorship opportunity for your store 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.
- Lou's regular appearances on NBC's TODAY SHOW, weekly appearances on his own HouseSmarts TV series 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 HouseSmarts Radio Minutes"—great for listeners, radio stations and you!
- To put Lou to work for you, contact Lyle Dean at 1-800-768-8964 or lyle@lyledean.com. It's that easy!

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