



**MARKET EXCLUSIVE!**

### **LOU MANFREDINI'S HOUSESMARTS RADIO MINUTES**

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

**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 HouseSmarts Radio Minutes for use as often as you wish with your **local sponsors**.
- In return, you agree to air five (5) network-sponsored HouseSmarts Radio 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. Market exclusivity is 30 miles unless otherwise negotiated.



- Visit [www.lyledean.com](http://www.lyledean.com) to listen to a sample program or contact us at 800-768-8964 for more information.

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