

AConcordCarpenter.com

## Media Guide



2012 - 2013

## **Abstract**

My name is Robert Robillard and I am the founder of AConcordCarpenter.com. It is my goal to establish a long-term advertising and promotional relationship with TOOL AND PRODUCT MANUFACTURERS.

I am quickly becoming a thought leader in the home improvement, construction and renovation industry.

Being a licensed builder and running a full service remodeling business I am one of the very few website personalities with real credibility.

Very few online publications have the day-to-day connection with the remodeling industry as I do. I am a seasoned contractor who's reputation can help your company educate and inform consumers on your tools and products. I have a trusted history of only promoting quality products. My confidence in a product can only help build brand as well as sell product.

### **AConcordCarpenter.com DELIVERS RESULTS!**

My confidence in a tool or product sends a clear message of quality and value to a readership that is 69% professional contractors and 25% sophisticated hobbyists.

My website, cable television show and newsletter followers come to my site looking for new, improved tools and product reviews. They rely on my industry training and experience to provide solutions to their problems and make appropriate recommendations for purchasing tools, products and accessories.

These professional contractors and sophisticated hobbyists as well as others are motivated and eager to solve a problem or make a purchase; they trust my advice and recommendation. Many times they make a purchase immediately after reading a review where a direct-buy link is posted.

I am able to showcase, demonstrate and advertise TOOL AND PRODUCT MANUFACTURERS products through a variety of media venues including: television, video, social media, newsletter, email blasts, tool / product reviews and product placements.

As the editor and sole decision maker at AConcordCarpenter I will communicate with TOOL AND PRODUCT MANUFACTURERS directly and as a result all decisions, strategic changes and additions to my site relative to TOOL AND PRODUCT MANUFACTURERS issues can be made swiftly and with one phone call or email. Press releases and other posts can be published in a matter of minutes.

Consumers crave content that's been created by experts who have worked in the area of expertise for decades. AConcordCarpenter confidence in your products will help deliver the brand message directly to our readers. Together we can help you gain more market share and increased sales.

Advertisers and sponsors also enjoy priority placement and emphasis on the site.

**AConcordCarpenter can offer the following:**

- Professional contractor credibility [[example HGTV interview](#)]
- First-person authorship by an industry professional [[Example](#)]
- 69% professional contractor readership
- 25% Sophisticated hobbyist readership
- Multiple forms of professional consumer contact
- Strong social networking engagement [Facebook, Twitter, YouTube and LinkedIn]
- Outstanding tool and product reviews [[ACC YouTube channel videos](#)]
- Direct buy buttons on every product review post
- Credible product and tool videos [[Example](#)]
- The ability for fast turnaround on product news, reviews and videos [[Example](#) ]
- Exposure on a weekly newsletter
- Advertising on website and newsletter with 25% to 50% Share Of Voice.
- The ability to send email blasts to newsletter subscribers
- Product placement of TOOL AND PRODUCT MANUFACTURERS products shown being used on jobsites, videos, construction / home related articles and [Cable TV episodes](#)
- **Priority placement and editorial emphasis on my site.**

### **Site Stats:**

AConcordCarpenter.com average of 30,000 visitors per month with 1.5x page views. Plus additional exposure on Face book, Twitter and Linked In.

- 76 Male / 24% Female
- 49% Professional Contractor
- 25% Sophisticated Hobbyist. [serious DIYer]
- 58% of our readers are College or Grad School Educated
- 43% of readers are age 18-34
- 21% of readers are age 35-49
- 17% of readers are age 50+
- 19% of readers make more than \$60 K per year
- 47% of readers make more than \$100K per year

### **Information on AConcordCarpenter Weekly Newsletter:**

The AConcordCarpenter.com Newsletter is a double opt-in process that publishes weekly on Tuesdays. The ACC newsletter reaches 3400 people. It has a 39% open rate and its subscriber base has been growing at a daily rate of 6% since inception four months ago.

These subscribers are highly motivated and trust the information they receive. They rely on my expert advice and recommendations prior to making purchases.

The AConcordCarpenter.com newsletter uses high-powered email delivery software [AWebber] and can deploy marketing messages in minutes to a list of subscribers, and the consumption of the information is nearly instantaneous.

**Information on the “Concord Carpenter” Cable Television show:**



*Photo: Installing tile For AConcordCarpenter TV Show [DEWALT product placement]*

The AConcordCarpenter.com cable TV show offers expert advice on home repairs and maintenance to across Boston’s Metro West region.

- The show has 21,000 viewers and airs on Mondays at 8:30 p.m., Wednesdays at 6:30 p.m. and Thursdays at 12:30 p.m.
- 21,000 viewers
- We can arrange to use a Tool and Product Manufacturers tool on the show, a TOOL AND PRODUCT MANUFACTURERS provided logo will show at end of show as donor of product. A voice-over will also announce both at the beginning and end of the TV show that tools were supplied and or the show was sponsored by TOOL AND PRODUCT MANUFACTURERS.
- The benefits, ease of use, reliability and value of the tool will be discussed.

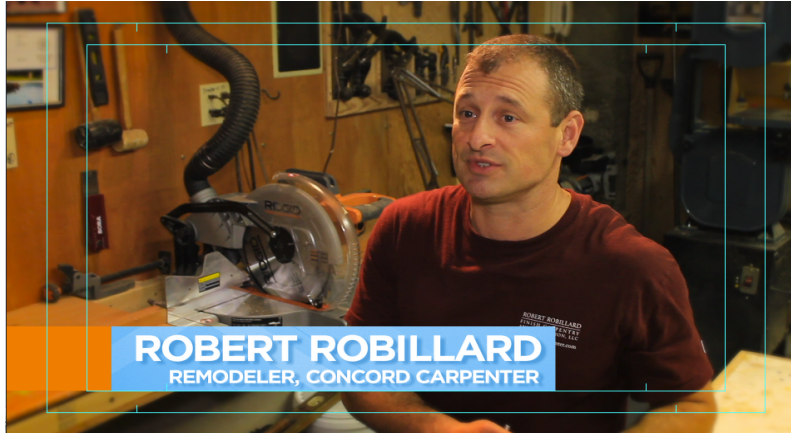


Photo above and links below: HGTV Interviews

**Other TV interviews:**

[HGTV hidden costs of remodeling interview](#)

[HGTV original plans help a remodel](#)

[HGTV renting portable storage for an easier remodel](#)

[HDTV setting up a temporary kitchen](#)

**Display Advertising**

**Premium Ad** - 300x250, 728x90 or 160x600, run of site, rotating display ad, 25% SOV (Share of Voice). To be displayed above the fold. **\$750/month. [6 month minimum]**

**Logo Ad** – 125x125 run of site, rotating display ad, 25% SOV (Share of Voice). To be displayed in the sidebar, within 2000 pixels of the top. We are currently making two logo ad spaces available through the group. **\$250/month. (6 Month Minimum)**

**Ad Requirements**- gif, jpg or embeddable video. Ad may not auto-play audio or expand beyond the dimensions of the ad space.

**Payment**- In advance.