



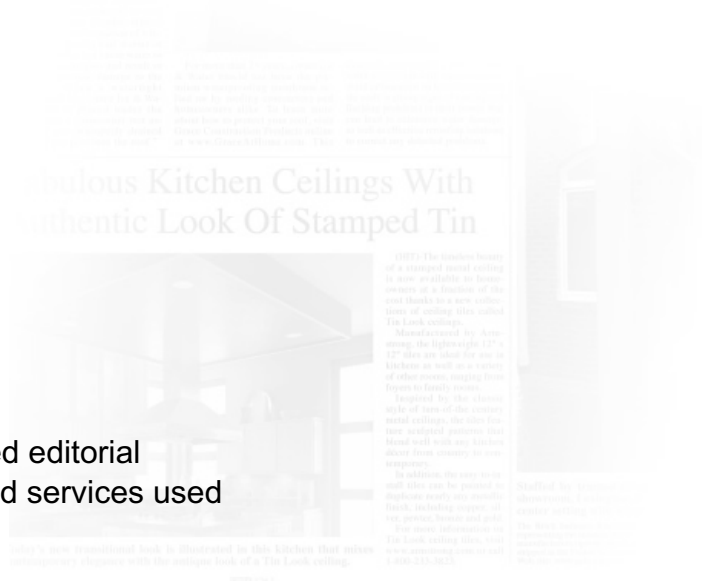
**2011** | **EDITORIAL PUBLICITY  
PROGRAM PLANNER**

## Overview

Home Improvement Time is an industry-sponsored editorial publicity program focused entirely on products and services used inside ... outside ... and all around the home.

Newspaper and news source editors rely on H.I.T. features and news releases as an expert story source ... a source they've trusted since 1966. Editors appreciate the flexible formatting, high-quality, timely distribution and focused nature of the story material received through the Home Improvement Time program.

Sponsors rely on Home Improvement Time for cost-effective publicity exposure. Feature stories are published in galley format in our **"Editorial Material Website Guide"** as a PDF and e-mailed three times a year to U.S. daily and weekly newspapers and news sources. Story material also receives nationwide exposure through the online consumer Home Improvement News and Information Center.



## Complete, cost-effective Feature Distribution Service ...

**Home Improvement Time Spring-Summer and Fall-Winter Editorial Material Website Guides** present sponsor story material in an attractive layout that helps editors quickly gauge space requirements for each story.

A sponsor directory is included online and in the webguide, providing media contact information to editors who want additional information about sponsor products and services.

Editors, publications and material related websites like the convince of the Home Improvement Time Editorial Website where Features and Release can be downloaded 24/7.



Download Article (text only):

Download Article (text and hi-res images):

E-mail a Colleague:



*It's home improvement time!*

*Home Improvement Time Editorial Website*

0%

Rate Article

## Year-long newspaper and news source coverage for one small investment ...

Feature Service participants reserve space in two consecutive editions of the Home Improvement Time Editorial Material Website Guide (Spring-Summer and Fall-Winter).

### Feature Service participation includes:

- Story and directory listing set-up and proofing
- Image optimization (images are optimized to S.N.A.P. specifications for newsprint reproduction, then resaved as medium and low resolution online previews)
- File conversion to ASCII and RTF (story text), JPG or EPS (images) and HTML (online) formats.
- Posting to the H.I.T. Story Library for one full year.
- Posting to the “consumer” Home Improvement News and Information Center article library for one full year.
- FREE listing in H.I.T.’s “consumer” sourcing directory, and one FREE 168[w]x144[h]-pixel display ad adjacent to each article.

## Nationwide consumer exposure through the Home Improvement News and Information Center ...

Feature Service and News Release Service participants also gain additional nationwide story exposure through H.I.T.'s consumer Home Improvement News and Information Center.

The Home Improvement News and Information Center showcases each sponsor's feature articles and news releases in a consumer-oriented, information-rich environment.

### Consumer site users can:

- Browse feature stories and news releases
- Search the article library for information of interest
- Source product/service information through a categorized home improvement directory
- Download or request product literature
- And more ...





## **Home Improvement Time, Inc.**

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