



# MEDIA KIT

Home Resource Web

# WHAT IS HOME RESOURCE WEB?

HOME RESOURCE WEB IS THE TWIN CITIES LOCAL PORTAL FOR HOME IMPROVEMENT, REMODELING AND/OR CONSTRUCTION PROJECTS. HOME RESOURCE WEB DELIVERS INFORMATION THAT IS CRITICAL TO THE PROJECTS' SUCCESS, AS WELL AS PROVIDING AN EASY RESOURCE FOR FINDING RELIABLE CONTRACTORS AND SUPPLIERS.

## ONLINE DIRECTORY

- ▶ **LOCAL QUALITY CONTRACTORS:** Consumers rely heavily to find information on the internet. Placing your company in this Twin Cities Home Improvement directory will be vital to your company. Not only is Home Resource Web an online contractor directory, but it is place where consumers can learn about contractors in the Twin Cities, find reliable suppliers, read about tips and trends, and find the latest news to what is going on in the Twin Cities home improvement world.
- ▶ **SUPPLIERS TO FULLFILL ALL BUILDING MATERIAL NEEDS:** Whether it is a builder, contractor, homeowner, architect, interior designer, property owner they are constantly looking for new vendors, product ideas, specialty items to complete there project. Be apart of our exciting one stop portal for building materials in the Twin Cities!

# CONTINUED...

## CONTRACTOR OF THE MONTH

- ▶ HOME RESOURCE WEB has a monthly contest for a local contractor to submit a recent project. It must include a before and after picture, and text not to exceed 500 characters. This is a great way to expose real live experiences.

## TWIN CITIES HOME IMPROVEMENT NEWS

- ▶ Latest news, events, new companies, on what's happening in the Twin Cities Home Improvement industry.

## DO IT YOURSELF ARTICLES

- ▶ Consumers find easy common home improvement tasks do it yourself tips.

## PRODUCT TRENDS

- ▶ Latest product trends that are being practiced.
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# HOW CAN HOME RESOURCE WEB HELP YOUR BUSINESS GROW?

**Home Resource Web** is an online, forward thinking – targeted directory that focuses exclusively on the home improvement industry in Minnesota. Specializing in the home improvement industry allows Home Resource Web to put in one place, Minnesota’s contractors, building material suppliers and related resourceful information. Home Resource Web – was founded because many people desired an easy accessible way to locate contractors and building material supplies to perform their project, as well as other valuable resources to home improvement projects. Creating a **HOME IMPROVEMENT PORTAL** for our Minneapolis, St. Paul Metro area is only a dire need that all homeowners and contractors have been waiting for.

**Visitors** to the Home Resource Web directory are treated to all kinds of interesting content related to the home improvement, and presumably what there are searching for. Visitors who visit the site have an interest within the target market, “Home Improvement.” Therefore, visitors are researching a home improvement project and looking for valuable resources including contractors and building materials, resulting in a ready to buy mindset.

# WHY ADVERTISE ONLINE?

- ▶ **The media landscape continues to change.** As the media landscape continues to fragment and consumers become smarter about who and what messages are allowed to get through to them, online is becoming an extremely vital link in any marketing and communications plan.
- ▶ **Consumer Internet adoption shows no sign of slowing down.** Despite the huge media coverage relating to the demise of the industry, consumer internet adoption shows no sign of slowing down.
- ▶ **The Internet stays closer to your consumer throughout the marketing cycle.** Consumers are using the Internet more and staying longer. By incorporating an online component into your marketing mix you will stay closer to your consumers throughout the marketing cycle – from initial brand awareness right up until the actual point of purchase.
- ▶ **Create a 24–7 Presence.** By having constant visibility that allows customers access to your products and information 24 hours a day, 7 days a week, without the need to hire more employees to man your new, round-the-clock hours.
- ▶ **A growing demographic market.** Web users are savvy consumers that use the medium to obtain information about the services or businesses they patronize. The web is not just for sending email and playing games. The number of people using the internet has grown rapidly over the last few years.
- ▶ **Advertise for new customers.** Whether you make your sales directly (such as a catalog), or premises (retail) or use advertising to produce leads for your services, WEB MARKETING can get your message across.
- ▶ **Cost effective.** Online advertising is one of the most cost-effective advertising methods available for creating, delivering and executing campaigns. Can you afford not to advertise online? Your competitors are!

# WHY ADVERTISE WITH US?

- ▶ **New concept. Most effective online Home Improvement Directory.**
- ▶ Our easy to use online home improvement portal helps users find all their home improvement needs quickly and easy, without the loss of time with unnecessary questions. Users will find suppliers, contractors and professional services from A to Z, navigate their own web pages, watch their videos or in over 100 different categories.
- ▶ **Our online rates are 10 times lower compared to Online Phone Books.**
- ▶ Our advertising solution is a reliable, low-cost an extraordinarily accurate system that helps advertisers to promote their business in their entire Geographical Area.
- ▶ **Home Resource Web is focused: Strictly HOME IMPROVEMENT!**
- ▶ When you advertise with us, we expose your business to thousands of potential clients who are actively searching for a contractor or supplier in your area. Do you know that 92% of the people with online access research Services and Products online before they purchase?
- ▶ **With 92% of consumers searching for services online and about 69% of all local searches intend to buy, how likely are they able to find you? HOME IMPROVEMENT WEB can get you noticed placing you on the map.**
- ▶ Reaching new customers within your local area is VITAL to the success of your business, and the HOME IMPROVEMENT QUICK DIRECTORY definitely can help you!

**Reconnect your business to your local market increasing your Productivity and Profitability**

# HOW DO PEOPLE FIND OUT ABOUT HOME RESOURCE WEB?

**WE BUZZZZZZZ THE WORD AROUND TOWN BY PROMOTING THE WEBSITE AND ITS' PRIMARY USE. WEBSITE PROMOTIONAL INFORMATION IS DISTRIBUTED THROUGH:**

- Home Improvement Centers
- Kitchen and Bath Showrooms
- Flooring Showrooms
- Millwork Showrooms
- Roofing, Siding Showrooms
- Electrical, Plumbing Suppliers
- Appliance Showrooms
- Hardware Suppliers
- Lumberyards
- Hardware Stores
- Interior Designers
- Architects
- E-mail campaigns
- Trade associations
- Home Improvement Trade Shows
- Townhome & Condo Associations
- Street team flyering
- Direct consumer postcard marketing
- Press Releases
- Restaurants, Coffee Shops
- Spas, Salons, Barber Shops
- Real Estate Agents
- Twitter – Social Marketing
- Facebook – Social Marketing
- Blogs
- E-Newsletter
- Keyword Search for local contractors by trade
- Business partnerships

**AND MORE TO COME! WE ARE ALWAYS FORWARD THINKING @ Home Resource Web!**

# WHAT'S INCLUDED IN THE DIRECTORY LISTING DISPLAY?

1. COMPANY LOGO
2. COMPANY NAME
3. COMPANY ADDRESS
4. COMPANY PHONE NUMBER(S)
5. WEBSITE
6. EMAIL ADDRESS
7. HOURS
8. PROFESSIONAL AFFILIATES
9. SERVICES OFFERED
10. UP TO 5 PICTURES

**All listings appear alphabetically in order.**

**When listing your company in multiple categories you will receive the same directory listing display.**

**Listing your company in multiple categories further extends your companies reach to even more well qualified customers.**

# RATES

CONTRACTOR RATES	
Online Directory Listing	\$99.00 per year
+ Each Additional Directory Listing	\$39.00 per year
Banner Ads	\$129.00 per month

  

PRODUCT SUPPLIER RATES	
Online Directory Listing	\$99.00 per year
+ Each Additional Directory Listing	\$39.00 per year
Banner Ads	\$129.00 per month
Contractor Trends E-Product Newsletter Sponsorship Put your logo and message on our building materials products newsletter to approx 15,000 contractors	\$349.00 per issue
SUPPLIER e-BLAST Deliver your custom 1 page message to approx 15,000 contractors	\$579.00 per blast

**ARTWORK NOT INCLUDED**

# JOIN TODAY!

**MINNEAPOLIS & ST. PAUL  
CONSUMERS' NEW HOME IMPROVEMENT PORTAL  
HOME RESOURCE WEB**

**IF YOU'RE COMPANY IS NOT FOUND ON THE INTERNET IN  
2011, YOU MIGHT NOT BE IN BUSINESS IN 2012! – JOIN HOME  
RESOURCE WEB TODAY!**

**We connect active consumers with local resources!**

**EMAIL: [INFO@HOMERESOURCEWEB.COM](mailto:INFO@HOMERESOURCEWEB.COM)**