

# ASK THE BUILDER

## PODCAST MEDIA KIT



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A plumb bob is a simple tool that delivers extreme accuracy when it's used properly. Using one of the simple laws of physics, a plumb bob is drawn to the center of the Earth. When it's not moving, the line supporting the cone-shaped machined brass is perfectly plumb.

Newer technology incorporating laser light is trying to push the plumb bob out of favor, but a plumb bob needs no batteries to power it as does the laser. I've incorporated the two technologies in my logo because a laser line is also highly accurate.

I chose this basic tool as the symbol of my podcasting venture, because I strive to deliver to listeners reliable and accurate information. It's your assurance the information you'll hear is trustworthy.

Tim Carter  
Podcaster & Publisher

**NATIONAL AWARD-WINNING** custom home builder/remodeler, Tim Carter | Ask the Builder Founder, offers unparalleled **CREDIBILITY** as well as a been-there done-that **EXPERIENCED PERSPECTIVE**. Tim's one of the few in the media vertical that has decades of real hand-on experience working in the homes of paying customers.

- 1993** Tim received *Remodeling* Magazine's BIG 50 REMODELER'S AWARD
- 1993** Ask the Builder syndicated newspaper column debuts
- 1994** Tim begins live two-hour call-in radio show
- 1995** AsktheBuilder.com goes live
- 1999** Tim signed as home improvement host ABC-TV affiliate in Cincinnati, OH.
- 2005** Ask the Builder becomes first YouTube home improvement channel partner
- 2008** Ask the Builder surpasses 30,000 newsletter subscribers
- 2010** Ask the Builder attains 40,000 YouTube subscribers
- 2014** Ask the Builder surpasses 45,000 newsletter subscribers
- 2017** Ask the Builder reaches 80,000 YouTube subscribers
- 2018** Tim Carter launches unique [one-of-a-kind podcast](#)



CONTACT Tim:

603-722-0908 or [tim@askthebuilder.com](mailto:tim@askthebuilder.com)

With over **4,000 ARTICLES** and **600+ VIDEOS** covering a range of topics from concrete to kitchens to roofing, Ask the Builder has become the **GO-TO DESTINATION FOR DIY HELP**. Tim's editorial offerings include:

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### **WEEKLY COLUMN**

Syndicated in over 60 papers nationwide including the *Washington Post*, *Orange County Register*, *Hartford Courant*, as well as posted on the AsktheBuilder.com website

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### **ONLINE VIDEOS**

Receiving over **54,115,145** views, the videos cover a range of topics from how-to projects to product reviews to quick tips

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### **WEEKLY NEWSLETTER**

Featuring new products, giveaways, the latest articles, the newest videos and reader Q&A.

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### **PODCAST**

Each week Tim calls three homeowners from across the USA and solves their problems in minutes. The podcast ends with a story from Tim's building past.

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### **NEW PRODUCT PODCAST**

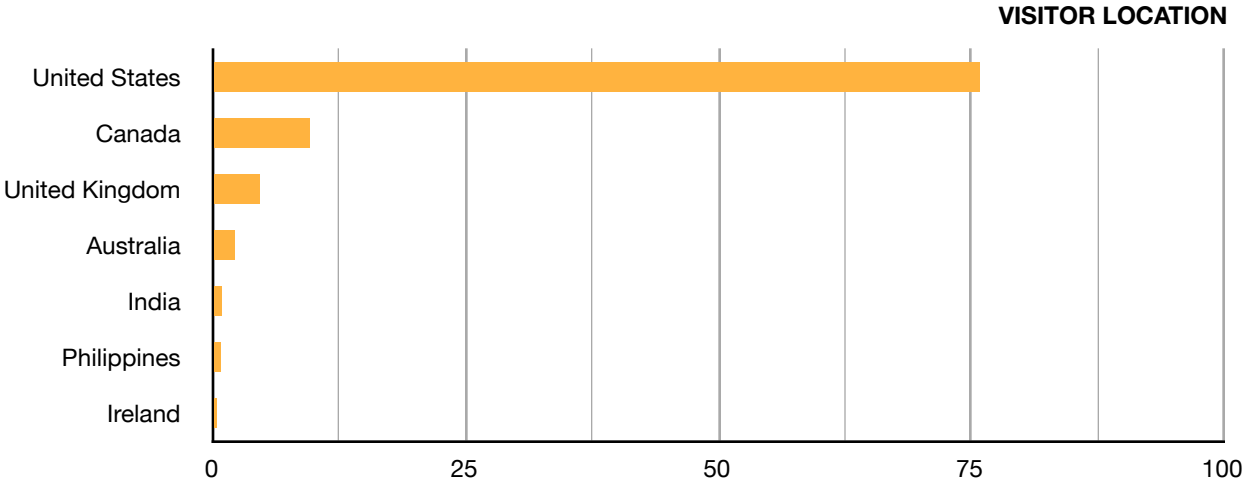
Tim shares new product news and disruptive industry news in a 20-40 minute interview podcast with companies and experts.

Ask the Builder delivers content to more readers per month across all his platforms than *This Old House*, *Fine Homebuilding* and other competitors - and those consumers are eager to find a solution from a real pro to their problem.

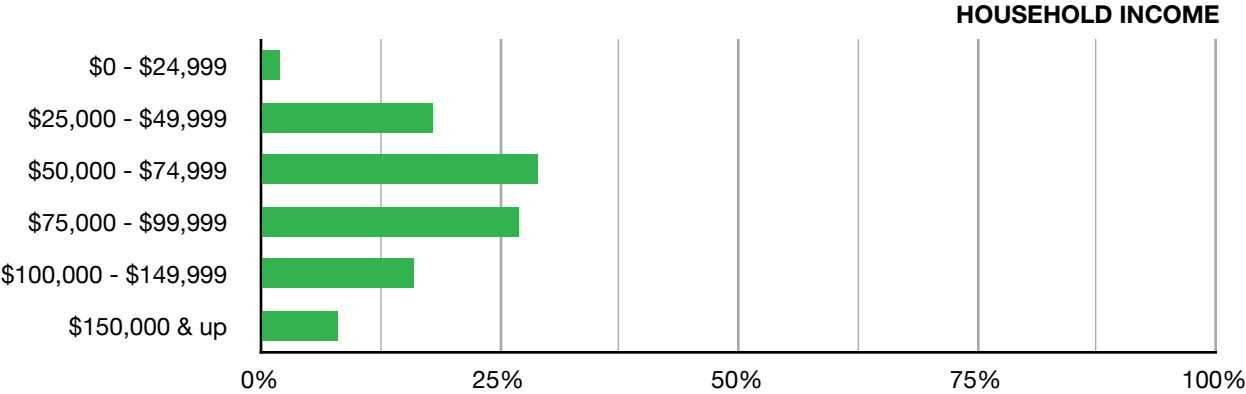
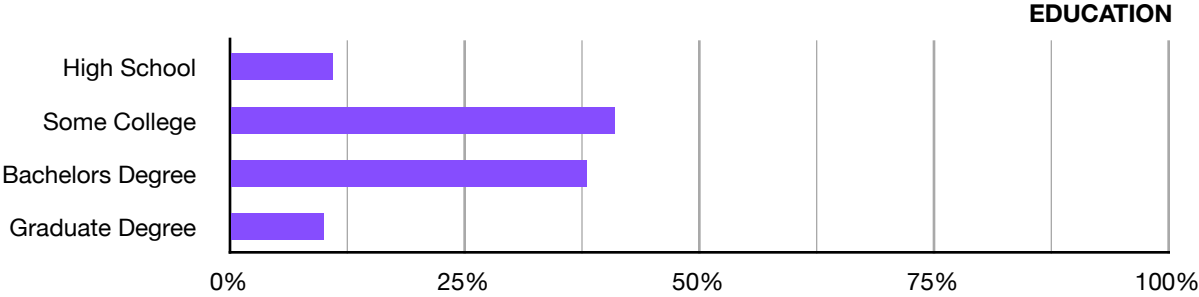
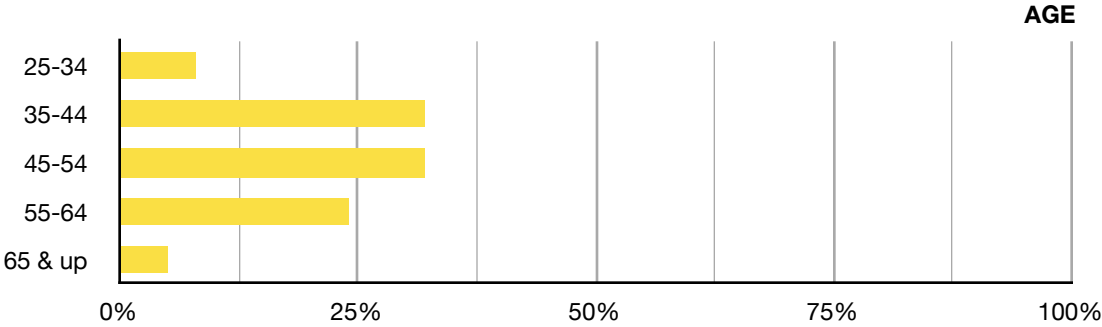
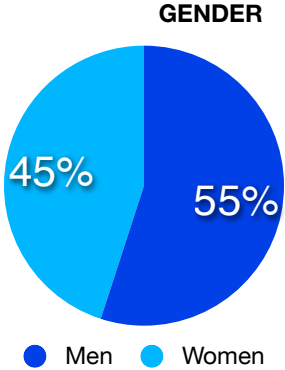
PER MONTH	USA	WORLDWIDE
Unique Visitors	287K	294K
Page Views	445K	467K
Total Visits	287K	294K
Average Time on Site	2:30	2:30

83%

THE PERCENTAGE OF **NEW FACES** TO ASK THE BUILDER EACH MONTH.



The average Ask the Builder readers are in the **PRIME OF THEIR LIVES**, care greatly about their homes and **HAVE MONEY TO SPEND.**



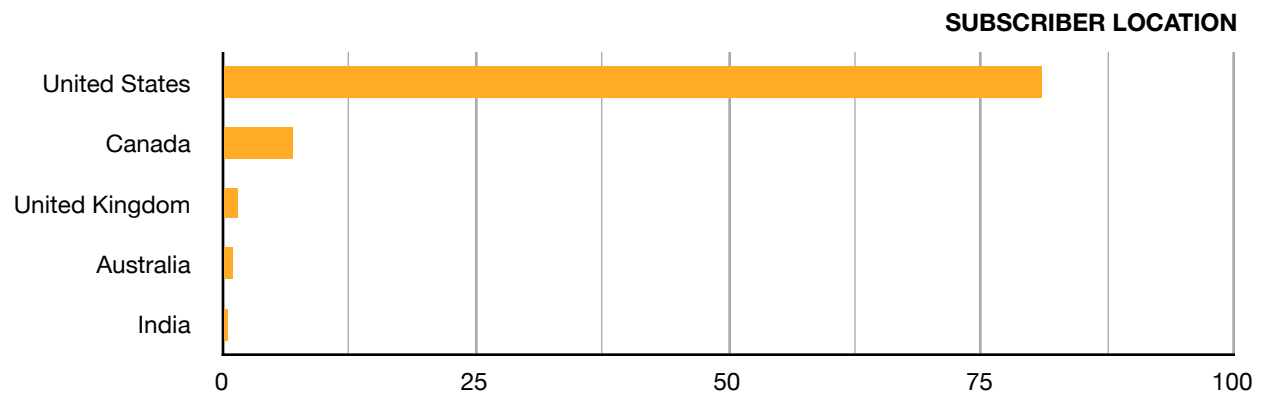
Ask the Builder newsletter subscribers  
are engaged.....  
and they're something else....

THE NUMBER OF  
NEWSLETTER SUBSCRIBERS.

**47,000**

**32%**

THE AVERAGE **OPEN RATE**  
OF EACH NEWSLETTER.





There are two types of Ask the Builder podcasts:

- Standard Podcast
- New Product Podcast

### Standard Podcast Structure:

Tim calls three homeowners and solves their problems over the phone. Tim shares a closing story from his building past that provides a money-saving or a safety tip.

The standard podcast is designed to be fast-paced to keep listeners engaged and happy.

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### New Product Podcast Structure:

Tim has a one-on-one conversation with one, or more, company representatives to talk about your newest product or service.

You determine the talking points and all questions are known by you before the discussion. It's a relaxed conversation.

The New Product Podcast is designed to highlight your new product or service and convince listeners to discover more about it.

***You get to embed the podcast at your website to help sell product!***



Standard podcast sponsorship opportunities are designed to fit any budget.

[Ask the Builder Podcast Benefits:](#)

- Guaranteed CLICKS to your website should you want them
- Your commercial is baked into the podcast forever
- Embed the podcast on your website
- Podcast shared with Ask the Builder Newsletter Audience
- Podcast curated on iTunes, SoundCloud, Spotify, and Stitcher

<b>POLISHED GOLD SPONSORSHIP</b>	
CLICKS	1,000 MINIMUM CLICKS GUARANTEED
SPOTS	:60 second read by Tim at Open Segue reminder between C2 & C3 - Reminder at Close
COST	\$1,995.00
























  

<b>SHINY SILVER SPONSORSHIP</b>	
CLICKS	600 MINIMUM CLICKS GUARANTEED
SPOTS	:60 second read by Tim at Open Reminder at Close
COST	\$1,295.00

<b>BRIGHT BRASS SPONSORSHIP</b>	
CLICKS	None guaranteed, but will be tracked
SPOTS	:30 read by Tim at Open Reminder at Close
COST	\$795.00

**» ASK THE BUILDER** | Standard Podcast Packages

	<b>POLISHED GOLD</b> <b>\$1,995.00</b>	<b>SHINY SILVER</b> <b>\$1,295.00</b>	<b>BRIGHT BRASS</b> <b>\$795.00</b>
1000 Minimum Guaranteed Clicks			
600 Minimum Guaranteed Clicks			
:60-second spot at Open			
:30-second spot at Open			
Mid-Podcast Spot			
Podcast Close Sponsor Thank You			
Two Linked Sponsor Photos at Podcast Page			
One Linked Sponsor Photos at Podcast Page			
Text Link at Podcast Page			
Sponsor Mention in ATB Newsletter (47,000 subs)			
Social Media Push on ATB channels			
Embed Podcast Player at Sponsor website			

The New Product Podcast is a unique opportunity to get in-depth information out about your new product or service. Length depends on level of sponsorship.

[Ask the Builder New Product Podcast Benefits:](#)

- Guaranteed CLICKS to your website should you want them
- Your interview is the only podcast topic
- Embed the interview audio player on your website
- Interview is shared with Ask the Builder Newsletter Audience
- Interview is curated on iTunes, SoundCloud, Spotify, and Stitcher

**POLISHED GOLD INTERVIEW SPONSORSHIP**

CLICKS	2,500 MINIMUM CLICKS GUARANTEED
CONTENT	Ten talking points of your choice   35-minute minimum
COST	\$3,995

**SHINY SILVER INTERVIEW SPONSORSHIP**

CLICKS	1,200 MINIMUM CLICKS GUARANTEED
CONTENT	Eight talking points of your choice   25-minute minimum
COST	\$1,995

**BRIGHT BRASS INTERVIEW SPONSORSHIP**

CLICKS	None guaranteed, but will be tracked
CONTENT	Six talking points of your choice   15-minute minimum
COST	\$795.00

Ask the Builder has developed a rich heritage working with top brands. Read why Walt Denney, an advertising icon in the building industry, feels you should add your name to the list of great brands below:

*“If you’re looking for an edge in home products marketing, we recommend Ask the Builder.com.*

*At Walt Denny Inc., The Home Products Agency™, we do extensive research to make sure our clients’ advertising dollars are invested wisely and produce outstanding results. That’s why we rely on Ask the Builder.com.*

*Tim Carter’s in tune with his audience and they respond well to our client contests to boost website clicks and customer engagement. We appreciate Tim’s enthusiasm, media savvy and “customer first” attitude to help us meet our goals.”*

*Walt Denny, President*

