

Today's Homeowner[®] Media

Projected Impressions for Titebond 2018

1/1/18 - 12/31/18

Television

28 Commercial Spot Airings (includes 2 bonus)	52,870,754
52 Simple Solution Billboards (includes 26 bonus)	98,188,543
5 Episode Exposures (with 5 re-airings)	18,882,412
	169,941,709

Radio

104 Commercial Spot Airings	26,936,000
52 Sponsorship Billboards	13,468,000
3 Product Exposure Q&As	777,000
20 Commercials with "Tips for Today's Homeowner" features	1,510,000
	42,691,000

TodaysHomeowner.com

Pre-roll, Adlet, Banner, sidekick ads	1,200,000
	1,200,000

E-newsletter

November (feature sponsor)	13,567
	13,567

Satellite Media Event

Summer Tips	25,513,702
	25,513,702

Checking in with Chelsea

Web Ads	450,000
4 TV Promotional Spots	7,552,965
Radio Segment	259,000
26 Radio Promotional Spots	6,734,000
	14,995,965

TOTAL IMPRESSIONS

254,355,942

