



TV Advertising Opportunity First 10 Businesses – Respond Today.

From: **Debbie Petersmark**, WILX Account Representative for GLHB&RA Ph: 393-0110 Fax: 393-8555

Dear Home Show Exhibitor,

The **GLHB&RA** and **WILX** are offering you a chance to take advantage of the **television-advertising schedule** being placed for this year's Home Building & Remodeling Show,

For a \$150 production fee you can produce a personalized :10-second tag which will be placed on the end of the Home Show commercial, to air on WILX TV 10 (NBC) prior to the Show.

Production times are available Monday Feb 8th from 2-5pm at the **WILX studios** on Edgewood Blvd in Lansing. Here's how it works:

1. You come to WILX and personally film your message.* It should take about 15 minutes.
2. We "tag" your message onto the :20-second Home Show commercial.
3. Your message runs in rotation with other exhibitors.

* most advertisers choose to be on camera (we will set up a nice background drape) with your logo and phone number on the screen. Please prepare your remarks in advance and time them out to :10. You may email your logo and/or photos to debbie.petersmark@wilx.com . Please call with questions.

Limit 10 businesses, so please fax this form today. You'll receive a minimum of 10 spots. Airtimes can be provided to you.

This is a special offer from the GLHBA to thank you for participating in the Home Show. **For \$150, you can't lose.** Please fax this form back TODAY with your answer, or **call with questions (Debbie 517-393-0110).**

- Yes, sign me up. I can come to WILX to film my tag at _____ p.m. on Mon Feb 8th (between 2-5pm).**
 - I will bring my check for \$150 made payable to WILX TV.
 - I will email my logo/photos to Debbie.Petersmark@wilx.com (.jpg is best)
 - I am also interested in doing a regular :30 commercial to advertise my business.
 - No, I am not interested.

Name: _____ Phone: _____ Email: _____

Business Name (exactly as it should appear): _____

FAX THIS FORM TO DEBBIE 517-393-8555 AS SOON AS POSSIBLE. FIRST COME, FIRST RESERVED. THANK YOU!!