

Referral Opportunities



Ask the Builder

By: Nationally Syndicated Newspaper Columnist, **TIM CARTER**

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ASKTHEBUILDER.COM OVERVIEW

Did you know that over a million people visit our site each month? More specifically, about 1.2 million people visit AsktheBuilder.com each and every month.

For over 10 years, we have offered solutions to people with problems - at the exact moment help is needed. Our numbers show that the videos, articles and tips offered within offer valuable solutions -- and a bit of entertainment along the way. We take great pride in this and have exciting plans in place for continued growth.

We invite you to **grow with us.**

Just Some of the Opportunities for Growth:

- **Kitchens:** Cabinets, Countertops, Design, Flooring, Lighting, Ventilation
- **Bathrooms:** Ceramic Tile, Plumbing, Showers
- **Remodeling:** Doors, Drywall, Hardware, Painting, Storage
- **New Construction:** Heating/Cooling, Electrical, Energy, Lumber, Fireplaces, Home Builders, Insulation, Tools, Window
- **Outdoor:** Asphalt, Chimneys, Concrete, Decks, Drainage, Garages, Patios, Retaining Walls, Roofing, Sheds, Siding

There's certainly more and we are always adding content to help our customers. If you do not see a particular category of interest, please just ask.

CONTACT

MILLIONS OF VIEWERS, THOUSANDS OF
ARTICLES, HUNDREDS OF VIDEOS
ONE WEBSITE

ASKTHEBUILDER.COM



REFERRAL PROGRAM

HOW DOES IT WORK?

We place an advertisement on our website in the category that matches your products and services. **You are only charged when a customer's contact information is sent to you.** To keep it fair, we see the exact same information as you do. You will **ONLY** be charged once you receive a lead. There are no mysterious numbers, no gimmicks.

Step 1: We place an advertisement for your products and services on AsktheBuilder.com.

Step 2: At the click of a button, interested customers are directed to a dedicated page within our website where they can read a bit more about your specific products and services.

Step 3: Customers complete a small form providing us with key contact information for you. Once they hit submit, you receive an email with the lead.

Step 4: You do your thing.

It's that easy.

TO RECAP:

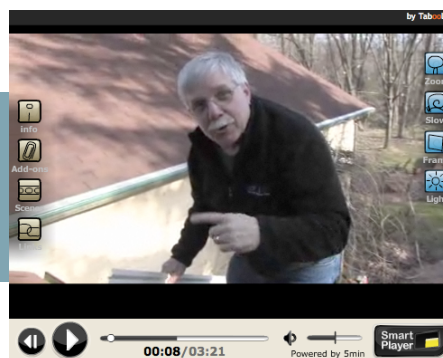
You receive a lead, you will be charged . If you don't, you won't.
AND your ad will still be getting the views of 1000s of customers a day.

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ENGAGE



FAST FACTS

AsktheBuilder.com is a leading website offering home improvement solutions and techniques to **41,000+** people every day. We average over **1,280,000** unique visitors each month who view and interact with over **2,150,000** pages each month.

Rich content. Engage tens of thousands of consumers online every day as they search -- and find -- immediate, actionable answers to a wide variety of home improvement problems. **Be a part of the solution.**

AsktheBuilder.com offers powerful advertising tools opportunities to fit your budget and optimize your exposure within your targeted audience. Target your potential customers through a wide variety of highly relevant, targeted advertising opportunities ranging from geography, topic, media delivery method, and size of audience.

Deep vertical channels - Take the opportunity to market within our wide variety of channels: kitchens, bathrooms, remodeling, new construction, and outdoor.

Multimedia Solutions. For over 10 years, Ask the Builder has provided solutions to millions of people by way of [videos](#), [ebooks](#), interviews, written articles, [newsletters](#), slideshows and [easy-to-use checklists](#). **Partner with a trusted leader.**

Broad Consumer Audience. Market your company to both male and female highly educated, professional consumers.

CONTACT

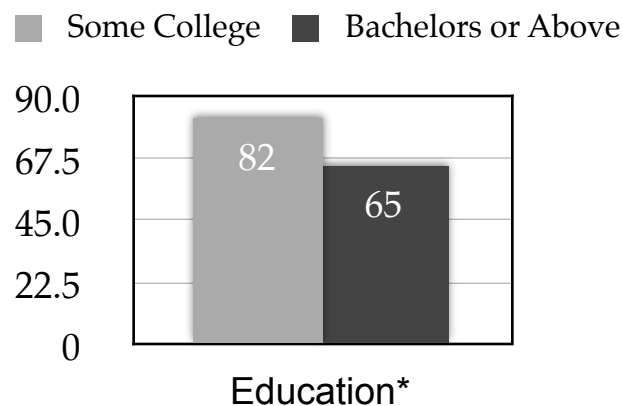
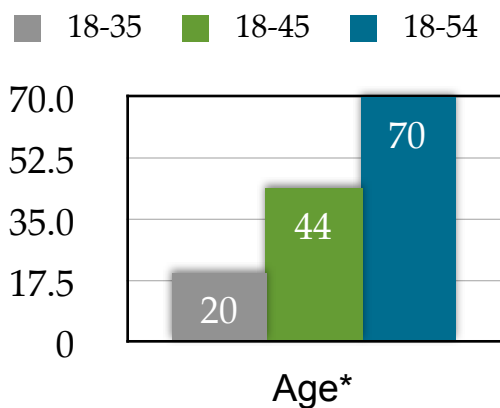
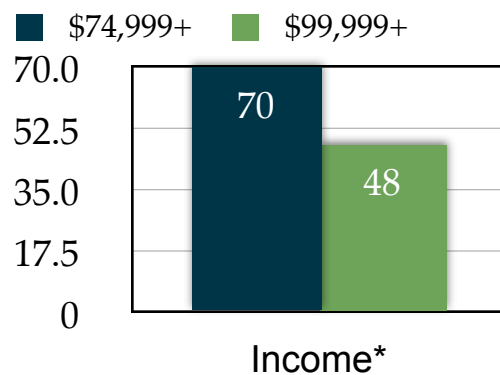
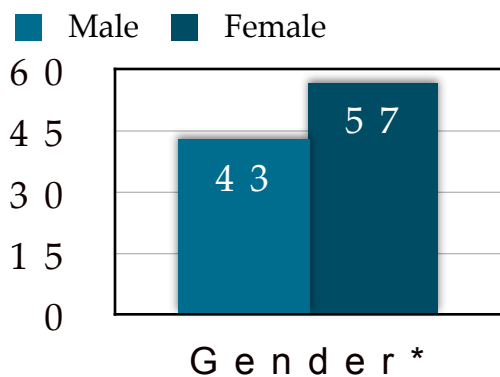
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OUR AUDIENCE

AsktheBuilder.com attracts both men and women, offering advertisers an excellent opportunity to market to both genders. Our consumers are affluent, educated professionals with a penchant for making online purchase decisions.



*expressed in percentages

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KEY INFORMATION

TO GET STARTED:

- 1. Artwork:** 300 by 250 pixel advertisements in the form of a .jpg, .png or .pdf format. You can send up to 5 ad designs. Our system will optimize the advertisement to display that which performs the best. This way you will get the most amount of referrals possible.
- 2. Desired Content:** In addition to the following contact points, please specify which fields are required for your success. Please know that we will do all that we can to accommodate your requests. It is our experience that you should carefully determine what is necessary to qualify the lead vs. what is just “good to know”. Remember that customers will abandon the efforts if too much is requested of them.

Standard information collected: First Name, Last Name, Address, eMail Address and Phone Number.

3. Desired Run Dates

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LEGAL REQUIREMENTS

1. Privacy Policy

Your participation in this agreement is subject to our [Privacy Policy](#). To reiterate: The information you receive is not to be shared with third parties except as needed to effect the transactions requested by the customer. You will not re-purpose or sell customer information, unless such disclosure is required by law or other special cases.

2. Customer Service Standards

Your participation in this agreement means that you will contact each customer within reasonable business standards. Reasonable business standards means no later than 7 days after initial receipt of customer information. If a customer asks you to cease contact, you have the measures in place to ensure that they are removed from all future contact points within your organization.

3. Site and System Availability:

AsktheBuilder.com uses reasonable efforts to maximize system availability. **AsktheBuilder.com** shall make a reasonable effort to correct any technical difficulties which may arise with the Site, however, **AsktheBuilder.com** is not responsible for any Site down time. **AsktheBuilder.com** is not responsible for any technical difficulties resulting from the World Wide Web, internet access, computer hardware or software.

4. Indemnity:

You hereby agree to indemnify, defend and hold **AsktheBuilder.com**, and all of its officers, directors, employees, owners, agents, information providers, affiliates and licensors (collectively, "Representatives") harmless from and against any and all liability, losses, costs and expenses (including attorneys' fees) incurred by **AsktheBuilder.com** or any Representative in connection with the lead services provided to you.

5. Policy to Terminate Privileges for Copyright Infringement.

Pursuant to 17 U.S.C. § 512 as amended by Title II of the Digital Millennium Copyright Act (the "Act"), **AsktheBuilder.com** will terminate the account of any customer, or vendor who uses his or her privileges to unlawfully transmit material, copyrighted or otherwise, customer information outside of the realm of this agreement. **AsktheBuilder.com** may also in its sole discretion decide to terminate a customer's account privileges if it has good belief that infringement has in fact occurred.

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