

...Be Seen!

2024 MEDIA KIT
Real Estate Professionals | Advertisers

ABOUT YourHouseTV

YourHouseTV is dedicated to building a network for your community by showcasing real estate opportunities, professional services, community culture and engaging local news.

YourHouseTV is a platform designed to complement your marketing campaign by streaming professional ads and services, alongside real estate listings, community information and news.

YourHouseTV will provide you with efficiently targeted and personalized advertising coverage that will showcase your business name in front of thousands of new customers in your local community and throughout the nation. We also digitally stream alongside the most frequently used social media platforms such as Instagram and Facebook to expand and grow your business.





OUTSTANDING Advertising Results

REPETITION IS RETENTION

YourHouseTV believes that within each of our communities, Real Estate holds an audience. In by holding the audience, your "Video Is Power" by providing relevant information to our viewer that will propel your service and help you achieve outstanding results.

YourHouseTV is hyper-focused on your targeted audience. We provide you with a powerful platform and tool that works within your advertising budget. We understand the power of video communication and we use it daily to get your company in front of over 30,000+ potential clients monthly.

REVELANT Content

VIDEO THAT SPEAKS TO YOUR CUSTOMERS

YourHouseTV understands the average home buyer and owner are inundated with content in today's modern world, it is still important for them to keep up with the most relevant information. Having constant visibility through video makes viewers and target audiences more likely to want to do business with you and your brand.

YourHouseTV knows that relevant content speaks to our target audience and is incredibly effective and an influential tool, which elevates your marketing activity, propelling it forward. Video catches your target audiences' eye and when engaged correctly, they create meaningful interactions with the audience.





REACH Further

EXPERIENCE NEXT LEVEL EXPOSURE

YourHouseTV knows that maintaining and exceeding relevancy with the ever-evolving presence of the digital age means fully utilizing and understanding all the relevant tools and resources.

YourHouseTV is mastering the moves of the digital evolution with our vast audience and technological advancements, which include a presence on multiple social media platforms (Facebook, LinkedIn, Instagram, etc.), multiple streaming stations and outlets (Roku, Firestick, Smart TV's, etc.), mobile applications for Android and iPhone, and multiple website applications that provide ease of access to our content.

YourHouseTV strives to encompass all digital video platforms and stay one step.

SOCIALY Active

DIGITAL CONTENT... FURTHER

YourHouseTV realizes for most businesses, television promotion and advertising were thought to be financially out of reach. Only something the large businesses, fast food chains and car dealerships could afford. But with YourHouseTV's video streaming platforms and channels, this advertising model is now within reach of all businesses.

YourHouseTV can showcase your services on video that will not only highlight these services, but can show the professionalism, expertise, and affordability of your service.

YourHouseTV can air your video that captures business's goals, attitudes, values, and performance. Your business's character can be put on display attracting and recruiting talent by visually seeing, hearing, and being attracted to something great!





VISUAL Spotlight

ADVERTORIAL OPPORTUNITIES

YourHouseTV not only showcases your brand through videos, we also make sure your brand makes an impact with rotating visual impression features. We can broadcast these visual billboards right beside your video city channel station where they provide facial and brand recognition.

YourHouseTV can add banner, flag, and slider ads within our platforms... localnews.com, YHTVnow.com, and YourHouseTV.com. So, whether it's banners, flags, or visual impression ads, YourHouseTV is all about strategic, targeted ads that perform... a Visual Spotlight that repeats itself!

FEATURES Monthly

SPECIAL VIDEO FEATURES THROUGHOUT THE YEAR

YourHouseTV provides an opportunity to take advantage of special in-depth video editorial content by featuring your ad before, during or after a particular series. Being able to take full advantage of ad placement can help propel your business.

YourHouseTV is the ideal place to advertise vendors, business professionals in the community, entrepreneurs, laboratories, conventions/conferences, continuing education, or any other business related to the community. Our series calendar gives you a focus on the predominant topic for each month so you can plan and be featured in and around these series.

JANUARY: Radon Gas

FEBRUARY: Construction Materials

MARCH: Preparing for Spring

APRIL: Home Inspections

MAY: Home Financing

JUNE: Custom Builders

JULY: Realtors

AUGUST: Closing Attorney

SEPTEMBER: Preparing for Winter

OCTOBER: Home Renovations

NOVEMBER: Roofing

DECEMBER: Homeowner Associations





VIDEO Strategy

REAL ESTATE AGENTS/BROKERS... FREE STREAMING!

YourHouseTV is providing our real estate, streaming platform, and online visuals for FREE! That's right, no fees to use the service. So, whether a home listing, a client testimonial, brokerage commercial or recruiting video our platform FREE to use.*

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*Use of the station's platform will be free until the Fed Reserve drops the rates below 4% or through 2025 (Whichever is longer)



RESULTS

Advertisers...Find Your Level of Frequency!

Advertising Packages!

Streaming... I'm In!

Base: 30 Second Ad
Airs: 3 times a day

Social Media*

1 Quarterly Post

Image Ad Placement**

Website Banner

1 Year Agreement

\$60 Monthly or
\$600 Annually

The Edge!

Base: 30 Second Ad
Airs: 6 times a day

1 Quarterly Post
1 Featured Article

Website Banner
Flag Ad

\$120 Monthly
\$1,200 Annually

Dominator!!

Base: 30 Second Ad
Airs: 9 times a day

1 Quarterly Post
4 Featured Articles
1 Spotlight Article

Front Page Banner Ad
Prominent Flag Ad
Exclusive Rotating Visual

\$180 Monthly
\$1,800 Annually

*Social Media Placement includes (Instagram, Facebook, YouTube, etc.)

**Image Ad Placement includes (Banner, Rotating Visuals and Flag Ads)

ADVERTISING Media

SPECS & FORMATS

SUBMITTING VIDEO

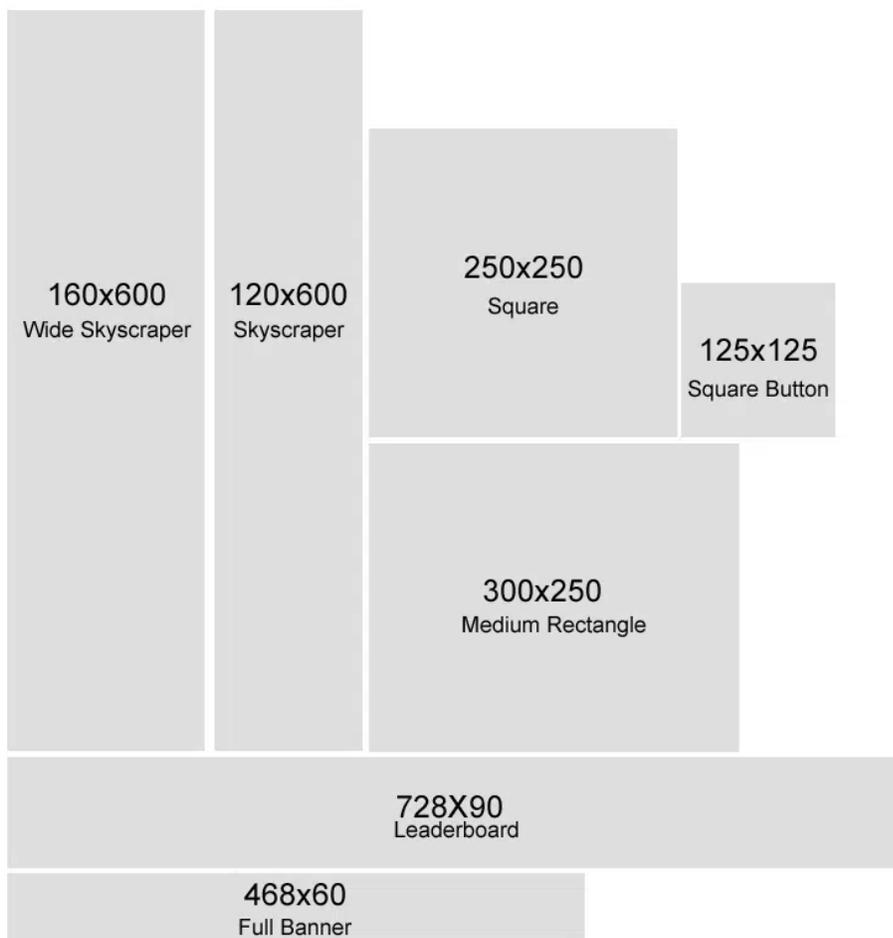
All video to be submitted in

- Full HD Preview 1080p
- Horizontal View
- File Format .mp4

SUBMITTING ADS

All camera-ready ads to be submitted in the following files:

PDF / TIFF / INDD / JPEG and PSD files at 300 DPI





STATICIAL LOGIC

TRANSPARENCY... Be Seen!

2023 By the Numbers!

Launched YHTV Station on Roku
July 2023

Launched YHTVnow
August 2023

Launched Android | iPhone Apps
September 2023

Views
167,000+

Average View Time
29+ Minutes

Launching in 2024... 2nd Roku Channel, Localnews.com
and multiple additional video media outlets.

YourHouseTV... *Be Seen!!*

Are You Streaming Yet?

Contact Jared Schumm
jared@yourhouse.com
765.543.6325

Find **YourHouseTV** streaming on Roku, YHTVnow.com, Yourhousetv.com

Also Available on Android, iPhone and Amazon's Firestick

