



ON AIR

# The Syndicated Radio Show

## A Leading Home Expert in an Established Show

**Homefront with Danny Lipford** is a weekly syndicated call-in radio show on the air for 13 years which was acquired in 2009 by well-known home expert Danny Lipford. As host, Danny draws on his decades of real-life experience as a remodeling contractor to answer caller questions from both the novice homeowner and the experienced DIYer.

Each show also contains helpful tips for homeowners, entertaining features and interviews with a variety of experts. Danny and co-host Allen Lyle set a lively pace in this two-hour show that is both informative and entertaining.

## Increased Revenue for Your Station

Your station can air one or both hours of **Homefront**. And the show offers a variety of opportunities for your local advertisers.

- **Six minutes** of local ad inventory each hour
- **"Hints from the Homefront"** - 260 FREE :90 home vignettes per year that you can air to increase your station's sponsor revenue opportunities every day throughout the week
- **Free Web Content** - Hundreds of home improvement articles and videos from our website, [dannylipford.com](http://dannylipford.com), for use on your station's website. Each are easily incorporated within your site and can offer an attractive vehicle to attract local sponsor advertising.

Add this fast-growing home improvement show to your lineup!

## A National Figure Who Attracts Listeners and Advertisers

Danny Lipford is a familiar face to TV audiences as host of the Emmy-nominated weekly show **Today's Homeowner with Danny Lipford**® now in its 12th season on over 200 stations nationwide. Danny is also in his tenth year as home expert for The Weather Channel, and appears regularly on *The Early Show* on CBS.

A contributing editor to *Better Homes and Gardens* magazine and their companion website [bhg.com](http://bhg.com), Danny's home advice has also appeared in *Parade*, *The New York Times*, *Money* and many other national publications. The credibility of the Danny Lipford name will be a big draw for your local advertisers.

**Homefront brings the power of the Danny Lipford brand to your station and website. View our demo online at [www.dannylipford.com/radio](http://www.dannylipford.com/radio).**



The only homeowner advice program that can help your radio station generate daily sponsor revenue, both on-air and online.



CONTACT:



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