



Sundays at 9:30am
on ABC
Channel 6- KIVI



PREVIEW OF HOMES

Targeted Television Advertising That Gets RESULTS!

Advertising Rates - :30 spot

Cost per
Week:

~~\$110~~ \$75

~~\$105~~ \$70

~~\$100~~ \$65

Duration of
Commitment:

13 weeks

26 weeks

52 weeks

The longer you advertise, the cheaper it is!

**Want
Proof?
Read this.**

**Preview
of Homes
got a 1.8 rating
with Females 35-64***

Compare to:
Ch. 6: Nightline = 2.0
Ch. 12: News 9pm = 1.6
Ch. 6: News 6pm = 1.5
Ch. 9: Raymond = 1.7

**Preview
of Homes
got a 1.6 rating
with Males 25-54***

Compare to:
Ch. 6: Letterman = 1.0
Ch. 7: Conan = .8
Ch. 12: King of the Hill = .5
Ch. 9: Raymond = .9

Source: 2009 Nielson Ratings, Boise, ID

Since 1994, local advertisers have come to depend on Preview of Homes to effectively reach their customers.

Dorsey Music • Lock, Stock & Barrel
Snake River Pool & Spa
Model Home Furniture • Geiser Grand Hotel
Franz Witte • Holland's Sew Shoppe
Asiagos Ristorante • Account Serve
Stone Masters of Idaho
Heavenly Ham • Da Vine Air
AAA Idaho • Butte Fence • Glass Dr.
Grover's Electric & Plumbing • V Line
Terrace Lakes Resort and Golf Course
Idaho Home & Energy • Timber Crest
Warming Trend • Lucy's Spotless Cleaning
Northwest Farm Credit • Fast Frame
Hugs Child Development Center

Shouldn't YOU be on this list?

Call Tom Fitzsimmons at

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FM Productions