

# Builders & Buyers

“Where Every House Becomes A Home”

## ADVERTISING OPPORTUNITIES

**MyOptic Media, Inc.**  
Deb Baldwin, President  
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[BuildersandBuyersTV.com](http://BuildersandBuyersTV.com)

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# Builders & Buyers

"Where Every House Becomes A Home"

**Home Page**  
Full Banner  
468 x 60 Pixels  
**Monthly Rate: \$400**

**Secondary Page**  
Full Banner  
468 x 60 Pixels  
Banners available for each page: The Show, Advertise, Resource, Contact.  
**Monthly Rate: \$250**

## ADVERTISE

# Builders & Buyers

"Where Every House Becomes A Home"

[Home](#) [The Show](#) [Advertising](#) [Resources](#) [Contact](#)



Check out clips from the show and click here to let us know which homes you'd like to see more of.



## ADVERTISE

# Builders & Buyers

"Where Every House Becomes A Home"

[Home](#) [The Show](#) [Advertising](#) [Resources](#) [Contact](#)



### The Show

Deb and Ozie Baldwin founded MyOptic Media, Inc., following a video they made while documenting their experiences building the home of their dreams.

The concept behind *Builders & Buyers* came to light when the two took to their motorcycles and began exploring their new surroundings. They discovered that the area was full of *Builders & Buyers*—each with his or her unique stories detailing the lengthy home-building process.

A lot of footage and 40 luxury homes later, *Builders & Buyers* is now a weekly, hour-long reality show featured on channel 100 on the Comcast Network in Chicago.

Join your host, Deb Baldwin, as she cruises from one luxury home to another and into the lives of the *Builders & Buyers* as they work together to create their true dream homes.

Each week, the show will follow the construction of one exquisite home—from the blue prints, move in and beyond with plenty of surprises and drama along the way.

As you witness the *Builders & Buyers*' disappointments and triumphs through their journeys from the ground up, you'll see each house transform into a home that combines each owner's distinct elegance and lifestyle.

For bikers Deb and Ozie, the hope is that *Builders & Buyers* will inspire viewers to "take life by the throttle" and pursue their personal dreams. They certainly did!



### Home Page

#### Tile

125 x 125 Pixels

Four tile positions appear with one ad in each position on homepage.

**Monthly Rate: \$250**

AD

AD

AD

AD

### Secondary Page

#### Tile

125 x 125 Pixels

Four tile positions appear with one ad in each position on each page: The Show, Advertise, Resource, Contact.

**Monthly Rate: \$200**

[BuildersandBuyersTV.com](#)

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## Banner Specifications

| Banner | Dimensions       | File Size Limit | File Format                 | Animation   |
|--------|------------------|-----------------|-----------------------------|-------------|
| Full   | 468 x 60 Pixels  | 30k             | Animated GIF, Flash or JPEG | 3 Rotations |
| Tile   | 125 x 125 Pixels | 30k             | Animated GIF, Flash or JPEG | 3 Rotations |

**Animated GIF and JPEG banner ads**, submit URL link with web banner. File size limit 30 kb.

**Flash banner ads**, the URL link must be embedded in the Flash banner and the link must open a new window.

File size limit 30 kb.

To discuss an ad program or long-term discounts, contact MyOptic Media at 630.888.4106 or email [advertise@buildersandbuyerstv.com](mailto:advertise@buildersandbuyerstv.com).

Need a designer?

Our webmaster can create an ad for an affordable cost, visit [www.savecraig.com](http://www.savecraig.com).

## Advertise on our Television Show

Builders & Buyers is one of the fastest growing shows on local cable television, appearing on Comcast Network 100. Television advertising is the perfect compliment to your online campaign. Advertise with Builders & Buyers for as little as \$50 per 30-second commercial spot.

For more information on customized program sponsorship opportunities or for a specific rate quote, contact Deb Baldwin at 630.888.4106 or email [advertise@buildersandbuyerstv.com](mailto:advertise@buildersandbuyerstv.com).

Please note: All rates are subject to change without notice.

## Professional Production Services

Don't have a commercial?

MyOptic Media, Inc. will help you produce a high-impact commercial that will convey your message and get you results. For a specific rate quote, contact Deb Baldwin at 630.888.4106 or email [advertise@buildersandbuyerstv.com](mailto:advertise@buildersandbuyerstv.com).

30-second commercial spot includes:

- Pre-production meeting
- Scripting
- Video (taping, one location)
- Editing (graphics, music)