

Build your business with



New Product Digest

HCN's *New Product Digest* e-blast is delivered to more than 48,000 retailer contacts at the decision-making level within the home building, renovation, and home improvement industry who are responsible for buying and selling building products, tools, paint, lawn & garden supplies, home decor items and furniture.

Simply supply a 50-75 word product description, product image (Gif or JPEG, hi-res) and web link. Make sure that you also provide the name, phone and email address for a contact at your company.

In addition to the e-blast, we will also have a "hot link" to the Products section of the *Home Channel News* website, as well as HCN e-newsletters for a one week period.

Click here to view [Volume 3](#) and [Volume 4](#). Or [HERE](#) to view our entire media kit.

Pricing

Position	Price
1st Tier Product Listing	\$500 each 10 slots available
Ad Banner #1 (468 x 60)	\$800
2nd Tier Product Listing	\$400 each 12 slots available
Ad Banner #2 (468 x 60)	\$600
3rd Tier Product Listing	\$300 each 10 slots available

Image Specs

Product Listings	<ul style="list-style-type: none"> •150 x 150 pixels •72 dpi •250 KB max file size •Gif or JPEG
Banner Ads	<ul style="list-style-type: none"> •72 dpi •250 KB max file size •Gif or JPEG •Animation: Yes •Flash/Rich Media: No

2011 Material Deadlines & Launch Dates

Month	Launch Date	Materials Due Date
Jan.	1/22	1/17
Feb.	2/18	2/14
March	3/18	3/14
April	4/23	4/18
May	5/21	5/16
June	6/24	6/20
July	7/23	7/18
Aug.	8/20	8/15
Sept.	9/24	9/19
Oct.	10/22	10/17
Nov.	11/19	11/14
Dec.	12/17	12/12



Contact your local sales rep for more information:

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