

How To Get Music FM's On The Home Improvement Buy

Home improvement money not JUST for AM's anymore

ONCE UPON A TIME, the FCC only allowed a licensee to own one AM and one FM in a market. And the local newspaper's circulation dwarfed Radio's cume.

Fast-forward to today. Now, many cluster's combined cumes out-number the newspaper's declining circulation. And [The Money Pit](#) is VERY combo-sales-friendly.

Since most Talk stations are AM stations, most stations that air [The Money Pit Home Improvement Radio Show](#) each weekend are AM stations. And most of those AMs have FM sister stations, with various music formats; and other AM stations, of various formats.

All of a cluster's stations can get the Home Improvement buy, when one station airs [The Money Pit Home Improvement Radio Show](#).

How?

Affiliates carrying Leslie and Tom's long-form show also receive their market's license to air "The Money Pit Minute."

To help combo Sales departments bundle several stations, Leslie and Tom format Money Pit Minutes a little differently than most other short-form features. For starters, [there's NO national spot, and NO national sponsor billboard to sell-around.](#)

Your local sponsor "owns" [The Money Pit Minute](#), which consists of:

- **Tease** (5-10 secs) "Hi I'm Leslie Segrete. And I'm Tom Kraeutler from The Money Pit. Did you know spending \$1 a month could save you a \$1500 home repair? Find out how right after this."
- **Spot** (30 secs) Insert local commercial.
- **Tip** (15-20 secs) "Central air conditioners need a clean 'evaporator coil'to work efficiently. Changing this \$1 filter keeps the coil free from dirt and avoids expensive clogs to the system which can ruin a compressor and cost up to \$1500 to repair."

The whole package edits down to a nice tight 60, making it a great way to extend a weekend advertiser into your weekday rate structure. Run Money Pit Minutes on:

- The station carrying the long-form Money Pit Home Improvement Radio Show over the weekend. You'll expose your client to your whole cume, in key dayparts. And those Money Pit Minutes will serve to promote The Money Pit Home Improvement Radio Show air on weekends.
- Got another AM station? Money Pit Minutes allow you to bundle your Adult Standard or All-Sports station into the Home Improvement pitch.
- Sister FMs. The Money Pit Minute SOUNDS like an informative feature. But it's really commercial creative. Not just another jingle...it makes money! The Money Pit Minute is a spot that will stand-out, and advantage it's sponsor, via:

1. **Focused Delivery:** The carefully worded tease is an attention-grabber that mentally tunes-in potential Home Improvement shoppers.

2. **Editorial Separation:** Be honest. How would YOU like to be the advertiser who paid for commercial #6 in a stopset? [The Money Pit Minute](#) puts it's sponsor's message in a PROGRAMMING context. Its "donut" format makes it more-than-just-another-commercial.

3. **Editorial Association:** Since the show's hosts deliver the tips, advertisers get opportunities to associate directly with the talent, an inferred endorsement that many sponsors find attractive.

We produce new Money Pit Minutes on an ongoing basis, so your listeners will always be hearing fresh, relevant information.

Want locally targeted Money Pit Minutes? CAN-do! If your stations are in South Florida, we won't send you the same winter heating tips that we're sending to our affiliate in snowy Kalamazoo.

[The Money Pit Minute](#) is market-exclusive, and FREE, when you clear the long-form Money Pit Home Improvement Radio Show on the weekend. Remember, there's NO national spot, NO national sponsor billboard, and - someone in your business department will cheer out loud about this - NO affidavits. YOU sell it locally, and YOU keep the money.

To hear a sample [Money Pit Minute](#), visit our affiliates-only web page, <http://www.moneypit.com/backdoor> or call Affiliate Manager Skip Joeckel at 1-888-263-1050.