

Everything FOR YOUR HOME AdMail



From: latimes.com Indoor and Outdoor Living Newsletter [mailto:indoor_and_outdoor_living@latimes.com]
 Sent: Wednesday, March 23, 2005 1:36 PM
 To: newsletter.subscriber@latimes.com
 Subject: ADV: latimes.com Featured Article of the Week: Island Dreams


Everything for your HOME

Home Tip of the Week:

Island Dreams

- The kitchen is the most popular gathering place in the home, and now there are even more reasons for people to gather there thanks to new kitchen islands.
- Some companies are introducing them for the first time, while others are updating island models. [Click here for full article.](#)

[Click here for more home improvement news and advice.](#)



SPONSORSHIP POSITION

For the past 10 years, PRIME TIME CONSTRUCTION has helped homeowners throughout Southern California enhance the beauty and value of their properties.

We are a full service Home Improvement company that provides quality labor and materials at the most competitive prices. Experience has shown that homeowners feel more comfortable with one full service company for all of their Home Improvement needs.

GUARANTEED SATISFACTION!

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**WE DO IT ALL!
WE'RE YOUR ONE STOP SHOP!**

We specialize in room additions, kitchen/bathroom remodels, electrical work, plumbing/repping, driveways, exterior/interior painting, texture coating, re-stucco, roofing, patio enclosures/covers, AC and Heating, foundation reinforcement, energy efficient windows, block walls, fences, etc., etc....

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If you would like to receive more email about Home Decorating and Design register for our Indoor and Outdoor Living newsletter, [click here](#) or send an email to indoor_and_outdoor_living-sub@latimes.com.

In 2004 alone, homeowners spent \$127 billion on remodeling their homes. Extend your reach and tap into this vital market with **Everything For Your Home AdMail!**

Dedicated to home design and improvement, this AdMail is specifically targeted and sent directly into the email in-boxes of latimes.com users eager to invest in their home and garden.

With a prominent placement on **Everything For Your Home**, your advertising message will be viewed by thousands of registered users who have opted-in to receive this email every week. One of our highest performing products, this AdMail provides high click-throughs and is committed to driving shoppers to your product pages as well as brick-and-mortar properties.

latimes.com Offers an Attractive Audience

latimes.com Users Are:

- 63% more likely to shop for home improvement products than the average online user
- 70% more likely to shop for furniture or home accessories than the average online user
- 89% more likely to shop for appliances or housewares than the average online user
- 56% more likely to shop for gardening tools and supplies than the average online user
- 46% earn more than \$75K – that means more disposable income for home improvement!

Email Advertising Opportunities:

Sponsorship

- \$1,000 per drop
- Format: 200 words of text, a link/listing, and logo, all in the highly visible space of the entire left hand page

Category Listing/Link

- \$500 per drop with 1 month commitment
- \$400 per drop with 3 month commitment
- \$300 per drop with 6 month commitment

Drop Dates:

Every Wednesday

Contact:

For more information, please call your Los Angeles Times Sales Representative or Elaine Zinngrabe at 1-800-LATIMES, ext 32552