



# SF's TOP REAL ESTATE SHOW

*You can be  
the star!*

### ***You as the expert!***

Open House is the show that makes you the star by promoting you as an expert along with your business and your listings. The weekly half-hour real estate show, which runs four nights each week, is hosted on location by Diane de Castro and in the studio by real estate expert Paul Corso. Each week the show explores a featured property, it's neighborhood and performs an instant appraisal. In the studio, Corso and his guest experts - just like you - go behind the real estate headlines and explore the issues.

### ***Advertise and get on the show!***

Over the course of the airings, more than 400,000 people living in San Francisco will turn to ComcastSF channel 11 and watch Open House. 38.5% of ComcastSF viewers have gone to college and earn more than \$75k per year (24.3% earn above \$100k) and 41% are already homeowners. (Source: Strat Q - View, Scarborough SF Bay Area 2003, Release2, Demographic of the 331,000 SF Comcast Cable Viewers.)

### ***Advertising is easy and affordable!***

Each \$275 thirty-second spot airs four nights primetime and the commercial production costs are as little as \$100. There are other ways to get on the show as an expert, such as becoming a title or segment sponsor.

Investment	Time	Description
\$275	30-second	Commercial - Spot runs four times each week. Available to agents, brokerages and third party advertisers.
\$1500	3-minute	Feature Segment - Three-minute feature segment highlighting sponsors subject choice.
\$5000	1-episode	Title Sponsorship - Per episode. Discount given for long-term commitment.

### ***The Team!***

Contact our Sales Manager Molly Ojeman about getting involved today, she'll help get you and your business on air now!

### ***More Info!***

[www.openhouseproductions.com](http://www.openhouseproductions.com).