

# Marketplace

READER RESPONSE PROGRAM

Available in-book and online, Marketplace is where our active remodelers turn for products and services to complete their renovations. Advertisers can connect with these serious shoppers to generate qualified sales leads and build a substantial customer base.

Quikrete Companies  
QUIKRETE® the #1 name in concrete  
**STANDARD ONLINE AD**  
Learn More Click check box for more information:

## Participation Details

- Each advertiser to provide 25 words of promotional copy\* that will appear in the Marketplace section of *This Old House* magazine
- Promotional copy will also appear in the Marketplace section of [thisoldhouse.com](http://www.thisoldhouse.com), with 120x60 image and link to your company's website
- Consumers may request leads via 800# or by visiting [www.thisoldhouse.com/marketplace](http://www.thisoldhouse.com/marketplace)
- Leads are sent via email on a bi-weekly basis
- TOH handles creative, telephone and lead retrieval process and costs. Advertisers to fulfill consumer requests directly.

## Advertising Commitment

- All national *This Old House* advertisers qualify for inclusion in the issue in which their ad appears. Advertisers who run a schedule of 4+ pages per year qualify for the opportunity to be included in all issues during that year.

## Premier Online Sponsorship

Enhance your visibility by upgrading from our standard listing to a Premier Sponsor position. Premier sponsors receive showcase visibility at the top of their category with a high-impact ad that includes:

- 300x250 Image
- Body Text (up to 70 words)
- Headline
- \$5,000 per quarter

## Deadline

- Promotional copy for Marketplace is due on the national ad close date for same issue.

\* Please note that web addresses and telephone numbers are not permitted within promotional copy.

Marketplace

ADVERTISEMENT

**FREE ONLINE PRODUCT INFORMATION**

To receive literature fill out an order form at [www.thisoldhouse.com/marketplace](http://www.thisoldhouse.com/marketplace) – your online resource, or call 800-424-0055.

**201. APPLIANCES**

**1. CLIMATEMASTER** ClimateMaster cuts heating and cooling costs up to 80% using a geothermal heat pump. Federal tax credits save you an additional 30% on total installation.

**2. HINDAI** Are car companies committed to quality, or to the phrase “committed to quality”? Hyundai. Think About It.

**203. BUILDING PRODUCTS**

**5. CERTAINTED** Offering the industry's most comprehensive line of residential and commercial insulation products. Certainted products are made with the highest quality standards and exceptional thermal, acoustical and energy-saving features.

**6. DIY NETWORK** DIY Network is an on-air, on-line network that provides in-depth project instructions, demonstrations and product tips for home and hobby enthusiasts.

**7. GREAT STUFF™ INSULATING FOAM SEALANT** GREAT STUFF™ is the world's #1 selling insulating sealant and the most effective way to fill a home's gaps and cracks.

**8. ICMENE®** Soft foam insulation and air barrier system that delivers high-performance solutions for efficient building envelopes, thermal comfort and improved indoor air quality.

**9. QUIKRETE®** With over 200 products, QUIKRETE® has what you need for all types of affordable home improvement projects. For ideas and instructions, visit our website.

**10. SCHLAGE** Give your home and family the complete and convenient security of Schlage keypad locks. Schlage. Real security sets you free.

**11. TREX®** Trex® Composite Decking and railing can make your dream deck a reality. Trex® offers more preferred styles, colors and finishes, all backed by a 25-year warranty.

**204. FINANCIAL SERVICES**

**12. ERA FRANCHISE SYSTEMS, LLC** ERA Franchise Systems, LLC, a leader in the residential real estate industry with more than 30 years experience, has 35,000 brokers and sales associates worldwide.

**13. STATE FARM** No one understands your insurance and financial needs like your neighborhood State Farm Agent. We live where you live.®

**205. FLOORING**

**14. FORBO MARMOLEUM** Marmoleum Click: natural, healthy, easy-to-clean flooring, available in 18 colors in both panels and squares for an easy, glueless installation.

**15. LUMBER LIQUIDATORS** Lumber Liquidators is the leading retailer of quality hardwood flooring at the lowest prices. They offer a variety of brands including Bellwood.

**207. KITCHEN**

**16. BROAN NU-TONE** The leader in residential ventilation for good indoor air, including range hoods, downdrafts, exhaust fans, heaters, ceiling fans and indoor air quality products.

**CROWN POINT** Family owned and operated, Crown Point Cabinetry has been handcrafting the finest quality custom cabinetry for over 25 years. All-wood custom cabinetry is available nationwide.

**17. THE HOME DEPOT** The Home Depot is more than a store. It's where you'll find the know-how to get your home improvement projects done right.

**18. INSINKERATOR** The world's leading manufacturer of food waste disposers, including Evolution Excel™, the best-grinding disposer with three grind stages and 60% less noise.

**19. MIELE** For over a century, Miele has produced vacuum, cooling and cleaning appliances of legendary performance, superior quality and award-winning design.

**210. PAINT/STAIN**

**BEHR PAINTS** BEHR Wet-Lock Sealer's high-gloss decorative finish protects surfaces against moisture, stains and automotive chemicals. Perfect for pavers, tile, brick, stone, concrete, stucco.

**20. KILZ The Kilz® Casual Colors®** paint line, with its one-coat coverage, quaternary amine and stain blocking, is the perfect primer for interior and exterior surfaces.

**21. M** on new ideas, formulating innovative products and looking for better ways to beautify, protect and restore wood. Visit our website today.

**22. SIKKENS WOOD FINISHES** Sikkens Wood Finishes is a global brand of Akzo Nobel Decorative Paints. We manufacture premium exterior wood finishes as well as interior stains and stains.

**23. UGLI** Protect your home with Drylock™ Masonry Water-proofer. Guaranteed to stop water—above and below grade. For additional information or a dealer near you, visit our website.

**24. VALSPAR** Valpar has created the ultimate combination of beauty and performance. Thousands of colors that stand the test of time, like nature itself. Visit our website.

**212. PLUMBING FIXTURES/HVAC/BATH**

**25. DELTA** At Delta®, our faucets are more than just faucets—because we pair smart features with beautiful design. Visit our website for more information.

**26. KOHLER** Order a complete set of full-color product catalogs covering baths and whirlpools, showers, lavatories, toilets and bidets, kitchen and entertainment sinks, faucets and accessories. (\$15)

**27. MOEN** Moen delivers beautiful, reliable and innovative faucets, showerheads and accessories designed for your life. Free literature is available.

**28. TRANE** You always know when it's a Trane home, because Trane not only heats and cools, it also removes up to 99.99 percent of airborne allergens.

**29. THE UNICO SYSTEM** A small-duct, high-velocity heating and cooling system that provides superior indoor air comfort without compromising the architectural character of a historic home.

**30. UPONOR** Uponor is a leading manufacturer and supplier of PEX-a plumbing and radiant heating systems for residential and commercial building markets across North America and Europe.

**213. SPECIALTY ITEMS & SERVICES**

**31. NKBA** The National Kitchen & Bath Association is dedicated exclusively to the kitchen and bath industry. To get the NKBA's free consumer workbook, visit our website.

**32. PROPANE COUNCIL** Adding cleaner-burning, efficient propane to your home opens up new opportunities for a fuller, more comfortable life. Visit our website.

**213. TECHNOLOGY**

**33. PEST-A-CATOR PLUS** Pest-A-Cator Plus—Just plug it in! Pest-A-Cator's patented pulse technology is designed to help with rodent problems in the entire home.

**214. TOOLS & EQUIPMENT**

**CRAFTSMAN** Craftsman is America's Most Trusted Tool Brand! Quality, innovation and knowledge are built into every hand tool, power tool and lawn & garden product.

**34. GUARDIAN** Guardian is the #1 name in automatic home security generators, offering a full line of gas-fueled models with outputs ranging from 7—150 kilowatts.

**216. WINDOWS, DOORS, ETC.**

**35. JELD-WEN** Jeld-Wen is dedicated to crafting reliable interior, exterior and garage doors that will bring efficiency, security, long-lasting beauty and more.

**36. MARVIN WINDOWS & DOORS** Get new window and door ideas for your home. Start building your vision with this informative free brochure from Marvin Windows and Doors.

**37. PELLA® WINDOWS & DOORS** Pella's innovations and energy efficiency will make a difference in your home. Send for your free literature to find out more. Pella. Viewed to be the best.®

**RESOURCES**

**AMERICAN INTL. TOOL, INC.** Dust-free sanding

**38. ARCHITECTURAL PRODUCTS BY OUTWATER** Decorative building products

**39. ATLANTIS BAIL** Stainless steel deck railings

**40. BAIN LIGHT ELECTRIC** The original barn light

**41. BROOKS** Fog-Free with Full-Block Technology

**42. CORDILLA GLUE** Bonds wood, stone, metal & more

**43. HEADCOTE** Color coated stainless steel deck screws

**44. HOUSE OF ANTIQUE HARDWARE** Reproductions true to original

**45. HYDRO-SL** Room-by-room heating system

**46. THE IRON SHOP** Leading manufacturer of spiral stair kits

**KEITH & SON CUSTOM HARDWARE** Custom forged interior and exterior hardware

**47. MONARCH COVERS** Custom radiator covers

**48. NIA-WILL** Restoration products

**49. ONEDIA** Gelcoat used for collection systems

**50. SE-GAO REGISTERS** Heat gages and registers

**51. RESEARCH PRODUCTS/BLANKENSHIP** Insulnet. First ever insulator knot!

**52. RESTORATION** Restoration and antique hardware

**53. SALTER INDUSTRIES** Spiral stair kits

**54. SHUTTER BLINDS** Authentic period wooden blinds and shutters

**55. SURFACING SOLUTION** White styrene in styled panels

**56. TEMPUR-PEDIC** Pressure-relieving Swedish mattresses

**57. VIKEN HILL** Cedar outdoor products

## Marketplace

### Building Products

Premier Sponsor

Trex

Trex is the leading brand of alternative decking, millium, framing, trim and accessories designed to enhance your outdoor living experience. Trex composite products are made of a unique combination of wood and plastic fibers. Trex gets its plastic and wood fibers from reclaimed or recycled resources. Including sawdust and used pallets from woodworking operations, and recycled plastic grocery bags from all over the country.

→ Learn More → Click here to get more information

PREMIER ONLINE AD

FOR MORE INFORMATION, PLEASE CONTACT YOUR THIS OLD HOUSE ACCOUNT REPRESENTATIVE

|                          |                         |                         |                             |                               |                         |
|--------------------------|-------------------------|-------------------------|-----------------------------|-------------------------------|-------------------------|
| NEW YORK<br>212.522.2076 | CHICAGO<br>312.321.7859 | ATLANTA<br>404.364.4029 | LOS ANGELES<br>310.268.7140 | SAN FRANCISCO<br>415.434.4046 | DETROIT<br>248.988.7808 |
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