

**VIDEO ON**

interiors+sources®

**TV****DO YOU HAVE A PRODUCT**

that you would like to bring to life for the commercial interior design market?

**DO YOU WANT TO SHOW**

design professionals exactly how your product looks, works, and performs?

Your product will be presented in full, rich color using the latest video delivery technology with no stutters or stops.

**THE POWER OF VIDEO!**

Research indicates 80%† of internet users recall watching a video ad on a website they visited in the past 30 days. And better yet, 46%† took some action after viewing the ad.

Video is at the forefront of communication; it can present your product(s) like no other. Video on interiorsandsources.com will bring your product to life on the desktops of potential buyers.

**A FEW KEY TIPS:**

- ▶ Keep it real—the more authentic the video, the more believable it is.
- ▶ Keep it short—unless you are providing a product demonstration, or a “how-to” video, try to keep to two minutes or less.
- ▶ Make it entertaining—seems obvious, but boring videos will lose your audience, and truly entertaining videos can go viral.

**RATE: \$2,875 | 12 MONTH POSTING**

