## Home and garden sections are filled with NAPS features offering helpful advice on how to:

$\square$ Save energy, time or money
$\square$ Select decor to best fit with lifestyle choices
$\square$ Transform any room
$\square$ Decorate to sell a home
$\square$ Increase the value of a home
$\square$ Protect home value
$\square$ Keep a home safe
$\square$ Expand into attics or basements
$\square$ Create a home office

## Hints for Homeowners

Add Style And Color To Your Home


## Consumers are guided by NAPS features with reputable expert opinions on:

## Quality

InnovationValue$\square$ Usefulness
$\square$ Safety


## 270

Get Rid Of Poison Ivy Fast
(NAPS)-Potson tvy, potson atak
and potson sumac-they're the ands of weed you don't want any. The weeds contain an ofl called urushol that can cause an itchy red rash with bumps or blisters. The symptoms can develop within hours after exp
to three weeks.
Yy: You can get the ofl on your sktn

- Touching the potson fyy plant or any clothing or shoes that have
come in contact with the plant; come in contact with the plant; ing tools that ming pets have urushiol on them;
- Burning potson ivy. The oll from the plant is carried in
the smoke and can cause lung tritation.
Identification is the key to "Leaves of three, let it bel' is a helpful reminder for identifying potson tvy and oak, but not potson
of seven to 13 leaves. has clusters The Food and Drug Admintstration says potson tvy, oak and sumac are most dangerous in the
spring and summer, when there is spring and summer, when there is
plenty of sap, the rushatol content is high and the plants are easily "But th pear over the winter," says Bayer Advanced garden expert Lance Walhetm, author of "Lawn Care
for Dummies." "Dormant plants can still cause reactions."



## Home maintenance NAPS features

 most read about include:$\square$ Stain-fighting secrets
$\square$ Cleaning green
$\square$ Being eco-friendly
$\square$ Removing germs
$\square$ Pest controlEliminating odors
Fixing leaks


## Reach more people by covering more media

$\square$ Traditional Media

- Newspapers: 100 to 400 placements
$\square$ Radio: 300 to 400 on-air placements
- TV: 100 to 150 on-air placements
- Spanish Media: 10 to 25 placements in newspapers
$\square$ African-American Media: 10 to 25 placements in newspapers
$\square$ Online
$\square$ 1000+ online news sites
$\square$ Social media
$\square$ Twitter feeds to editors
$\square$ SEO
$\square$ Blogging
$\square$ Anchor texting and hyperlinking
$\square$ RSS feeds in XML
$\square$ Podcasting
$\square$ YouTube CSNN Channel


## Reports include impressive results

$\square$ E-clips
$\square$ Circulation and readership figures
$\square$ Market rankings
$\square$ Page views
$\square$ Unique visitors per month
$\square \mathrm{AQH}$
$\square$ CUME
$\square$ Ad value equivalency


Graph Data: As of $3 / 20 / 2018$, Lowes generated 2728 news articles in 53 different states with a readership of $21,163,904$. The sites it was on were viewed by $31,853,887$ unique visitors per month. Additionally it was viewed 488 times on www.napsnet.com. The print placements had an approximate ad value of $\$ 88,375.70$, based on column inch rates.

## Reach the wealthiest and most populous communities

$\square$ Newspapers, radio stations and TV stations are supported by local advertisers
$\square$ Advertisers will spend money where they are going to get the best ROI
$\square$ Publications and stations tend to exist where advertisers are willing to spend


Lowes


## Eye-catching color pictures speak a thousand words

## 

Improving Energy Efficiency: Eco Friendly, Wallet Smart (NAPSA)-Making eco-friendly
chotees is not Just an tovestment chotes is not Just an tnvestment
In tomorrow, jit ss also an invest.
nent in your financial healt ment in your financtal health
tody. Beomming more anergy eft.
cient can reduce your carbon foot. cient can reduce your carbon foot.
print and help lower your utality
bills-putting money back in your ouls-putting money back in your The averaso homeowner spends
more than $\$ 2,200$ a year on energy moret than $\$ 2,200$ a year on energy
bolls, acoording to the U.S. Env-
ronmental Protect ronmental Protection A Eency
(EPA)-and heatung and cooling (EPA)-and heatung and cooling
can acoount for more than 40 peran acount for more than 40 per.
ent of that enery use. To revice
these cost, onsider the following these costs, consdder the following:
Adjust your thermostat. By ralsng your thermostat fust a
few degrees in mild temperatures tew degrees in milld temperatures tures, you can help your heatting naintain a comfortable indoor
iemperature. Programming your er mostat to accommodate your
milly stme away from home and alilys tume way from home and
leeping schedules will also help to ensure your system 1.
only
when you need It.

- Install a dehumidifier.
Humdity can make the alr feel hot. Humidity can make the alr feel hot.
ler and heavier in warm weather lee and heavier in warm weather.
By removing the humditity the atr
wil feel drier and cooler and you 1ll be able to rely less heavily on make the alr ammortable. nance. Clean atr milters and make sure the areas around your sysem are clear of obstructions.
Something as simple as ensurng
号 Someering as simple as ensurng
propectency of your tmprove the
eystem by as fflctency of your s.
nuch as 20 percent.
- Have your existing home
comfort system inspected and comfort system inspected and
serviced by a qualiined techni-
cian. The technntian will make



## 

## Get That Mouse Out Of Your House

(NAPSA)-A Home Safety Americans are found that most den danger that mtght be lurking

## HINIS FeR

HOMEOWN: 5 Simple Weekend Projects To Freshen Your Home time and money, there are many simple do-1t--ourseif projects that makeover. Small changes to a room can make a significant diff
ference. Spruce up your home in weekend with these easy tips: plactng doorknobs. kitchen and bathroom cabinet hardware and breathe life into old ppeeces and
bive a room an tmmediate face-lift.

cording to the survey, more
half of Americans say that half of Ameritans say that
mice are unpleasant, they mice are unpleasant, they
tlatively harmless creatures. lily, milce can spread disease ause asthma symptoms and
even been known to start even been known to start
flres, particularly in homes older wring, as mice can chrough the wire's insulation. ffe and healthy homes are Kice and other pests," sald K Appy, president of the
Safety Councll. Mice can be or in spreading Lyme disease almonella, and we now know
are related to the rise of
ia symptoms in chlldren. In as symptoms in children. In my of Allergy, Asthma \& Imogy, exposure to mice allers a well-recognized risk fac-
asthma in some children. asthma in some children. r than most people think. 27 percent of people surA sald they've personally past year. Yet a recent govpast year. Ye a recent 800 5 found that 82 percent had able levels of mouse allervels hilgh enough to increase sk that the people in them develop allergles, potenleading to asthma.
f you don't think is that in your home, chances are ," sald Appy.
ns to look for include drop-
and gnaw and grease marks
baseboards. You may also
strange behavior in family


The average house mouse can
have eight litters a year of four to
seven pups per litter, so one seven pups per litter, so one
mouse can quickly lead to 40 or 50 . pets, such as barking or scratchyou spot
mouse it
fast. When moce, con

solution | solution for |
| :--- |
| pets, and | pets, and

or even s. or even s.
In res

the Hom | the Hom |
| :--- |
| Contatint | no potson and is $s 3$

and pets
gers or gers or
encloses
untt, sh untt, st behtind th
one-touch
side of th side of th entire t
away, so away, so
or see the or see the
For
trolling trolling
infestat infestat
homedeff
and homedeff
tips on
healthy homesaf

Tips For Selecting S
(NAPSA)- When (NAPSA)-When you're think-
tng kitchen remodel countertops
ank rank right up there with the cabs-
netry netry as far as importance. Evalu-
atting your lifestyle is atting your lifestyle is important
when it comes to this selection. Are you empty nesters that take
care when prepping food and cookcare when preppting food and cook-
tng? Then your options have fust expanded expornentually howe juere,
If you are a busy family with che if you are a busy family with chll-
dren that tend to make messes, dren th
you may
natiton
looks

Agks. countertop alternatives when it range from the very expenstve to the affordable. More often than
not, this little gem will make its not, this little gem will make
Way onto your ${ }^{\text {owants }}$ list. Do
your homework and you might be suurprisede ot find out that might ben
afford granite. It may not be that afford grante. It may not be that
exotic massive slab you have been
droolinge over, but it milght be
 dose. By choosing a more common
vartety, a thinger cut, a simple edge profile and limiting cutouts,
you will likely spend less than you
would Would on most man-made quartz
or solid-surface materials. Re member, despite the fact that your
type of grante may be more com-
mon, each plece of natural stone is a totally unique prece of a If slabs are too costly for you
budget, consider granite tlles. Se

Refresh Your Kitchen...

Form and Function: A triple his functional Suman granite countertop. $\qquad$ tely in price. The harghest-en moder assembled with a substantial decorattve edge profle. This ellminnates any unfinished or awkward-look-
tng exposed edges at the sink rall.
The midrange option ts a large-for-
 Wrth a strtp of granite tile incorpo-
rated at the sink rail. The most affor abable option is the smaller
$12^{\circ} \times 12^{2}$ tile fintshed with a woo $12^{\prime 2} \times 12^{\text {tile }}$ fintshed with a wood
strip to finlsh off the countertop edge. When choosing tilles, use the larger format in a a solld shase with
a minimal grout joint and a minnimal grout joint and a
matching grout color to help give
the illusion of a slab matching grout color
the illusion of a slab.
If your taste lean
If your tastes lean more toward
rustic matte-fintshed n more toward
trave
tiles
mind
with
whe
resea
to co
Nour Lifestyle thes for your surface. Keep in mind that these materials come hen used for countertops, so When used for countertops, so
research each one carefully prior research each one carefully prior
0 commmtting to it.
Marble slab countartops, Marble slab countertops, espe
ctally white, are gatining in popularity and add a a sophisticated modern look to any kitchen. Some
marble, however, is more porous marble, however, is more porous
than grantte and may etch and
tand tain if it comes into prolonged
contact with certain foods. Be sure ontact with certatn foods. Be sure
to ask yours stone fabricator for informattoun on marble stone care
and upkeep before selecting thrs and upkee
material.
While a kitchen remodel on a
ught budget might seem like an ymoron to some, it can become a reamorty. Remembe, it can become a
Inexpenstive
does not equal cheap ugly on oes not equal cheap, uply, or bor-
ng - tin can be ticredibly beautfiul
hen well when well executed. Treating the ouse by addtry features such as inque architectural finds, overmps, plants, fabrics and furnt, nure will help exude luxury Focus nd cabinets) and the rest will fall into place. Keep an open mind,
compromtse and tap your inner creatrvity. You can do titl
For a stone abricator
For a stone fabricator near you,
vistit www.marble-institute.com/
itrectory virectory.

## vinurasun

"Dream Job" Might Be As Close As Your Home Office (NAPSA)-When it comes to
places to work, an tncreasing places to work, an increasing
number of people now say "theres no place like home." In fust one year, more than 20 million people did at least some mary job, according to number from a Bureau of Labor Statistics report-and with good reason.
Elimlnating the dally com Eliminating the dally commute can save gas and energy and, in
some cases, the equipment and space you use may be tax deductible. And as the "three-second
commute" continues to gatn popa. cormmute contunues to gain popa-
larity, employers-and home de. slgners-have reacted.

For instance, desedgners Included
Experts ayy million ot aner cans enjoy the "three-second commute," working from home. 2010 opens directly to the motor 2010 opens directy court for privacy.

- Design a dedicated space for work with plenty of built-Ins for storage and Internet technology.
terconnectivity now allows for erconnectivity now allows for aring and videoconferencing the and the creation of a comle business center. - If possible, make the work
ace multifunctional. Use a large le to anchor the room and douas a
kdds.
- Look - Look for selected communt such as those in New Mexice 5 ," or places for thetr local ne-based workers to congregate ring any given day to see alaraderie, get bustness support For more information or inn how you can enter for a ince vist the Web sieam me. visit the Web sicher
w.HGTV.con/dreamhome.

