



Complete Your Picture

For more information, visit us at www.listonapartmentguide.com

The Complete Picture

Apartment
guide
Apartmentguide.com

Rentals.com



A Lead Package With Incredible Value



Internet

- Gold tier listing on ApartmentGuide.com
- Listing on Rentals.com
- Tracking phone numbers
- Unlimited floorplans and photos
- Online coupon
- Text-to-Cell, Email a Friend and Click-to-Call features



Print

- Full page formatted listing
- Proven shop and compare format
- Tracking phone number
- 41,000 National distribution locations
- Targeted messaging across local market



Innovative Media

- Community listing on Apartment Guide iPhone® application
- Community listing on Apartment Guide Android™ application
- Community listing on Apartment Guide iPad™ application
- Community listing on Rentals.com iPhone® application



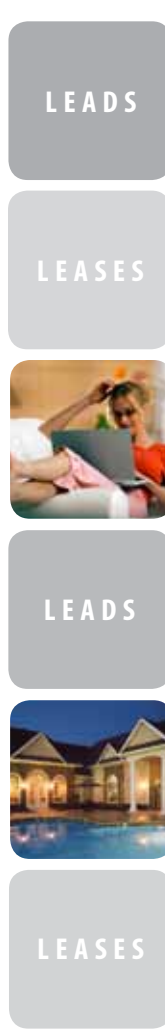
Services

- MyApartmentGuide.com performance reporting and leads dashboard
- Automated report subscriptions and business intelligence tools
- Quick access content updating and customer support
- Leasing and lead tracking seminars
- On-site photography and creative design services



Results

- Quality leads for conversion to leases
- Increased walk-in traffic, web referrals and leases
- High return on your investment



LEADS

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Target Your Prospects With LeadMail

Targeting your prospects through email has never been easier. Our new LeadMail program gives you the opportunity to tap into our database of millions of potential renters. You determine the target audience by selecting particular zip codes.

Just provide us with your message, choose from our professionally designed templates and list your targeted zip codes. We build your marketing email and deliver it promptly to the selected zip codes. It's that easy to promote your community and fill your vacancies faster!

Features

- Targeted email message
- Database of millions of prospective renters
- Professionally designed templates

Benefits

- Boosts your community's visibility
- Great opportunity to promote community events, new construction, special offers or renter incentives
- Management company branding



ONLY
\$750

Apartment Guide provides our advertisers with **The Complete Picture, a one-stop shopping resource for filling apartment vacancies.**

We are driving more leads than ever before, helping you reach more qualified prospects.

Our comprehensive advertising solutions including online, mobile and print products reach potential renters wherever they are...on the move and on the go. We lead the industry

in developing innovative ways to reach consumers like our iPad™, iPhone® and Android™ applications. Let us help you reach more renters and fill your vacancies faster than ever.

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More Advertising Value With Rentals.com

Features

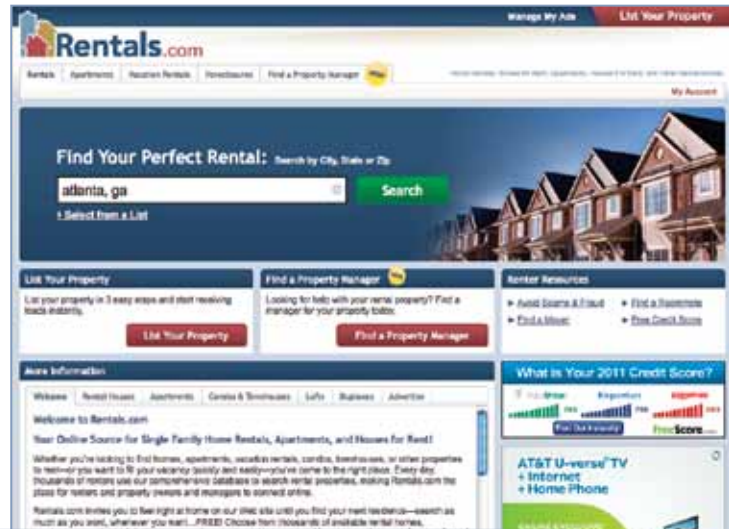
- Listing included in ad package
- Intuitive and quick search
- Detailed listings for apartments

Benefits

- Expand your reach and receive more qualified leads

Upgrade from Standard to Premier for **\$99 per month** and receive top placement on Rentals.com search results for maximum visibility plus 8 points to upgrade your placement on ApartmentGuide.com

Upgrade from Standard to Featured for **\$79 per month** for leading placement on Rentals.com search plus 6 points to upgrade your placement on ApartmentGuide.com



Click for Details

The Grand
Anytown, USA 32905 (2.74 miles) (91000774)

Price: \$825 **(888) 123-4567**
Beds: 2, Baths: 2½

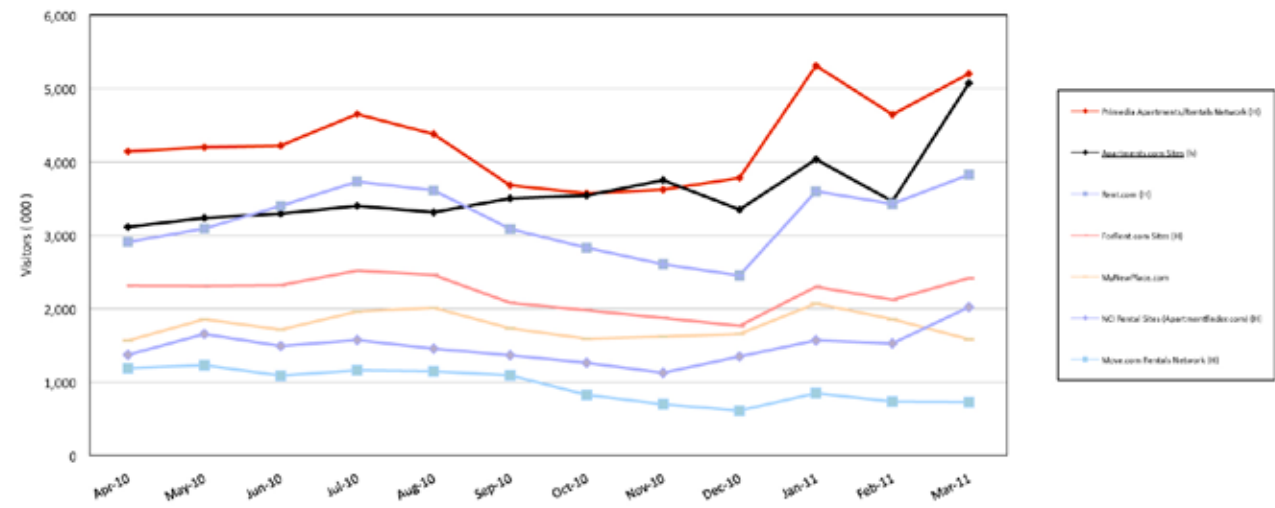
Current Rent Specials **Check Availability**

Jones Realty Group, LLC

Rated #1 Nationally For Unique Visitors*

Since launching the PRIMEDIA Apartments/Rentals Network in May 2009, we have consistently been ranked in the top two by comScore Media Metrix.** comScore reported that PRIMEDIA's Apartments/Rentals Network generated more than 5.2 million unduplicated unique visitors in March 2011.

Media Metrix Apartments – Monthly Total Unique Visitors March 2011



*Based on March 2011 comScore Media Metrix Real Estate category of sites as custom-defined by PRIMEDIA: PRIMEDIA Apartments/Rentals Network, Rent.com, Apartments.com, ForRent.com Sites, MyNewPlace.com, NC Rental Sites and Move.com Rentals.
 **2009, 2010 & 2011 comScore data (October 2009 – March 2011), unduplicated unique monthly visitors per the 12 month period.



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Maximize Your Leads With Lead Xcelerator

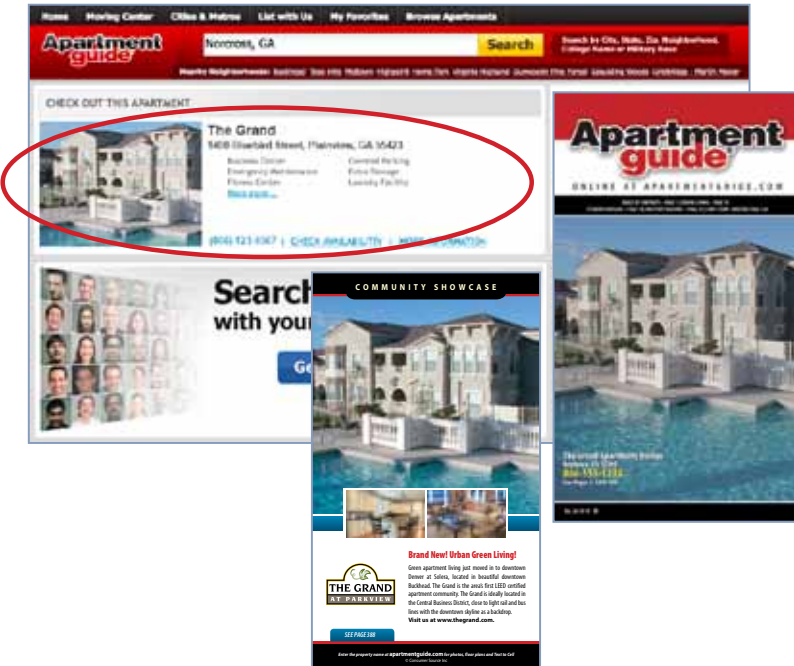
You can gain a competitive advantage online and in print with our Lead Xcelerator package. Maximize your exposure and your leads while showcasing the best features of your community.

Features

- Includes Home Page listing on ApartmentGuide.com
- Includes Front Cover of print publication
- "Featured Community" page with prominent placement in print publication

Benefits

- Delivers maximum exposure
- Showcases your community's best features in print and online
- Provides Platinum Tier Placement on ApartmentGuide.com along with 400 points to boost leads



Dominate Your Local Search Results With A Spotlight Ad

You can move to the top of the search results with our new Spotlight product. Follow prospective renters throughout the search experience—your spotlight property remains at the top of the search results page.

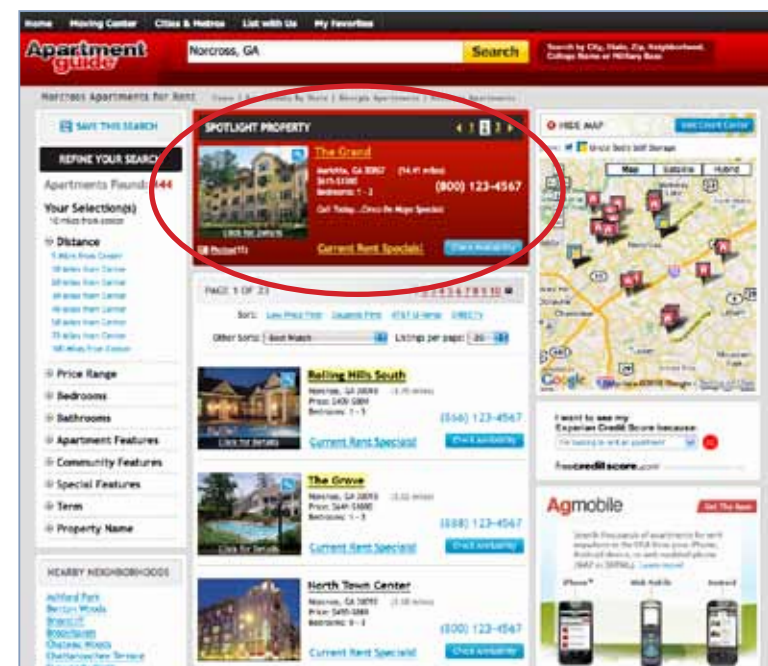
Features

- Prominent placement above all local search results within market
- Includes large photo, marketing message, direct links to video and photo galleries
- Available in one-month increments
- Three spotlight placements per market

Benefits

- Includes 200 points and platinum tier placement for community listing
- Initial testing shows over 100% increase in lead volume*

*Based on limited internal test results, results may vary.



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