

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



LEADing the way...Web, Mobile, Social & Beyond.



We're Opening
Doors For You.

We're delivering more leads than ever before, and helping you reach more qualified prospects. Our comprehensive advertising solutions reach potential renters wherever they are...

Protect Your Brand With Reputation Monitor

Did you ever wonder what people are saying about your community? Now, Reputation Monitor allows you to view and track consumer reviews and comments from a variety of sources...all in one place. Knowing how your community stacks up against others in your area can be a definitive advantage in the competition for prospective renters.



Features

- Online dashboard located in MyAG enables customers to view and track consumer comments/reviews in one place
- Monitors relevant conversations from more than 8,000 sources including:
 - Facebook
 - CitySearch.com
 - Twitter
 - Yelp.com

Benefits

- Allows you to monitor and track competitors
- Gives you the ability to compare how you stack up against other communities
- Improve your brand awareness and corporate image



Opening Doors For You...Your Key to More Leads and Leases.

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LEADING The Way... Almost **90% Of Our Leads** Are Now From Digital



iPhone



Android



iPad



Mobile Web

Scan these codes to download the latest versions of our mobile Apps.

Drive More Leads With A Targeted Category Search

Now you can reach highly targeted groups of potential renters and broaden your exposure at the same time. The targeted category search not only drives more leads, it drives a specific type, refining the search path.

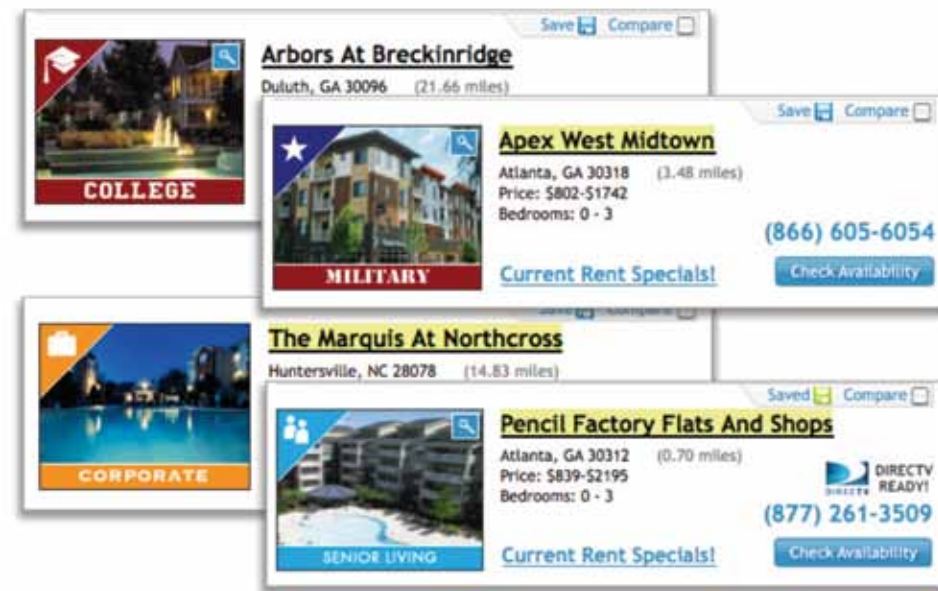


Features

- Category-branded listing, including college, corporate, military and senior living
- College and military integrated into main search path
- Targeted search results to nearby colleges and military bases
- Sort corporate housing and senior living by city search

Benefits

- Feature refinement and prominent exposure
- Broadens exposure by reaching highly targeted groups of potential renters



Showcase Your Features With Community Carousel

Enhance your details page with the new community carousel. This innovative feature automatically rotates your photos and floorplans. Entice potential renters with your community's best features in a 3-D format!



Features

- Photos are above the page fold on the details page
- Showcases property in a 3-D format
- Ability to view photos in greater detail

Benefits

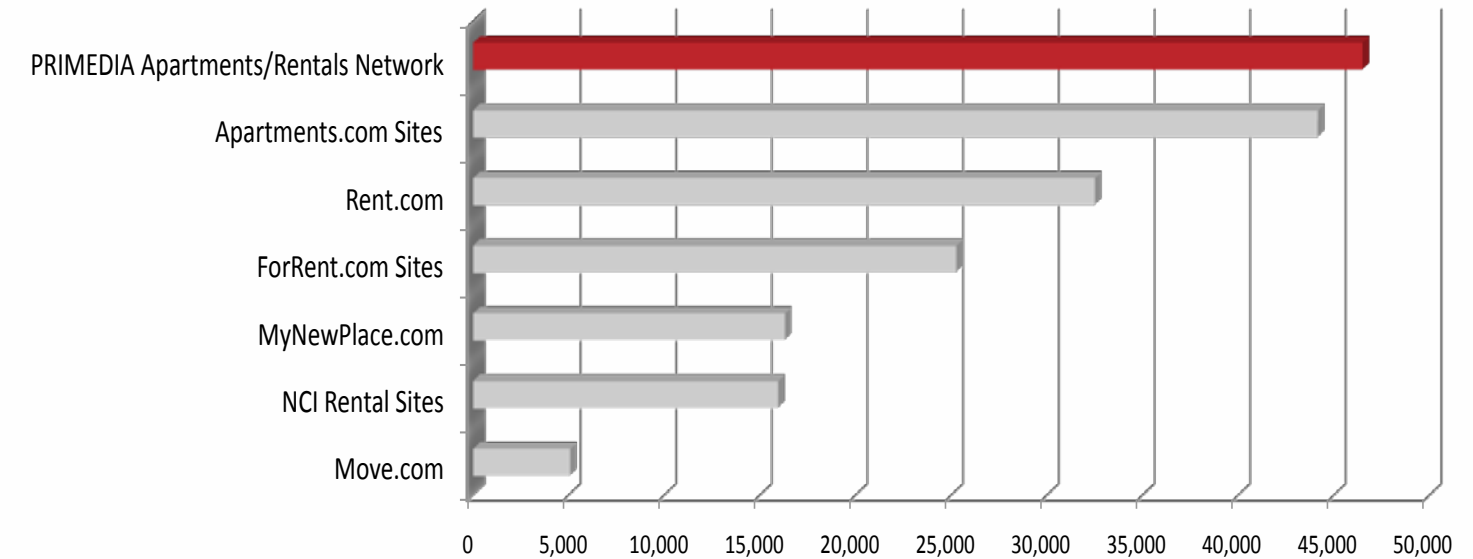
- Interactive format allows consumers to scroll through photos—keeping potential renters on your page longer!
- Initial tests show increases of up to 10% in Internet leads*

*Results vary greatly among properties based on a number of factors, including features and attributes unique to each property.

Rated #1 Nationally For January-September 2011

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 46 million unduplicated unique visitors from January 2011 - September 2011.

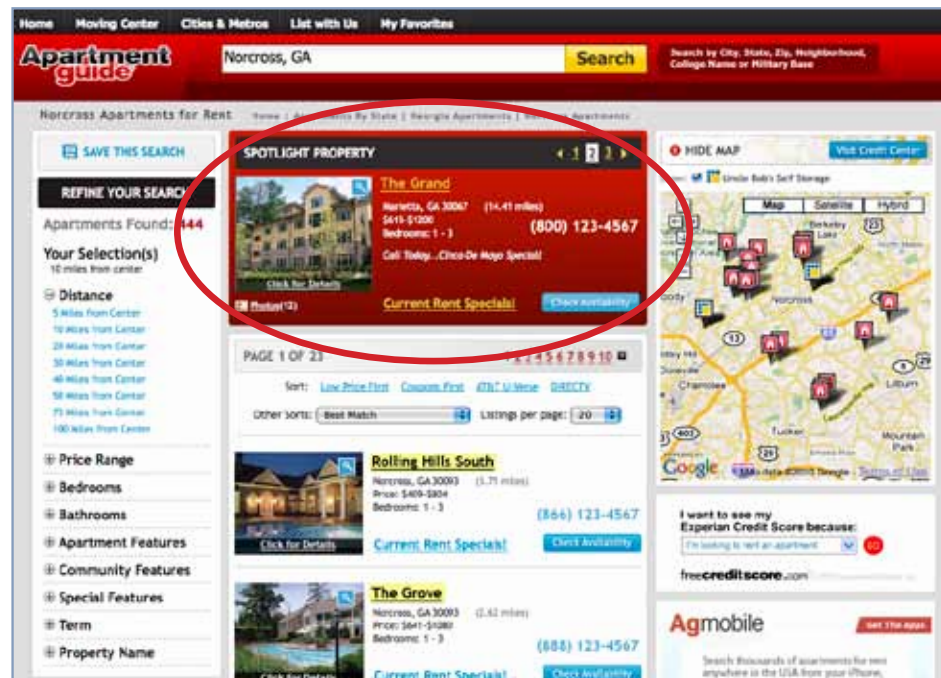
Media Metrix Apartments – Monthly Total Unique Visitors January-September 2011



*Based on Jan.-Sept. 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, NCI Rental Sites and Move.com Rentals.
**2009, 2010 & 2011 comScore data (October 2009 - September 2011), unduplicated unique monthly visitors.

Dominate Your Local Search Results With A Spotlight Ad Online

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
- Seven 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.

Target Prospects With LeadMail

Targeting your prospects through email has never been easier. Our LeadMail program gives you the opportunity to tap into our database of millions of potential renters. Just provide us with your message, choose from our professionally designed templates and give us your targeted zip codes. We build your marketing email and deliver it promptly to the selected zip codes.

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



Capture More Renter Info With The Dynamic Lead Form

Now you can customize your Apartment Guide lead form to meet your community's unique demands... and generate more qualified leads. The Dynamic Lead Form allows you to capture the prospect information that is most pertinent to you.



Features

- Capture first and last name, as well as phone number on the lead form
- Property can determine which fields are displayed on lead form and configure them as optional or required

Benefits

- Capture more qualified leads with a customized lead form

Check Availability

* Your Name:

* Email Address:

Phone Number:

Move-in Date:

Beds: Baths:

Comments:

Enjoy the news, tips and fun stories about apartment hunting, moving, and more!

Enhance Your Exposure With A Mobile Spotlight Ad

We are the first and only in the industry to provide the ability to target potential renters with a premium mobile advertisement placement. You get premium placement that covers the entire mobile space, including iPhone, Android, iPad and mobile browsers.



Features

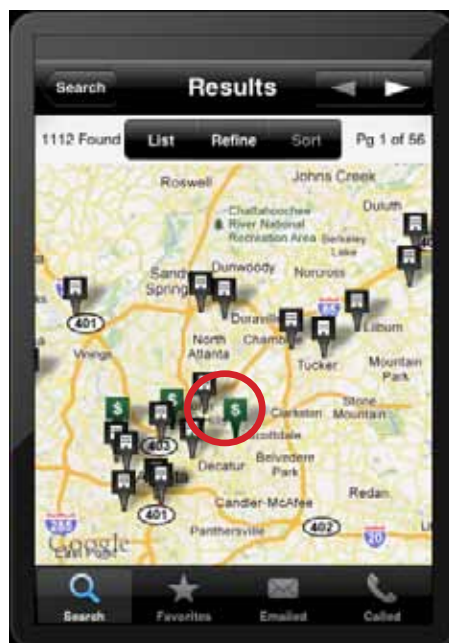
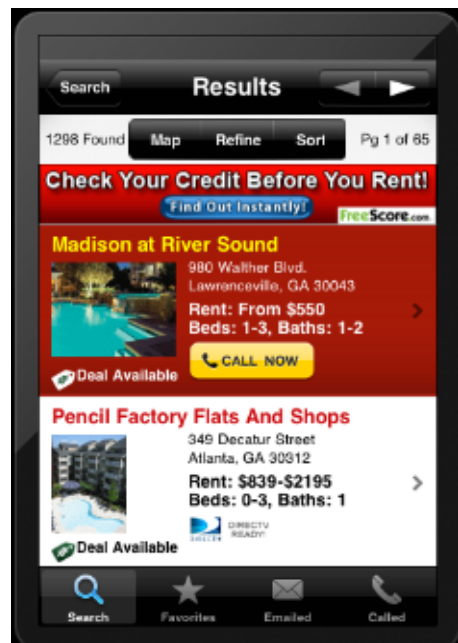
- Highest mobile priority placement at the top of each search results screen based on geographical location
- Exclusive opportunity; inventory limited to 3 per market

Benefits

- Includes 100 points and platinum tier placement
- Ad territory coverage is the same as the web spotlight target areas

Mobile Deals: Reach Mobile Users With Your Special Offer

Now, you can take advantage of one of the fastest growing marketing trends... mobile coupons! Mobile coupon marketing has a growing audience and an exclusive clientele. With Mobile Deals, prospects have the ability to sort by deals on our mobile applications, making these leads targeted and qualified.



Features

- Different ways to search Mobile Deals include:
 - Sort by Deals option
 - "Deal Available" flag located on listing
 - Custom deal pins on map view locate where deals are available
- Details screen
 - Customized deal displayed
 - 144 characters available to create your own branded message
- Unlimited inventory

Benefits

- Reach on-the-go potential renters
- Low monthly investment
- More targeted leads

Showcase Your Property With PhotoPlus

PhotoPlus allows users to see all of your photos on the search page... Photos automatically scroll when the user hovers over *previous* and *next* arrows.



Features

- Your photos are easier to view
- Photos automatically scroll
- **Check Availability** button added to the photo gallery view

Benefits

- Highlights your community and property features

