

own the neighborhood.



# HotPads.com 2008 advertising media kit



# about HotPads

## The Internet's Premier Real Estate Portal

HotPads makes it easier for people to find their next home. **HotPads.com** features a one of a kind **map-based housing search engine**, which allows consumers to browse a wide variety of homes and apartments starting with real estate's most important attribute: location.

In just two years, HotPads has grown to become one of the largest real estate sites on the web with over 130,000 active **rental listings** and two million **homes for sale** (including nationwide foreclosures.) The site's surging viral growth comes from great press, word-of-mouth and shared applications on sites like Google and Facebook.

HotPads is not a map mash-up. HotPads works with property owners and managers to list on the site for free so shoppers can view the most homes possible. Users can also learn about new areas with articles, demographic maps and points of interest like schools and mass transit.

## Who You Reach with HotPads

Visitors to HotPads are typically **young, college educated, web-savvy consumers planning a move in the next 90 days**.



## What our Visitors Crave

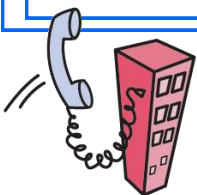
Movers need to make important buying decisions before they move and right after they've settled in. Some of the things they need are:

- Phone and Internet access
- Cable and satellite TV service
- Bank accounts, mortgages and credit cards
- Furniture and housewares
- Insurance
- Moving and storage
- Transportation and parking
- Grocery and retail locations

## Why HotPads is Unique

No other real estate website works like HotPads to provide visitors and advertisers key features including:

- A proprietary mapping interface
- A database of current listings that is unrivaled in scope and detail
- Creative sponsorship options
- The chance for select retailers, restaurants, banks and others to **insert their locations directly onto HotPads maps** alongside the housing listings.



Call or email Darrell Pierre, Director of Business Development  
dpierre@hotpads.com  
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# hotpads.com

## Targeting Customers on HotPads

You want the highest ROI for your ad dollars, and HotPads lets you reach a specific customer base in several ways.

HotPads caters to a defined **demographic** group; younger, motivated buyers engaged in a very particular **behavior**: looking for their next new house, condo or apartment.

The narrow scope of HotPads lets you target your customers in the **context** of the moving experience.

Naturally, HotPads can target ads to specific **geographic** areas. And since HotPads knows the cost of the houses or apartments viewed by our users, advertisers can target their customers by **income tier** as well.

## The Buzz on HotPads.com

It's easy to see why HotPads.com has quickly become one of the fastest growing real estate websites.

Our one of a kind map-based search tool, Buy vs. Rent portal and other features have caught the interest of national media outlets including:

### The New York Times



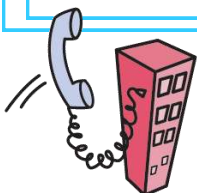
The Motley Fool  
To Educate, Amuse & Enrich™



## A Major Player

With its innovative user interface and dynamic content, HotPads is widely recognized as an industry leader in the housing market.

Websites like Yahoo and Google look to HotPads to help power their search portals with automated feeds of high quality real estate content.



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# audience

## The HotPads.com User

Advertising on HotPads lets you reach millions of new customers who are typically:

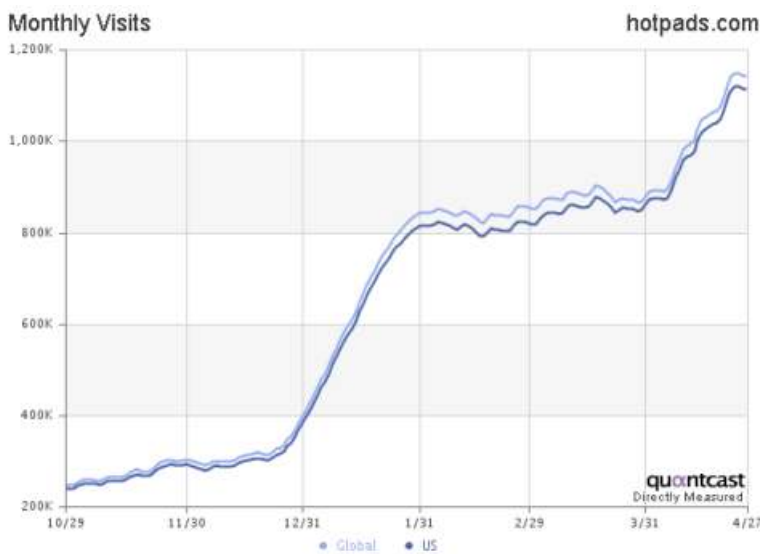
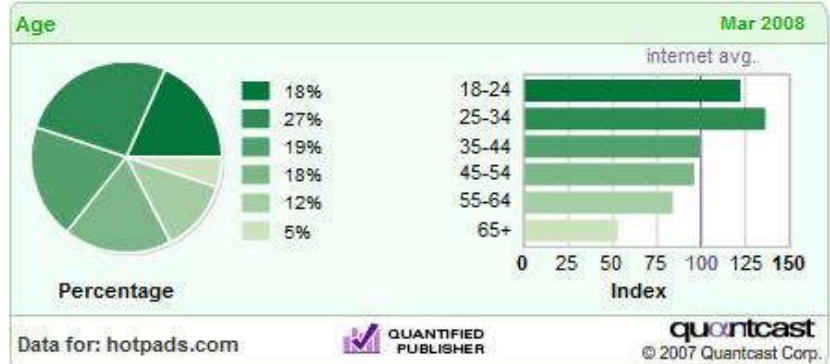
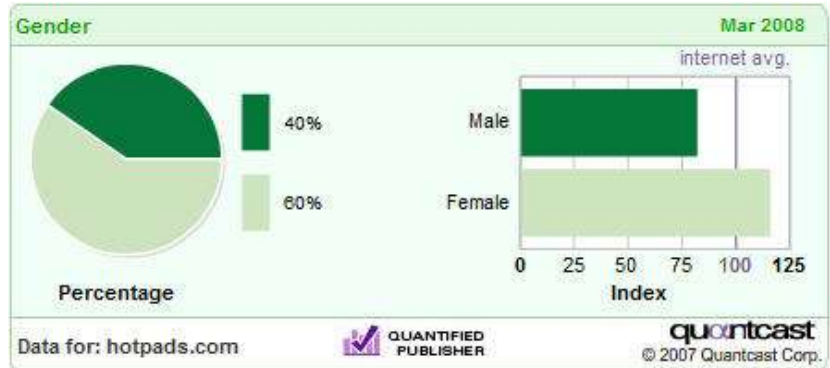
- Young (18-35 years old)
- Single
- College educated
- Without children
- 60% female, 40% male
- Exclusive to HotPads

## What Our Users Say about HotPads

### Quotes from our users:

*"HotPads really helped me in my move to Washington, DC. Your site is very cool."*

## HotPads Visitor Statistics

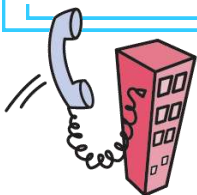


## Amazing Growth

Since its launch in the fall of 2005, HotPads.com has become one of the fastest growing real estate sites.

Unique visitor traffic on HotPads has increased by an astounding **15x** during the last year.

HotPads has the visitor traffic to serve the largest ROS campaigns or target specific users at precise locations.



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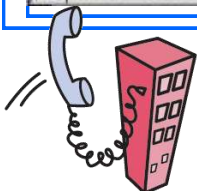
# property detail ads

## Reach the Most Motivated Housing Seekers

A 300x250 medium rectangle and 728x90 leaderboard ad units appear on the property detail pages of HotPads.com. These are displayed when a user has found an interesting property and has asked to view additional details like photos and pricing.

These ads can be targeted by property type (i.e. for-sale vs. for-rent) and geography.

The screenshot shows a web browser window displaying a property detail page on HotPads.com. The browser's address bar shows 'HotPads.com - Real Est...'. The page features a navigation menu at the top with options like 'Buy vs. Rent', 'For Sale', 'For Rent', and 'Foreclosure'. The main content area is titled 'Prestwick' and provides details for a property at 6166 Leesburg Pike, Falls Church, VA 22044. It includes sections for 'Information', 'Pricing', 'Preview Message', 'Property Amenities', 'Description', 'Company Info', and 'Listed By'. A sidebar on the right contains 'Actions' (Add to Favorites, Add Note, Email to Friend, Report listing), 'Photos' (a grid of images), and 'Contact' information (Phone, Email, and a form for questions). The footer of the page includes the 'Interactive Advertising Bureau' logo and a 'Send' button for a form.



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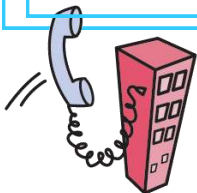
# map insertion ads

## Beyond Banner Ads

A distinctive HotPads feature, **map insertion integrated advertising** (MIIA) is the most powerful way to get your company's name, logo and locations in front of our audience. These are the most powerful and exclusive advertising opportunities we offer.

**Your Location \$ on HotPads Maps**

The screenshot displays the HotPads search interface. On the left is a sidebar with search filters: 'Buy vs. Rent', 'Narrow Search' (Studio, 1, 2, 3+ Beds), 'Monthly Payment' (Min: \$1,600, Max: \$2,600), 'Mortgage Variables' (Term: 30 Years, Rate: 6.42%, Down Payment: 0), and 'Areas' (Heat Maps, Points of Interest, Locate, Loading Areas). The main map shows a grid of streets in Fort Lauderdale, Florida, with various house icons representing properties. A legend at the bottom indicates that a red house icon is for 'For Sale' and a yellow house icon is for 'For Rent'. A blue circle with a dollar sign is overlaid on the map, highlighting a specific location. The text 'Your Location \$ on HotPads Maps' is overlaid on the map. The Microsoft Virtual Earth logo is visible in the bottom left corner of the map area.



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# special requests



**Creating the best real estate site on the Internet is our business.  
Creative advertising is yours.**

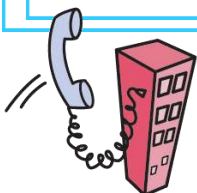
HotPads.com is the Internet's freshest take on housing search. Our rapid growth and loyal audience base is a testament to our out of the box thinking and ability to give our visitors a fun and easy search experience unlike anything they have used before.

The team at HotPads applies this same forward thinking to our work with clients in the online advertising community. As Internet advertising matures, and more companies make their presence known online, sophisticated media buyers continue to look for new ways to **stand out from the crowd**.

If you have any ideas, suggestions or proposals for original marketing initiatives involving HotPads, we want to hear them. HotPads is open to all manner of innovative marketing partnerships including, but not limited to:

- Email sponsorships
- Contest sponsorships
- **Home Buyers Guide, Renters Guide and Movers Guide** sponsorships
- **Insurance Center and Home Loan Center** sponsorships
- Surround session advertising
- Joint press releases and announcements
- Surveys and research

HotPads looks to be your best partner in the online world. Please don't hesitate to call or email us with any questions you may have.



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# ad specs

## Advertising on HotPads.com

To ensure that HotPads remains the most fun and engaging housing search engine, the following terms and conditions apply to all advertisers on HotPads.

### Display Dimensions (w x h):

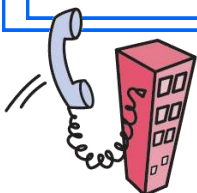
Medium Rectangle (300x250)

Leaderboard (728x90)

### Other Specifications

- Approved file formats: JPG, GIF, PNG, HTML, Flash 5.0 or higher, JavaScript, Shockwave
- Max file size: 50KB
- Alt text: 50 characters maximum (incl. spaces)
- Streaming media: Audio and video must be user-initiated and include readily visible button or link to end play
- Looping animation: 15 second limit (unlimited loops)
- Rich media alternates: Creative must be accompanied by GIF or JPG
- Expanding ads: Expansion must be user-initiated
- Banner Expansion: Full Banner must expand down
- Wide Skyscraper expansion: Wide Skyscraper must expand right
- Redirects: All ad clicks that transfer user to a new web page must open in new browser window
- **Submission deadline: 72 hours prior to ad start**

All advertising must be clearly identifiable as such and must not imitate the look and feel of HotPads.com



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