



2008 advertising



hotpads.comTM
The place to find your placeTM



about HotPads

The Internet's Hottest Real Estate Portal

- Nationwide, Map-based, Rental and For-sale housing search
- More rental listings than anyone, even craigslist
- Recently introduced direct advertising sales
- **800,000** monthly visits generate **7.2 million** page views
- Over **12 million** monthly impressions available



What Our Visitors Crave

Our users are on the move and in need of many services like:

- 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

Advanced Targeting

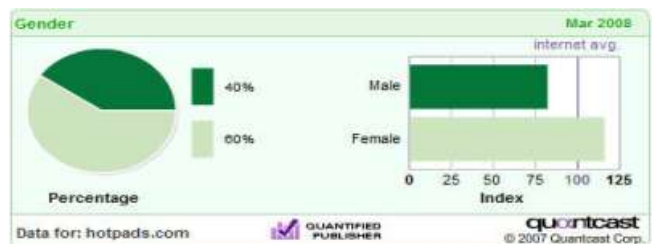
Specific targeting HotPads can provide:

- Geotargeting - State, MSA
- Renter vs. Buyer
- Income - based on price of homes viewed
- Content areas
 - Mortgage Tools
 - Insurance Center
 - Moving Center
 - Renters Guide
 - Buyers Guide

Visitor Demographics

Advertising on HotPads lets you reach millions of new customers who are typically **young, college educated, web-savvy consumers planning a move in the next 90 days.**

- 62% renters
- 38% buyers
- 18% under age 24
- 45% under age 34
- 60% female
- 95% moving in the next 90 days



Call or email Jonathan Bates, VP of Sales and Marketing
JBates@hotpads.com
347.597.5448





HotPads.com

The Buzz on HotPads.com

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



A Major Player

With our 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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property detail ads

High Traffic Placements

We offer 2 placements above the fold and 2 below, all of which can be targeted by geography and/or renter vs. buyer. The size and position of the bottom ad is flexible depending on the advertiser's creative. As of June 2008, there are 4.2 million monthly impressions of **each**.

468 x 60

The screenshot shows a property detail page for 'Archstone Presidio View' in San Diego, CA. The page layout includes a map on the left, a main content area with property details, and several banners on the right and bottom. The banners are highlighted with callouts indicating their dimensions: a 300 x 250 banner for Liberty Mutual, a 160 x 600 banner for Liberty Mutual, and a 728 x 90 banner at the bottom.

300
X
250

160
X
600

728 x 90



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map insertion ads

Beyond Banner Ads– Map Insertion Advertising

A distinctive HotPads feature, **map insertion advertising** is the most effective 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.

The screenshot displays the HotPads.com interface. At the top left is the HotPads logo and the URL 'hotpads.com'. Below it are navigation options: 'Map View', 'List View', and 'Save Search'. A search bar contains 'for rent' and 'Rental'. To the right, there are links for 'colleen.corgan@gmail.com (edit) | Sign out', 'My Favorites', 'My Searches', 'My Listings', and 'Save this map | Reps'. The main map area shows a grid of streets in New York City, including Chelsea and West Village. Numerous 3D house icons are scattered across the map. A callout box with a blue background and white text says 'Your Ads Displayed within our Map Search!' pointing to a specific location. On the left side, there are several filter panels: 'Bedrooms, Prices...' with options for 'Studio', '1', '2', '3', '4', and '5+' bedrooms, and a 'Monthly Price Range' from '0' to '5000'; 'Areas' with 'Heat Maps' and 'Schools, Subways...'; and a 'Hide Menus' button. At the bottom left, there are statistics: 'new: (188/210)', 'viewed: (0/1)', and 'favorites: (0/0)', along with a 'Zoom for More' button. The bottom right corner of the map area says 'Microsoft® Virtual Earth'.



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ad specs



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The place to find your place™

Advertising on HotPads.com

HotPads uses DoubleClick for ad trafficking.

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):

Banner (468x60)

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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