



hotpads.com
the place to find your place™

HotPads.com
2008
advertising

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 Lee Garfield, VP of Sales and Marketing
LGarfield@hotpads.com
212-742-8004





HotPads.com

The Buzz on HotPads.com

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:



A Major Player

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

Websites like Yahoo and Google look to HotPads to help power their search with automated feeds of high quality 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

300
X
250

The screenshot shows a property detail page for 'Archstone Presidio View' in San Diego, CA. The page includes a map, property information, and a contact form. Three callout boxes indicate ad placements: a 468 x 60 ad at the top left, a 300 x 250 ad in the middle right, and a 160 x 600 ad at the bottom right.

160
X
600

728 x 90



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ad specs

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

atlas. Publisher Suite

double
click



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