

hotpads.com™
the place to find your place™

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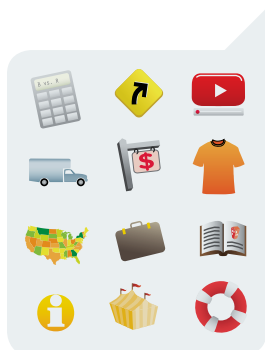
advertise with us

about hotpads.com



THE INTERNET'S HOTTEST REAL ESTATE PORTAL

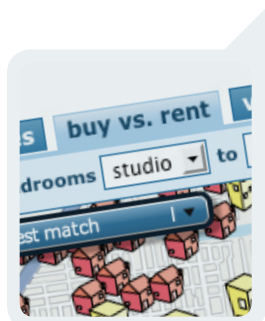
- Nationwide, Map-based, Rental and For-sale housing search
- More rental listings than any other listing service, even craigslist
- Recently introduced direct advertising sales
- 1,000,000 monthly visits generate 7.2 million page views
- Over 15 million monthly impressions available



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
- Home Improvement



ADVANCED TARGETING

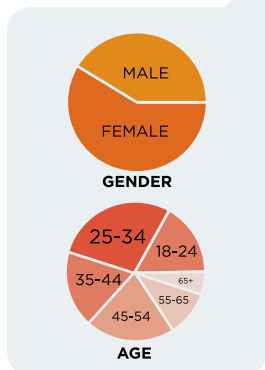
Specific targeting HotPads can provide:

- Geotargeting - State, DMA, City, Zip by both IP Address & listing location
- 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
- 60% female
- 18% under age 24
- 45% under age 34
- 95% moving in the next 90 days



Interested in advertising? Contact us!
advertising@hotpads.com | (563) Buy-Rent



hotpads.com is hot

THE BUZZ ON HOTPADS.COM

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



THE WALL STREET JOURNAL

The New York Times

Economist.com

FORTUNE

TechCrunch

PC Top 100 Web Sites of 2009

TIME

inmanNEWS

Forbes

USA TODAY

Los Angeles Times

FOX BUSINESS

Pittsburgh Post-Gazette

WASHINGTONIAN.COM

msnbc

INDUSTRY LEADER

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

Websites like Google and Oodle 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 3 effective placements: 1 above, 1 in the middle, and 1 below the fold. All placements can be targeted by geography and/or renter vs. buyer. As of August 2009, there are 5 million monthly impressions of each.

The screenshot shows a HotPads property detail page for a 4 br/2.5 ba house in Bonsall, CA. The page is annotated with three pink boxes indicating high-traffic ad placements:

- 300x250**: Located in the top right corner, above the 'Actions' section.
- 160x600**: Located in the bottom right corner, below the 'More Details' section.
- 728x90**: Located at the bottom center, below the 'Surrounding Area Stats' section.

The property details include:

- 4 br/2.5 ba 2810 sqft**
- \$724900**
- 4109 Tierra Vista**
- Bonsall, CA 92003**
- Contact this Property...**
- House for Sale**
- Last updated: 22 days, 3 hours ago**
- 2 For Sale listings at this address: 1 g**
- Pricing**
- 4 beds: \$724,900**
- Full Baths: 2**
- Half Baths: 1**
- Square Feet: 2810**
- Photos**
- Click to enlarge and to close**
- Preview Message**
- Detached - Bonsall, CA**
- Description**
- Just a short sale or REO! Beautiful newer home on more than 2.5 acre flag lot with wonderful views. Home functions as a single story except for a HUGE bonus room above the garage that would be perfect for a theater and game room! Gorgeous kitchen has upscale granite counters & stone backsplash with upgraded stainless steel appliances including stainless steel range hood plus kitchen opens into the large Great Room. Large plank wood floors also add to the appeal. Garage features epoxy floor and built-ins.**
- More Details**
- Property video Site**
- Inquire for more information**
- Listed By**
- Coldwell Banker Residential Brokerage**
- Visit Web Site**
- Surrounding Area Stats**
- | Type | Name | This Listing |
|--------|------------------|--------------|
| Zip | 92003 | 54% less |
| Ctr | Bonsall | 34% less |
| County | San Diego County | 4% more |
| State | CA | 42% more |
- Resources**
- Home Buyers Guide**
- Homeowners Insurance**
- HotPads Insurance Center**
- Moving and Storage Center**

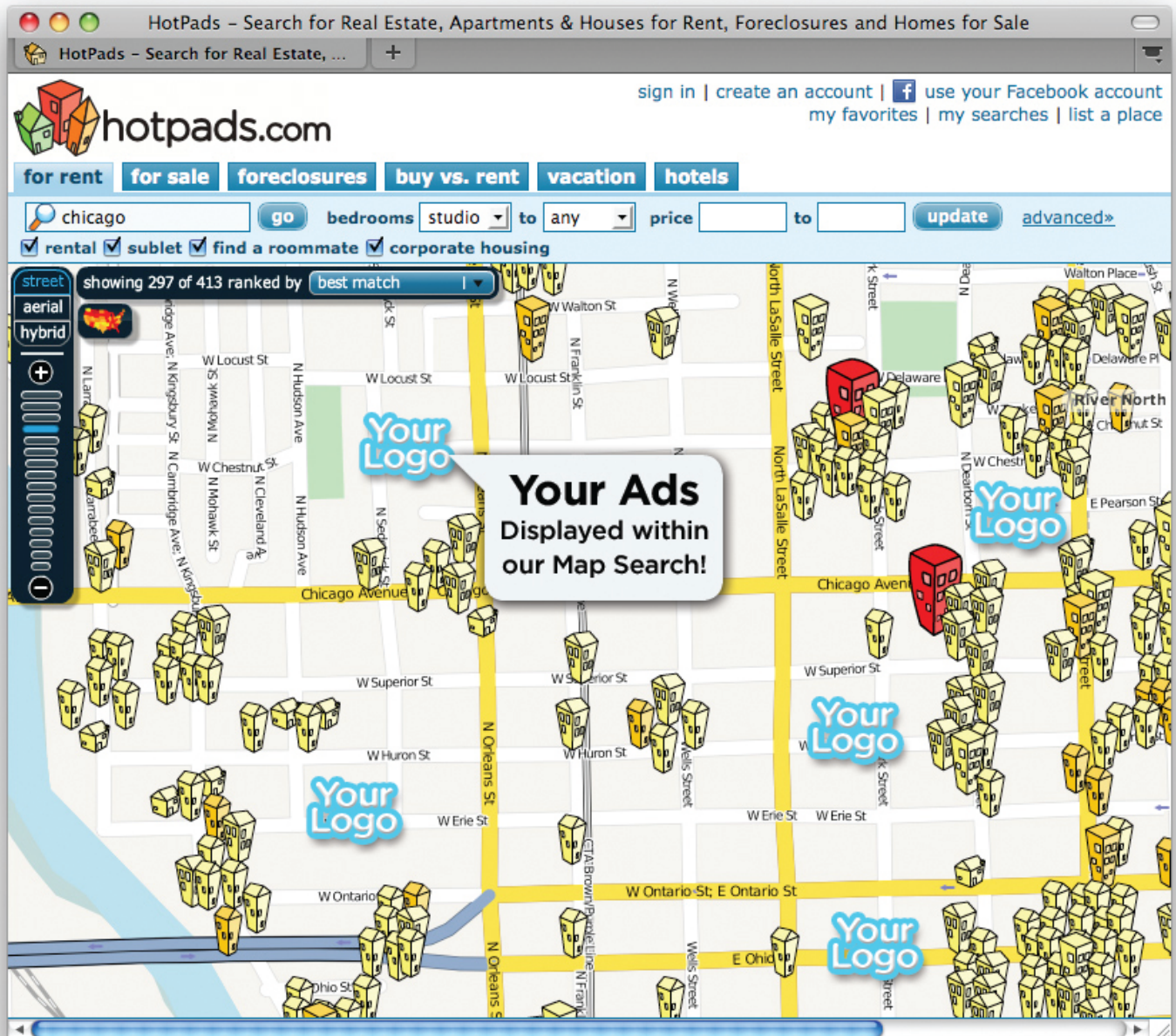
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map insertion ads

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.



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ad specs

ADVERTISING ON HOTPADS.COM

HotPads uses Google Ad Manager 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)
Medium Rectangle (300x250)
Leaderboard (728x90)
Skyscraper (160x600)

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