

All creative is subject to approval by Apartments.com
No user data collection allowed (cookies, personal information etc.)

Ad Copy & Image Content:

- a. Ads must clearly represent the company, brand or product being advertised
- b. Ads CANNOT contain audio that plays without a user's interaction (click)
- c. Ads CANNOT expand without a user's interaction (click)

Prohibited Content

- a. Ads must not be false, misleading or deceptive
- b. Ads cannot contain or reference the following:
 - i. Adult content of any kind
 - ii. Scams, illegal activity, pyramid schemes
 - iii. Offensive or inappropriate language
 - iv. Any religious content
 - v. Any political content
 - vi. Tobacco or alcohol products
 - vii. Gambling
 - viii. Weapons of any kind
 - ix. Get rich quick schemes or programs that position themselves as alternatives to part or full-time work
 - x. Adult friend finders with a sexual emphasis
 - xi. Content that misrepresents health conditions
 - xii. Uncertified pharmaceutical products

Offers/Promotions

- a. Ads cannot be deceptive or fraudulent about any offer made
- b. If an ad shows a discount, a price or a free offer
 - i. The destination URL must link directly to a page where the offer is clearly displayed
 - ii. The ad must clearly state what action(s) need to be taken in order to qualify for the offer

Subscription Services

- a. The destination URL must link directly to a page where the price and billing periods are clearly stated.

APARTMENTS.COM

Position	Creative Size	File Size	Flash File Size	Animation Length	# of Loops	Rich Media Enabled (Y/N)	Accepted Creative File Type	Expandable	Expanded File Size	Expanded File Direction	Additional Expandable Detail	Text	Notes
Leaderboard	728x90	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, IFRAME	Accepted	728x180	Down	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Skyscraper (right rail)	160x600	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, IFRAME	Accepted	320x600	Left	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Skyscraper (right rail--below the fold. Property Detail Page Only)	160x600	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, IFRAME	Accepted	320x600	Left	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Skyscraper (left rail)	120x600	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, IFRAME	N/A	N/A	N/A	N/A	N/A	Expandables are NOT accepted
Big Block	300x250	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, IFRAME, Video	Accepted	600x250	Left	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS, with the exception of the homepage (no expandables on homepage)
Results Page Static Text Link/Logo	65x25/1x1	N/A	N/A	N/A	N/A	No	Gif	N/A	N/A	N/A	N/A	70 characters of text, including spaces. No bold, No all caps.	
Left Navigation Text link	N/A	N/A	N/A	N/A	N/A	No		N/A	N/A	N/A	N/A	20 characters of text, including spaces. No bold. No all caps.	
Property Page Text Link with Logo	120x60	25K	N/A	N/A	N/A	No	Gif	N/A	N/A	N/A	N/A	70 characters of text, including spaces. No bold, No all caps.	
Property Page Premium Text Link-Moving Tools	N/A	N/A	N/A	N/A	N/A	No		N/A	N/A	N/A	N/A	20 characters of text, including spaces. No bold. No all caps.	Only can run 3 at a time

PLEASE NOTE THAT THERE IS A 5 BUSINESS DAY TURNAROUND FOR ALL CREATIVE RECEIVED

FLASH FILE NOTE:

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MOVING CENTER and MANAGER CENTER

Position	Creative Size	File Size	Flash File Size	Animation Length	# of Loops	Rich Media Enabled (Y/N)	Accepted Creative File Type	Expandable	Expanded File Size	Expanded File Direction	Additional Expandable Detail	Text	Notes
Premiere Position - Logo/Text (category page)	620x60 (logo 120x60)	5K	30K	15 seconds	0	No	Gif, JPEG	N/A	N/A	N/A	N/A	Headline text: 20 characters or less, including spaces; Ad Copy: 130 characters or less, including spaces; Specify type of linked text - click here, more info, or free quote	
Property Manager Center Sponsor	N/A	N/A	N/A	N/A	N/A	No						20 characters of text, including spaces. No bold. No all caps.	
Custom Block	400x400 OR 400x600	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	N/A	N/A	N/A	N/A	N/A	
Big Block--Homepage AND Advertiser page	300x250	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe, Video	Accepted	600x250	Left	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Manager Center - Exclusive Partner Placement	728x90	20K	30K	15 seconds	4	Yes	Expandable, GIF, JPEG, Flash, HTML, JS, Iframe	Accepted	728x90	Down	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Apartment Living Article Sponsor (link) on advertiser page	1x1	N/A	N/A	N/A	N/A	No	N/A	N/A	N/A	N/A	N/A	25 characters of text, including spaces. No bold. No all caps.	
Apartment Living Article Sponsor (description) on advertiser page	1x1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	50 characters of text, including spaces. No bold. No all caps.	
Manager Center - Exclusive Partner Placement logo and text	160x160 (logo 120x60)	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	N/A	N/A	N/A	N/A	90 characters of text, including spaces. No bold. No all caps.	

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RentalHomesPlus.com

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Leaderboard	728x90	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	Accepted.	728x180	Down	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Skyscraper (right rail)	160x600	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	Accepted.	320x600	Left	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Skyscraper (left rail)	120x600	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	N/A	N/A	N/A	N/A	N/A	
Skyscraper (right rail--below the fold. Property Detail Page Only)	160x600	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	Accepted.	320x600	Left	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS

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Apartment Living

Position	Creative Size	File Size	Flash File Size	Animation Length	# of Loops	Rich Media Enabled (Y/N)	Accepted Creative File Type	Expandable	Expanded File Size	Expanded File Direction	Additional Expandable Detail	Text	Notes
Leaderboard	728x90	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	Accepted.	728x180	Down	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Skyscraper (right rail)	160x600	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	Accepted.	320x600	Left	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Big Block	300x250	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	Accepted.	600X250	Left	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Apartment Living Homepage Sponsor	120x60	20K	30K	N/A	N/A	N/A	GIF, JPEG, Flash, HTML, JS, Iframe	N/A	N/A	N/A	N/A	N/A	
Apartment Living Article Sponsor	120x60	20K	30K	N/A	N/A	N/A	GIF, JPEG, Flash, HTML, JS, Iframe	N/A	N/A	N/A	N/A	N/A	

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Landlord Resources

Position	Creative Size	File Size	Flash File Size	Animation Length	# of Loops	Rich Media Enabled (Y/N)	Accepted Creative File Type	Expandable	Expanded File Size	Expanded File Direction	Additional Expandable Detail	Text	Notes
Leaderboard	728x90	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	Accepted.	728x180	Down	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Skyscraper (right rail)	160x600	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	Accepted.	320x600	Left	User initiated on click ONLY. Ad Unit must say 'click to expand'. Control = "Close X". Feature = Enable mouse off retraction.	N/A	Expandable ads only available for Direct ad campaigns. Available ROS
Tenant Screening section sponsorship	700x900	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	N/A	N/A	N/A	N/A	N/A	
Section Sponsorship - left rail text link	N/A	N/A	N/A	N/A	N/A	No		N/A	N/A	N/A	N/A	20 characters of text, including spaces. No bold.	
Section Sponsorship - exclusive ad page	400x600	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	N/A	N/A	N/A	N/A	N/A	

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Custom Placements

Position	Creative Size	File Size	Flash File Size	Animation Length	# of Loops	Rich Media Enabled (Y/N)	Accepted Creative File Type	Expandable	Expanded File Size	Expanded File Direction	Additional Expandable Detail	Text	Notes
Map Placement Logo and Text	120x60	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	N/A	N/A	N/A	N/A	22 Characters of text, including spaces, no bold, no all caps	
Text Links - Next to Image	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	20 Characters of text, including spaces, no bold, no all caps	
Moving Center/ Apartment Living Box Sponsor Logo	120x60	20K	30K	N/A	N/A	N/A	GIF, JPEG, Flash, HTML, JS, Iframe	N/A	N/A	N/A	N/A	N/A	
Moving Checklist Sponsor	120x60	20K	30K	N/A	N/A	N/A	GIF, JPEG, Flash, HTML, JS, Iframe	N/A	N/A	N/A	N/A	N/A	
Email Ad	360x150	20K	30K	15 seconds	4	Yes	GIF, JPEG, Flash, HTML, JS, Iframe	N/A	N/A	N/A	N/A		

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