




apartments.com™

Overview

Did you know?

Apartment Home Living and RentalHomesPlus.com are a part of the Apartments.com family of sites.



Together we garner

50 million page views per month

6 million unique visitors per month

Our Web Properties



Gender:

68% Female
32% Male

Age:

84% 18-54

Income:

53% have a HHI of \$50K+
15% have a HHI of \$100K+



a division of Apartments.com

Gender:

64% Female
36% Male

Age:

78% 18-54

Income:

46% have a HHI of \$50K+
11% have a HHI of \$100K+



Gender:

72% Female
28% Male

Age:

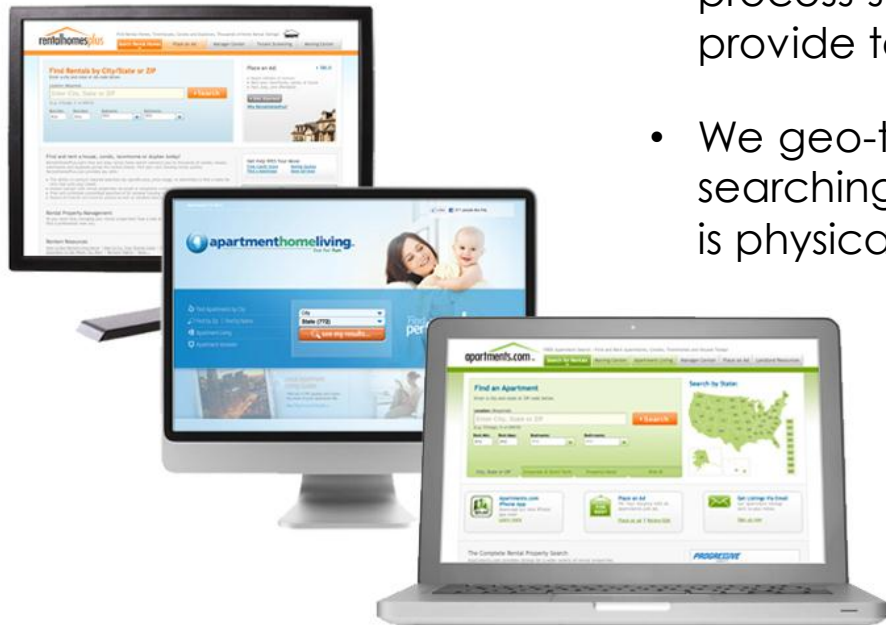
86% 18-54

Income:

59% have a HHI of \$50K+
21% have a HHI of \$100K+

Why Apartments.com Family of Sites?

- We are the leading national online rental resource, with particular strength in major U.S. markets.
- We have more traffic than all competing ad supported rental sites.
- We offer access to renters early in the moving process so you can promote your brands and provide targeted offers.
- We geo-target ads based on where the user is searching for an apartment, and not where the user is physically located (IP address).



Major Life Events Coincide with Moving



Source: Fall 2010 Nielsen @ Plan

Our site visitors have purchased a variety of products online in the last 6 months:

Vacation Packages

- 14%
- Index 172

Baby Clothes

- 19%
- Index 138

Cell Phone Service

- 32%
- Index 136

Women's Clothes

- 63%
- Index 129

Computer Software

- 25%
- Index 115



Source: Winter 2010 Nielsen @ Plan

Position:

- Leaderboard (728x90)
- Skyscraper (160x600)
- Results Text Link (65x25)
- Featured Box (120x60)
- Big Block (300x250)

Cost: \$4-5 CPM

50% or 100% SOV available for either position.

Video, flash, all media is accepted.

The screenshot shows the mobile app interface for apartments.com. At the top, there's a search bar and navigation tabs for 'apartments.com', 'movingcenter', and 'apartmentliving'. Below the search bar, there are several apartment listings with images, prices, and brief descriptions. A sidebar on the right contains filters and a 'Sort' dropdown. At the bottom, there are promotional banners for 'movingcenter', 'apartmentliving', and 'blue nite'.

The screenshot shows the desktop website interface for apartments.com. It features a search bar with fields for 'Location (City, State or ZIP)', 'Rent max', 'Rent min', 'Bedrooms', and 'Bathrooms'. A 'Search' button is prominently displayed. To the right, there's a map of the United States. Below the search bar, there are several promotional boxes: 'Apartments.com iPhone App', 'Place an Ad', 'Get Listings Via Email', 'The Complete Rental Property Search', 'House, Condo and Townhouses', 'Corporate Apartments, Short-Term or Temporary Housing', 'For Rent by Owner', 'apartmentliving', 'movingcenter', and a credit score calculator showing a score of 654. The footer contains navigation links and legal information.

Partnership Opportunities:

- Renters & Auto Insurance
- Personal Finance & Banking
- Moving Services
- Furniture & Home Décor
- Utilities

The screenshot displays the 'movingcenter' section of the apartments.com website. At the top, it features the site's navigation bar with options like 'Search for Rentals', 'Moving Center', 'Apartment Living', 'Manager Center', 'Place an Ad', and 'Landlord Resources'. The main content area is titled 'BANKING & PERSONAL FINANCE' and includes several promotional blocks:

- FREE CREDIT SCORE:** Promotes 'freecreditscore.com' with a 'Check Your Credit Score' link and a logo.
- # 1 Way to Raise Your Credit Score:** Promotes 'glookonline.com' with a link and a logo.
- CREDIT CARD DEALS:** Promotes 'CreditCards.com' with a link and a logo.
- FREE ONLINE BANKING:** Promotes 'ING DIRECT' with a link and a logo.

On the right side, there are additional sections:

- MOVING CHECKLISTS:** Includes links for 'New Apartment Checklist', 'Lease Questions Checklist', and 'Moving Checklist', along with a 'SPONSORED BY: freecreditscore.com' logo.
- apartmentliving:** A section for more living tips with a link to 'Apartment Living'.
- SEARCH RENTALS BY CITY / STATE:** A search form with fields for 'City', 'State' (with a dropdown menu), and 'OR Zip', and a 'Submit' button.
- 3 Credit Scores (Free):** A promotional block for 'FreeScore.com' offering 'Instant Access To Yours Now'.
- Debt Consolidation Loans:** A promotional block for 'FastTrackDebtRelief.com' offering '1 Easy Monthly Pymt. \$15k min. Savings from 0-65%.'.
- Moving Out of State?:** A promotional block for 'Orbitz-Moving.com' offering '65% Discounts from Moving Companies'.
- Orchard Bank MasterCard®:** A promotional block for 'OrchardBank.com' offering 'Start Rebuilding Credit with an Orchard Bank Card. Inquire Today!'.

A vertical 'Feedback' button is located on the far right edge of the page. At the bottom right, it says 'Ads by Google'.


Apartment Living Placements:

- Provide and sponsor category articles
- Sponsor one of our *move*, *live* and *learn* sections

The screenshot shows the apartmentliving.com website with several sponsored placements. At the top right, there's a 'NEW EPISODES SUNDAYS 9PM!' banner for 'ALASKA STATE TROOPERS'. Below it, a 'SPONSORED ARTICLE' for 'RELOCATION.COM' is featured. The main content area includes a 'Moving & Settling In' section with a featured article 'Is a DIY Relocation Right for You?' and a 'Roommates' section with a featured article 'Roommates' and a 'Downsizing' section with a featured article 'All the music you want. JUST 10 BUCKS A MONTH.' There are also sections for 'move', 'learn', and 'live' with various sub-categories like 'Finding the Right Apartment', 'Landlord and Lease Issues', 'Money', 'Health', 'Safety', 'Housekeeping', 'Decorating', 'Entertaining', 'Seasonal', 'Pets', and 'Townhomes For Rent'.

This screenshot shows a grid of sponsored articles and categories on the apartmentliving.com website. The grid includes sections for 'Roommates', 'Downsizing', 'Insurance', 'move', 'learn', and 'live'. Each section contains several sponsored articles with titles and brief descriptions. For example, under 'move', there are articles like 'Finding the Right Apartment', 'Landlord and Lease Issues', 'Moving and Settling In', and 'Roommates and Neighbors'. Under 'learn', there are articles like 'Money', 'Health', 'Safety', and 'Housekeeping'. Under 'live', there are articles like 'Decorating', 'Entertaining', 'Seasonal', and 'Townhomes For Rent'. The grid also features a 'Checklists' section with 'Moving Checklist', 'New Apartment Checklist', and 'Lease Checklist', and a 'movingcenter' section with various moving-related services.

Ad placements in our Apartment Living and Apartments.com emails








Hello,

Your listing results are displayed below. Visit Apartments.com to see the latest results. We are adding more everyday. Be sure to tell the leasing office you found their community on Apartments.com!

Featured Listings

More Listings That Match Your Search | [See more apartment listings](#)

	<p>The Dunes at Richland Oaks 13015 Audelia Rd. Dallas, TX 75243 Check Availability</p>	<p>Rent: \$359 - \$695 Bedrooms: 1 - 2</p>	View This Listing
	<p>The Phoenix Midtown 5555 E. Mockingbird Ln. Dallas, TX 75206 Check Availability</p>	<p>Rent: \$644 - \$1770 Bedrooms: 0 - 3</p>	View This Listing
	<p>Southern Villas 5383 Southern Boulevard Dallas, TX 75240 Check Availability</p>	<p>Rent: \$580 - \$1299 Bedrooms: 0 - 2</p>	View This Listing
	<p>Alexan Design District 1551 Oak Lawn Avenue Dallas, TX 75207 Check Availability</p>	<p>Rent: \$809 - \$2353 Bedrooms: 1 - 2</p>	View This Listing




Try our iPhone App!
[Download now](#)

What's Your Credit Score? 694

FreeCreditScore.com [Find Out!](#) ©2011 Consumer.com, Inc.

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apartmentliving
Essentials For Bringing Your Apartment To Life


In This Issue:

- How to Create a Budget
- Vacationing on a Budget
- How to Buy a Car
- How to Cut Your Energy Costs

Hello,

Do you know how much of your income you should spend on rent? Creating a budget and saving money will help you deal with unexpected expenses, or plan for that much-needed vacation. Whether it's a trip, a car, or just making good financial decisions, you can find useful articles on Apartment Living to help you budget wisely.


[▶ LEARN HOW](#)



How to Create a Budget

Already, you've got a pained look on your face. Just seeing the word "budget" leads to thoughts of scrippies and saving efforts taken to the extreme. Relax for just a second - among those are, un-scrunch your forehead and consider that budgeting will actually help you have more money, not less. You won't need to eat noodles out of a can or wear shoes five seasons old.

[Read entire article >>](#)




\$39/mo
for 6 months

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Registration and service restrictions apply.

Read Reviews, Compare Models & View Buying Guides



Credibility Comes Standard!

[Start Your Research](#)

Vacationing on a Budget

Moving costs, changing jobs, buying new furniture and replacing broken clothes means you probably have a limited budget for sunning under palm trees with a coconut drink in your hand. Apartment.com staffers are no strangers to the need for a nice vacation, so no matter your financial situation, we've got some tips to make that vacation happen sooner than you thought possible. Don't forget the sunscreen!

[Read entire article >>](#)

How to Buy a Car

Getting the best deal on a car is easier than you think! Don't be intimidated by this seemingly difficult process. Learn the basics about buying a car and how to negotiate like a pro.

[Read more >>](#)

How to Cut Your Energy Costs

Did you know there are some very simple things you can do to save hundreds of dollars on your energy bill? With energy costs getting higher and higher, read tips to find ways to save.

[Read more >>](#)

We hope you enjoy Apartment Living. Feel free to leave comments for us on the site or if there's something you really would like to see, send us a note at WhatRentersWant@apartments.com.

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Pete Muscarella

Manager of Online Media Sales

(312) 601-5161

pmuscarella@apartments.com

Lauren Grady

Interactive Sales Executive

(312) 601-5464

lgrady@apartments.com