

# A Powerful Partner

The name says it all - Apartments.com is an easy, intuitive URL for renters to remember and understand. One-third of traffic to the Apartments.com site comes from name recognition.

## Network of Solid Media Partners



- Apartments.com is the only Internet listing service backed by five of the nation's leading media companies
- Apartments.com is the exclusive apartment content provider for more than 170 affiliates, representing local newspaper and television Web sites in 36 of the top 50 markets
- Online newspaper sites attract more visitors than any other local site in 60% of the top markets (The Media Audit)



## Promotional Power of Local Newspapers



- More than \$50 million in annual newspaper advertising driving traffic to Apartments.com
- Minimum print commitment per affiliated newspaper per week
- Sunday circulation of affiliated newspapers is more than 25 million

## Powerful Online Distribution

- National: Apartments.com secures premium positioning on the Internet's most popular search engines and portal sites, including Google, MSN, Yahoo!, AOL and Ask.com
- Local: Apartments.com provides in-depth apartment content to top ranked sites in local markets

## National Media Exposure

Apartments.com contests and publicity efforts have appeared throughout the nation's top media outlets including:

- Today Show
- Dr. Phil
- Fox News
- Bloomberg Radio
- And More!

