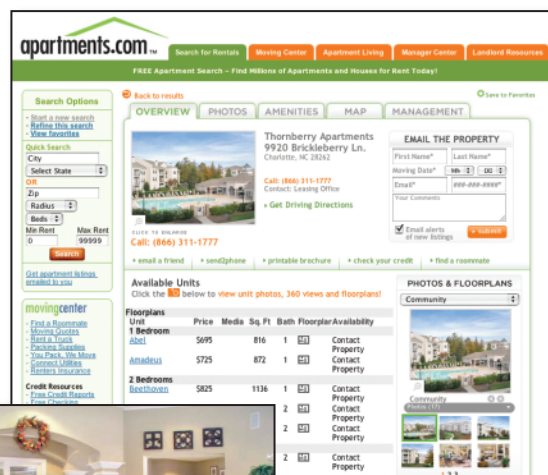


Maintain a premium position within the marketplace and get fantastic exposure to renters

The Gold Ad Package brings renters inside your community without leaving their computer.

- Multimedia Center including:
 - Comprehensive community photographs
 - Interior and exterior of building(s), amenities and common areas
 - Comprehensive interior photographs per floorplan
 - Furnished units, vacant units and occupied units
 - Images for each of your community's floorplans
- Professional digital photography available
- Graphic enrichments of photographs
- Property text description
- Property and management company logos
- Property management link
- Amenity match on 29 search options
- Contact information
- Apartments.com Anywhere mobile marketing exposure
- Hot Leads
 - Email or fax
 - Unique toll-free number
 - Printable brochure
 - Interactive map and driving directions
- Custom Web address
- Online, weekly and monthly lead activity reports

Get renters inside your community. With comprehensive photos of your community and apartment unit features, the Gold Ad Package gives prospects the information they need and gives you highly qualified leads.



Did you know?
 Compared to other sources of rental information, 78% of renters say the Internet is the most useful resource.*

*Frank N. Magid Associates, Apartments.com study.