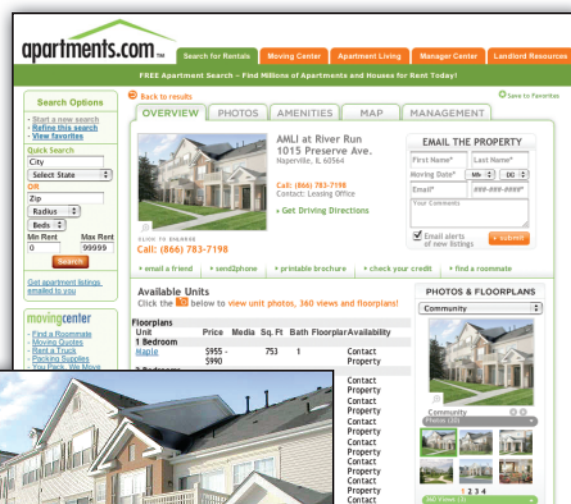


Give renters the information they need to sell themselves

The Silver Ad Package does the work for you.

- Multimedia Center including:
 - Comprehensive community photographs
 - Interior and exterior of building(s), amenities and common areas only
 - Floorplan images and text descriptions
 - 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 your advertising dollars to work harder and take advantage of the exceptional exposure Apartments.com provides your community. With photos of your community and its unique amenities, the Silver Ad Package is an amazingly cost-effective way to reach qualified prospects.



Did you know?
 74% of Internet leads contact your property for more information after seeing your ad online.* Review your ad often and be prepared to answer prospects' questions.

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