

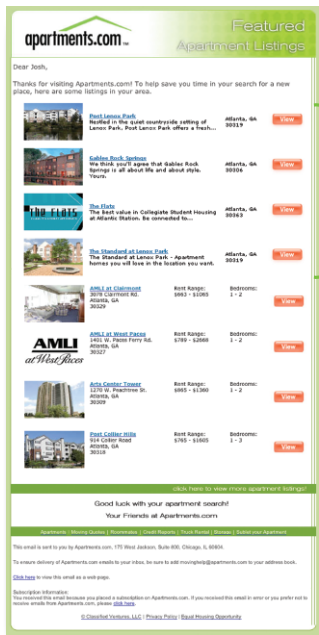
Precision Targeting... Captive Audience

Featured Email Listings place your community in front of renters on the move

Increase exposure and leads to your community with Featured Email Listings. Two unique products allow you to reach a captive audience of renters using targeted emails sent during crucial stages of an Apartments.com visitor's rental search process. These pre-qualified renters have signed up to receive emails containing apartment listings from Apartments.com.

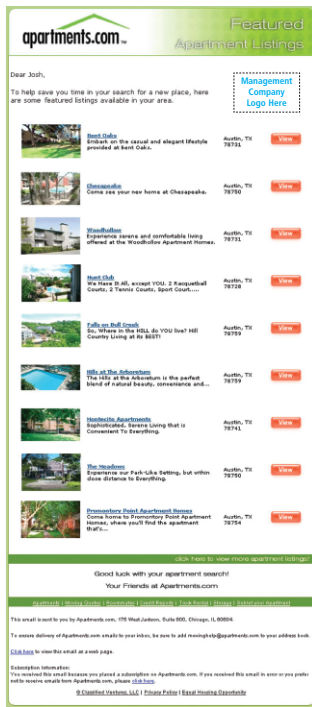
With Featured Email Listings, you can reach these renters to drive exposure, traffic and leads to your properties.

Premium Featured Email Listing



- Your ad appears as a premium position in email delivered to renters in your market
- Four premium positions available per email
- Graphic ad with direct link to your Apartments.com ad
- Exceptional targeting with your ad appearing only in the geographic area you specify
- Listing details:
 - Community photo
 - Property name
 - Property description
 - City/zip code

Exclusive Featured Email Listing



- Your management company's communities are the only listings exclusively highlighted in the email
- Up to ten exclusive positions available per email
- Exceptional targeting with properties that comprise the geographic region you specify
- Listing details include:
 - Management company logo
 - Property name
 - Property description
 - City/zip code
 - Direct links to your Apartments.com ads

Don't miss out on this opportunity to enhance your Apartments.com exposure to renters. For more information or to check availability of Featured Email Listings in your market, contact your Apartments.com account executive.