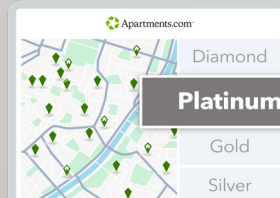




# Platinum Package

Command greater visibility and engagement

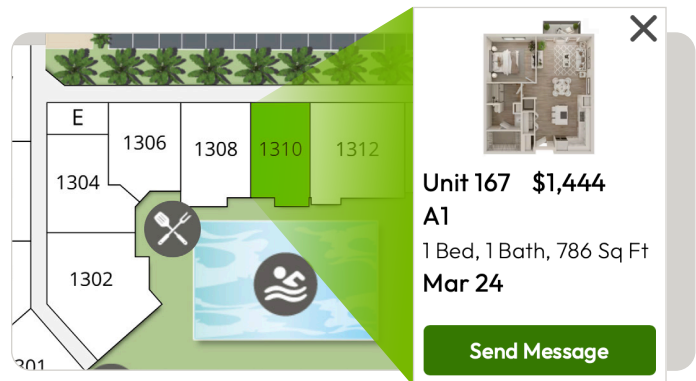


**100%** MORE EXPOSURE THAN SILVER\*



## ✓ Matterport 3D Exterior

Interactive 360° fly around that gives renters a complete exterior preview. Help them understand the full layout, surroundings, and scale of the property before they ever arrive onsite. Exclusively on Apartments.com.



## ✓ Detailed property map

Renters can see where available units are within the community, adding clarity that helps them orient faster, choose the right unit, and reach out with greater confidence.



## ✓ Retargeting

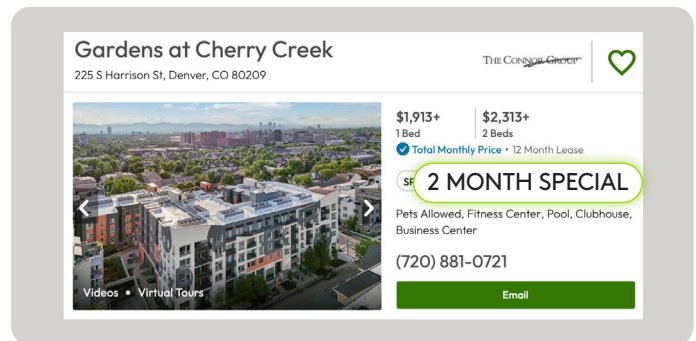
Serve your listings to interested renters on TikTok, Meta, and thousands of top sites as they continue searching, comparing, and narrowing options.

## ✓ Unit-level details

Include leads, amenities, date available, pricing, rent specials, plus photos and floor plan images

## ✓ Tour Scheduling & Apply Now features

Gain access to our highest-converting leads



## ✓ Rent specials on placard

Show deals and promotions upfront in search results to capture attention early. Highlighting specials helps your property stand out and encourages faster engagement from motivated renters.

## ✓ Multi-site exposure

Your listing appears on at least 6 leading rental websites

## ✓ CoStar Market Advantage™

Rent comparables, lead performance, listing quality reports

## Full Platinum Package Features

### Network Exposure

- ✓ 100% + more in exposure vs. Silver package\*
- ✓ Order of appearance under Diamond
- ✓ 6 network sites\*\*
- ✓ Property ads in targeted email campaigns
- ✓ Property management logo
- ✓ Listing on 1 targeted website†
- ✓ Property ads on Facebook, Instagram, other websites

### Listing Exposure

- ✓ Detailed property map
- ✓ Image carousel on search results
- ✓ Rent specials on placard
- ✓ Hi-res photos  
30 produced / 50 total\*
- ✓ Virtual tours  
4 Matterport 3D Tours produced / 6 total\*
- ✓ Tour Scheduling Vendor Integration
- ✓ Dedicated property details page
- ✓ Link to website URL
- ✓ Ratings & reviews
- ✓ Sister properties as "nearby properties"
- ✓ Rent specials on listing page

### Unit Level Details

- ✓ Virtual tours of a unit
- ✓ Unit in detailed property map
- ✓ View from the unit
- ✓ Photos and floor plan images of the unit
- ✓ Unit-level leads
- ✓ Unit-level apply now links
- ✓ Unit-level description and specials
- ✓ Unit amenities
- ✓ Beds, baths, and sq ft of the unit
- ✓ Rental rates and estimated costs
- ✓ Date available for the unit
- ✓ Deposit for a unit
- ✓ Price by lease term/move-in date

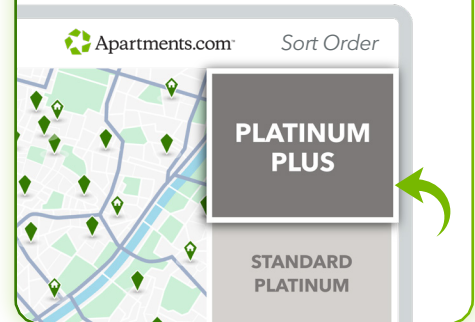
### Additional Resources

- ✓ CoStar rent comps report
- ✓ Lead performance report
- ✓ Listing quality report
- ✓ Call recording
- ✓ Network ad analytics + customer portal
- ✓ MyMedia
- ✓ Rental Tools
- ✓ 50+ integration partners

## PLUS it up!

Upgrade any ad package level to PLUS for even more exposure!

- ✓ 150% more in exposure vs. Silver package\*
- ✓ Appear before all standard Platinum listing packages



## Matterport Max

**71% longer engagement.**  
**23x more leads.**

- ✓ Unlimited Matterport 3D tours
- ✓ Generate and deploy premium marketing assets across all channels
- ✓ Simplify move-ins, move-outs, maintenance, and leasing
- ✓ Only on Apartments.com



## Ready to get started?

Call or email us to discuss which ad package fits your vacancy needs

[apartments.com/advertise](https://apartments.com/advertise) | 888.658.7368

