

2011



Media Kit

Online Advertising Format

BOX:

Size: 300x250 | Maximum File Size: 40k | Timing: 15 seconds of animation
Flash Banner units require use of clickTAG for tracking | Geo targeting available
Appears on: Property Details, Home Page, Stats & Trends and Directory Pages
9mm+ impressions/month

The collage displays three overlapping screenshots of the RealtyTrac website. The top screenshot shows the homepage with navigation links (Home, My RealtyTrac, State & Trends, Learning Center, Directory, Community) and a search bar. The middle screenshot shows a 'Foreclosures' page with statistics: 36,070 Foreclosures, 262,339 Homes for sale, and \$177,653 Average Foreclosure Sales Price. The bottom screenshot shows a 'National Real Estate Trends' page with a map of the US and a 'Foreclosure Rate Heat Map' for November 2010. A 'Lowe's SAVE 10%' banner is overlaid on all three screenshots.