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# 2009 MediaKit



**Overview**

RealtyTrac is the leading online marketplace for foreclosures, with more than 1 million foreclosure and bank-owned homes across the country. RealtyTrac provides foreclosure data to the FDIC, FBI, Federal Reserve bank, MSN House & Home and Yahoo! Real Estate. Our audience owns commanding purchasing power and is made up of individuals who rely on our data and services to help them pursue their goals of real estate learning, purchasing, sales and investment.

- **3+ million monthly unique visitors**
- **25 million monthly page views**
- **65 million monthly impressions**



**RealtyTrac Demographics**

Whether they are first-time home buyers or seasoned real estate investors, our customers tend to be affluent and motivated to make home-related purchases. An impressive **46 percent of our site visitors have an annual household income above \$75,000**, and **28% percent make more than \$100,000**.

| Gender |     | Age   |     | Home Ownership |     |
|--------|-----|-------|-----|----------------|-----|
| Male   | 53% | 18-24 | 2%  | Rent           | 37% |
| Female | 47% | 25-49 | 51% | Own            | 63% |
|        |     | 49-64 | 36% |                |     |
|        |     | 65+   | 9%  |                |     |



## Strategic Partners

We've forged strategic partnerships with major Internet portals and other well-trafficked and trusted websites. We provide the valuable content, data and services that their visitors are looking for. These partnerships draw high-caliber and motivated consumers to RealtyTrac and help establish RealtyTrac as the most comprehensive and convenient marketplace for home buyers, sellers, investors and other real estate professionals. Our partners include the following:



## Advertising Banner Units & Rates

Brand your company and products to a national audience, or geo-target down to the zip code level. Choose from five different ad units (see below) with placements on our most heavily trafficked pages and reach a highly targeted and motivated audience. Sizes are in pixels (width x height).

| Unit            | Size      | Rate          |
|-----------------|-----------|---------------|
| Leaderboard     | 728 x 90  | Call for rate |
| Skyscraper      | 120 x 600 | Call for rate |
| Vertical Banner | 120 x 240 | Call for rate |
| Rectangle       | 300 x 250 | Call for rate |
| Pop-Under       | 720 x 300 | Call for rate |

For general and rate information, please call our Advertising department at 949.502.8300 x252.



**Ad Banner Specifications**

|                     | Leaderboard                      | Skyscraper | Vert Banner | Rectangle | Pop-Under |
|---------------------|----------------------------------|------------|-------------|-----------|-----------|
| Dimensions          | 728 x 90                         | 120 x 600  | 120 x 240   | 300 x 250 | 720 x 300 |
| Maximum File Size   | 40K                              |            |             | 50K       |           |
| Accepted File Types | html, gif, jpg flash, javascript |            |             |           |           |

Please call **949.502.8300 x252** with questions regarding rich media, videos, expandables, peel-aways, etc.

**Ad Serving Technology**

**Geo-Targeting capabilities allows advertisers to target by state, city, ZIP code and area code.**

Location affects every advertising decision – where to advertise, what to promote and what the message should be. Simply, advertisers can market more effectively when they know where their viewers are and how they’ll view an ad.

**Site-Targeting capabilities allow advertisers to target by channel/vertical.**

Targeting a specific ad to a specific channel creates a more relevant user experience – enabling advertisers to connect with people who are most likely to be interested in their product or service.

**Behavioral Targeting allows advertisers to target by behavioral segment.**

Find relevant audiences based on where they go and what they do online based on behavioral targeting.

- Post-Click and Post-Impression Action Tracking to Increase eCPM rates
- Real-Time Reporting
- Integration of frequency and revenue caps

**Creative Development**

If you’re interested in advertising with RealtyTrac, but lack the resources to produce the creative for an ad, we can help! Just provide us with your concept and our design and technology teams will develop the creative for you. Contact us at **949.502.8300 x252** or at [advertising@realtytrac.com](mailto:advertising@realtytrac.com) for more details.

