



Media Kit



# RENTAL MARKETS

RENT SMARTER

## ➤ Who we are

Rental Markets, Inc. owns and manages a suite of online resources to help apartment renters and tenants rent, live and buy smarter.

Our suite of online sites provide services for Apartment Listings, Apartment Reviews, Apartment Advice, Relocation Employment, Roommates, Rental Rewards, and a Social Network to Connect with Fellow Tenants and their Apartment Community.



- Find an Apartment
- Get Apartment Reviews
- Find Moving Resources
- Find Employment

- Find a Roommate
- Find Rental Resources
- Post an Apartment Community
- Post a job

### ➤ Advertise

Banner ads, Text ads, Sponsored ads, Registrations, Data Feeds & Partnerships

### ➤ Target

Apartment dwellers & Communities, Relocation audience, College students and graduates, Job seekers and Employers, Apartment Community Managers

### ➤ Exposure

293,880	Visits per month and growing
82.59%	New Visitors
1,255,616	Page Views
4.27	Pages/Visit




The screenshot shows the ApartmentLinks website interface. At the top, there's a navigation menu with options like 'Find an Apartment', 'Rental Resources', 'Apartment Posts', 'Moving Center', 'Managers', 'Rent Smarter Blog', and 'Relocation Jobs'. Below this is a search section titled 'Start Searching for an Apartment' with fields for location, min/max rent, bedrooms, and bathrooms. There's also a section for 'Already Know the Apartment Name?'. On the right side, there's a 'Relocation Jobs' section powered by realmatch, listing various job categories like Project Manager, Transportation Modeller, etc. At the bottom, there's a 'Select a State' section with a map of the United States and a list of states: NH, VT, MA, RI, CT, NJ, DE, MD, DC, HI, AK.

[www.apartmentlinks.com](http://www.apartmentlinks.com)

A Rental Markets, Inc. Property

- Read Apartment Reviews
- Find a Roommate
- Find an Apartment
- Find Employment
- Post an Apartment Review
- Get Apartment Advice
- Post an Apartment Community
- Post a job

## ➤ Advertise

Banner ads, Text ads, Sponsored ads, Registrations, Data Feeds & Partnerships

## ➤ Target

Apartment Dwellers & Communities, Relocation audience, College students and graduates, Job Seekers and Employers  
The site attracts a young adult, mostly female audience.

## ➤ Exposure

304,172	Visits per month and growing
84.03%	New Visitors
1,141,077	Page views
3.75	Pages/Visit




The screenshot shows the ApartmentReviews website homepage. At the top, there's a navigation bar with links for 'List Your Rental', 'My Account', 'Login', 'My Favorites', and 'Sign Up (it's Free)'. Below this is a search bar with the text 'Find Apartment Reviews' and a search button. The main content area is divided into several sections: 'Click A State To Browse Reviews' with a map of the United States, 'Read What Renters Are Saying' with a search box and text about finding apartments, 'Relocation Jobs' with a list of job titles like 'Project Manager' and 'Transportation Modeller', 'Recent Apartment Reviews' with user testimonials and ratings, and 'Apartment Advice!' with a search box for questions and a 'Get Advice' button.

- Find a Room
- Post for a Roommate
- Browse Roommates

- Create a Profile
- Upload Photos and Videos
- Exchange Messages

### ➤ Advertise

Banner ads, Text ads, Sponsored ads, Contests, Registrations, Data Feeds & Partnerships

### ➤ Target

Apartment Dwellers, Home Owners & Renters, College students and graduates

### ➤ Exposure

2,021	Visitors per month and growing
90.65%	New Visitors
8,052	Page views
3.98	Pages/Visit




The screenshot shows the GetARoomie website homepage. At the top, there's a navigation bar with links: Home, Getting Started, Search, Browse, Need Help?, Log In, and Video Contest. A prominent banner for the 'MESSIEST ROOMMATE CONTEST' is visible, with the tagline 'Get Connected With Your Next Roommate - A Totally Free Service'. Below the navigation, there are three main content areas: 'Why GetARoomie?' which lists 'Free', 'Simple', and 'Better' benefits; 'Search Now!' which includes a search form with fields for 'Roomie who' (set to 'Needs A Room'), 'Zip Code', and 'Radius' (set to '1 mile'), and a 'Search' button; and 'MEMBER LOGIN' with fields for 'Email' and 'Password', a 'Remember me' checkbox, and a 'Login' button. A 'Join Now FOR FREE' button is also present. At the bottom, there's a footer with 'About Us | Privacy Policy | Terms of Use | Site Map | Contact Us' and a copyright notice for 2007 GetARoomie.com. A 'Roommate Articles' section lists various helpful guides like 'Effective Roommate Search' and 'How to Create an Effective Roommate Profile'.

- User Generated Information
- Submit Apartment Reviews
- Upload Photos and Videos
- Purchase products and Services
- Earn Points Toward a New Home
- Promote Your Rental Community
- Connect With Your Neighbors
- Advertise products and services

## ➤ Advertise

Banner ads, Text ads, Sponsored ads, Affiliates, Registrations, Data Feeds & Partnerships

## ➤ Target

Apartment Dwellers, College students and graduates, Apartment Communities

## ➤ Exposure

New

[Learn More](#) | [Take a Tour](#) | [Join Rental Resident](#)

Find An Apartment



Get Started

Read Apartment Reviews



Get Started

Earn Rental Rewards



Get Started

### Welcome to Rental Resident

Rental Resident is a one of a kind site that helps you rent and buy smarter. We provide you with all the resources you'll need to make the best decision about renting your next apartment.

You can browse through [apartment listings](#) and [apartment reviews](#) to narrow your search. Use our [Rental Rewards program](#) to receive discounts on moving related services.

Once you've moved in, purchase products through our program and receive cash points. Rental Resident is your home away from home.

### Sign In Here

Email

Password

[Forgot Password?](#) | [Not a Member?](#)

[Sign In](#)

- Submit Your Apartment
- Pay your rent
- Earn Bonus & Cash Points
- Purchase products and Services
- Create a Profile
- Invite Your Friends
- Redeem Bonus & Cash Points
- Advertise products and services

## ➤ Advertise

Banner ads, Text ads, Sponsored ads, Affiliates, Registrations, Data Feeds & Partnerships

## ➤ Target

Apartment Residents, College students and graduates, Apartment Communities

## ➤ Exposure

New



The screenshot shows the Rental Rewards website interface. At the top, there's a navigation bar with the Rental Rewards logo, the tagline "Buy Smarter. Earn More.", and a "Join Now!" button. Below the navigation bar, there's a search bar and a "Need to find a merchant or product fast?" prompt. The main content area features several promotional banners and product listings. On the left, there's a "CENTER STAGE" section with links to Apartment Search, Free Moving Quotes, Find a Roommate, Renters' Insurance, Moving Boxes, and Credit Reports. Below that is a "MARKET STREET" section with links to Beauty & Fragrance, Bed & Bath, Books, Clothing, Computers, Employment, Entertainment, Family & Kids, Finances, Flowers & Gifts, Jewelry & Accessories, and Office. The main content area includes a "Signup and earn \$50" banner, a "Welcome To Rewards Shopping" banner, and a "Brands in the Spotlight" section with listings for SpaLook, 123 MOVERS.COM, ShoeMall, and FragranceNet. Below that is a "Hot Deals for You" section with listings for Inkjets, StubHub!, DishNetwork, and Perfect Match. On the right side, there's a "Jewels for ME!" banner and an "Earn up to 250 Points" section with a poll question: "Are you, or is someone you love, dealing with a chronic medical condition?". At the bottom right, there's a "photobook sale 25-50% OFF" banner.



Get Connected!

- Connect with other Residents
- Post to Classifieds & Events
- Earn Rental Rewards
- Manage Your Next Move
- Pay Rent Online
- Submit Maintenance Requests

### ➤ Advertise

Banner ads, Text ads, Sponsored ads, Contests, Registrations, Data Feeds & Partnerships

### ➤ Target

Apartment Dwellers, College students and graduates, Apartment Communities

### ➤ Exposure

New



Home | Rental Rewards | Tour

JOIN THE COLONY

**Join The Colony** [Join Now!](#)

Find out who lives in your apartment community and get connected

Upload	Post	Manage
<ul style="list-style-type: none"> <li>• Photos</li> <li>• Videos</li> <li>• Classified</li> <li>• Ant Notes</li> </ul> <p>Upload photos, videos and Ant Notes. Share with your whole Colony. Sell items on 10ants classifieds</p>	<ul style="list-style-type: none"> <li>• Blogs</li> <li>• News</li> <li>• Invites</li> <li>• Events</li> </ul> <p>Create and publish your own blog Post news and events - personal and community Message other tenants - Invite to Groups</p>	<ul style="list-style-type: none"> <li>▶ Rental Cash Rewards</li> <li>▶ Your Next Move</li> <li>▶ Rent Payments Online</li> <li>▶ Maintenance Requests</li> </ul>

[Create an Account Get Connected!](#)
[Find Out Who's Connected at Your Apartment Community Make A Friend!](#)
[Find Your Friends on 10ants Message a Friend](#)

[About Us](#) [Suggestions](#) [Terms](#) [Privacy](#) [Contact Us](#) [Manager Sign Up](#) [Help](#)

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# ATLANTA APARTMENTS

Including sites covering over 100 other cities across the U.S.

Chicago - L.A. - Miami - NYC - Dallas - Houston - Seattle - Orlando

- Find an Apartment
- Read Apartment Reviews
- Find Moving Resources
- Find Local Businesses
- Find Local Events
- Find Local Shopping
- Post an Apartment Community
- Learn about the Neighborhoods

## ➤ Advertise

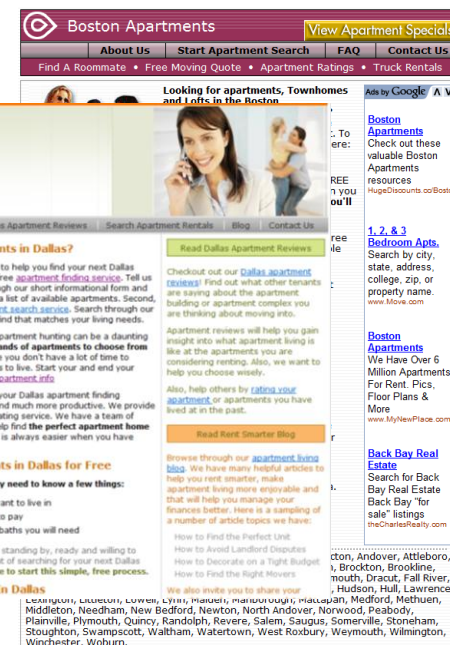
Banner ads, Text ads, Sponsored ads, Registrations, Data Feeds & Partnerships

## ➤ Target

City specific Apartment dwellers & Communities, Relocation audience, College students and graduates, Apartment Managers

## ➤ Exposure

1,000,000 Visitors per month and growing



Complete website list available

A Rental Markets, Inc. Property

# Rates & Specs

728 x 90  
Leader Board

Rental Markets offers IAB Standard size creative units on all of our sites.

## Rates

- \$10 CPM for a nationwide campaign
- \$12 CPM targeted by region or city
- \$15 CPM targeted by neighborhood
- \$30 CPM for inclusion in our Monthly Newsletter or email updates

## Creative Specs

- We accept GIF, JPG, Java and Flash creative
- Audio and video creative is accepted, but must be user initiated with a prominent on and off button.
- 30K max.

## Custom Promotions

Ask us about custom sponsorships, contests and featured offer opportunities.

## Partnerships

Increase your revenue! Ask us about custom partnership opportunities!

120 x 600  
Skyscraper

120 x 240  
Vertical Banner

Other sizes  
available



# RENTALMARKETS

RENT SMARTER

*Enriching the rental lifestyle  
through our  
Partners, Sponsors & Advertisers*





Multiple ad types, sizes and placements – Data Feeds – Geo-targeted advertising available

Explore the opportunities with us!

Partnership, Sponsor, Advertising, Affiliate Programs,  
& Investor Relations

*Contact:*

[Vicki@rentalmarkets.com](mailto:Vicki@rentalmarkets.com)

*Visit us at:*

[www.rentalmarkets.com](http://www.rentalmarkets.com)