

Advertising Solutions for Rentals & Real Estate

Homes & Real Estate • Online Real Estate Packages
• Parade of Homes™ • Home Show • Apartment
Videos • Homes of the Week • Featured Realtors •
Online Opportunities • Condo Packages •
Enhanced Classified Listings • Real Estate
• Online Real Estate Packages • Parade of Homes™
• Home Show • Homes of the Week • Featured
Condo Sales • Real Estate Listings
• Home Show • Homes of the Week • Featured
Packages • Real Estate



Agents and Brokers

Attention Agents & Brokers:

In real estate you know how vital it is to stay current with your marketing methods. In February 2009, Bernice Ross from the Inman News agency ran a few articles on the recent NAR Profile of Home Buyers and Sellers for 2008. We would like to share some of her statistics to help you form your marketing plan:

- 87% of home buyers used the internet to search for homes – that is up from 77% five years ago.
- 11X more home buyers begin their search process on the internet than in print.
- Only 1% of home buyers located their Agents through yellow pages, direct mail and specialty advertising.
- Photos! Photos! Photos! The more the better. “Buyers overwhelmingly cited that photos (86 percent) coupled with detailed information (84 percent) and virtual tours (68 percent) were the most useful Web site features to them. Two studies conducted by Point2Agent in 2007 and 2008 showed that having 16 photos (as opposed to 15 photos) resulted in 33 percent more page views. Based upon the Point2Agent study, the optimum number of photos for lead conversion is a minimum of 20.

Source: Part 2: Marketing to today’s buyers and sellers” by Bernice Ross
February 2009, Inman News

- 56% of home buyers use newspapers in their buying decision.

Source: NAA

We have bundled the most popular features of The Gainesville Sun and Gainesville.com to help you target your advertising dollar. No matter what your specialty, commercial, residential or property management, or even just brand enhancement, we can tailor a package that will work for you.

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Also Available: Blog on Gainesville.com and Banner Advertising - check with your Gainesville Sun account executive for more information.

To Advertise: contact your Gainesville Sun account executive or call 352.374.5079 for **online** or 352.374.5014 for **print**.



IN PARTNERSHIP WITH



Homes of the Week

Place Your Featured Home in Saturday's Homes & Real Estate

Now you can advertise your featured home for sale in Homes of the Week, located in Saturday's classified section, Homes & Real Estate. Your 4.75" x 1.75" color ad includes the photo and description of the home, plus your photo and contact information *AND* you get online exposure: your listing will appear on Gainesville.com's home page as a Featured Home. When you place your listing in Homes & Real Estate, **you extend your reach to all of the greater Gainesville area.**

Real Estate in Gainesville

When buyers are seeking a home in Gainesville, the first place they look is in Homes & Real Estate. Because Homes & Real Estate is printed weekly, readers can be assured that this publication contains the most current listings in the greater Alachua County area.

Advertise your home for sale in color in Saturday's Homes & Real Estate.

PLUS: receive online exposure. Your featured home will appear on the Gainesville.com home page!



Online
& Print!

Only

\$150

per week

Online Real Estate Agent Packages

Extend your reach! Sign up for 12 months with an Online Agent Package and get your first month FREE!

Homes.Gainesville.com is the most comprehensive real estate source in and around Gainesville. Whether your client is a professional or a student, access to Gainesville real estate via Homes.Gainesville.com is almost effortless, with more than 6,600 area listings for rentals and homes for sale. You can direct your clients to the *Newcomer's Guide* link, the best source for everything they need to know about their new hometown. You'll also find articles from The Gainesville Sun's *Homes & Real Estate* section online, featuring area homes, decor and home services. The site also links to Gainesville Magazine's *Featured Home*, spotlighting one outstanding home each issue.



Homes.Gainesville.com Stats:

Spring 2008 Page Views: 792,267
Average Monthly Page Views: 176,059
Average Monthly Unique Visitors: 10,000
Spring 2008 Total Listings Displayed on Results Page: 7,030,369
Click-throughs on Listings to Detail Pages: 240,061

Gainesville.com User Stats:

Persons Age 25-54: 57%
College Educated: 84%
Home Owner: 79%
Renter: 21%
Income of \$50,000 or more: 57%
Live in Alachua County: 81%

Online Services Package Includes:

- Featured Agent on Homes.Gainesville.com homepage
- Property price
- Bedroom & Full/Half Bath info
- Total Square Footage
- Property Description
- Amenity Information
- Phone Number (company or agent)
- Company Name
- Company Logo
- New Listing Icons
- Highlighted Listings on Search Results
- Agent Photo with Listings
- Open House Icons
- Up to 10 Property Photos
- Map of Area
- Driving Directions
- Virtual Tour Link
- Visit Website Link
- See "Matching Listings" Link
- Enhanced Agent Directory Listings with Agent Photo
- Agent 1 Contact Name
- Agent 1 Phone Number
- Agent 1 Leads via email
- Agent 2 Contact Name
- Agent 2 Leads via email
- Agent 2 Phone Number

\$40*

per month

Multimedia Services Package Includes:

Online —

All Online Services plus a Neighborhood Expert Listing (up to 2 areas)

In Print —

Featured Realtor in print ads appearing 52 times in The Gainesville Sun

\$100*

per month

For a Limited Time Only:

Have your listings featured on the home page of gainesville.com

\$150

* With a 12-month agreement

Apartment Videos on Gainesville.com

A Dynamic Virtual Tour Gets Your Rental Property *on the Map!*

Where's the first place you look for rentals in Gainesville? Gainesville.com, of course! And now Gainesville.com offers virtual ad space. Whether you are an agent promoting your particular brand of customer service or advertising a luxurious rental, or a manager describing an apartment complex, the best way to get the word out is with a 30-second virtual tour with voiceover on Gainesville.com. You can include property lifestyle details such as amenities and activities, plus promotions and move-in specials. Let potential new residents see your property in a whole new light with a professionally produced virtual tour! With nearly **5.1 million page views**, the most efficient use of your advertising dollar is clearly with Gainesville.com, call your account executive today!



Management Companies may also take advantage of discounts based on the number of properties advertised in their video:

# of Properties	Rate per month	# of Properties	Rate per month
One	\$350	Six	\$1575
Two	\$630	Seven	\$1835
Three	\$895	Eight	\$1960
Four	\$1120	Nine	\$2205
Five	\$1315	Ten	\$2450

\$350* per month

* With a 12-month agreement

5a

Mobile Real Estate

Home Buyers Can Shop for a Home *on the Go!*

Home buyers can access real estate listings found on homes.gainesville.com anywhere, anytime with our mobile real estate service. Easy and convenient, real estate listings, complete with details, photos and realtor contact information can be delivered directly to a home buyer's mobile device. It's free to use and easy to subscribe! Home buyers can visit re.gainesville.com from their mobile device, or sign up at homes.gainesville.com.



Send to mobile

Listing Details

Price: \$425,000
 Listing ID: 555000
 Bedrooms: 4
 Full Baths: 3
 Half Baths: 2
 Type: Single Family Home

5b



homes.gainesville.com

IN PARTNERSHIP WITH



Enhanced Classified Listings

Promote yourself and your business for only \$15.07 per day!

Why get lost in the mix when you can stand out in the Classified section with our all-new Enhanced Classified Listings. The enhanced listing gives you a black & white photo and twenty lines of copy with a border for only **\$105.50 for seven days**. But we don't just give you seven days in The Gainesville Sun — the one low price also gets you one day in The Gainesville Guardian, one day in The Gainesville Voice and seven days online at Gainesville.com!

Don't blend with the competition — be head and shoulders above the rest and try our new Enhanced Listings today!



6a

Spring and Fall Parade of Homes™



The Gainesville Sun is proud to be the official publication for the Builders Association of North Central Florida Parade of Homes™, which takes place every Spring and Fall in North Central Florida, and features the newest homes in our area. The booklet publishes the Saturday that kicks off the Parade of Homes™. Call your account executive to be included!

6b

Front Page Advertising

Bright, bold colors that jump off the page!

Great for: Special Offers • Online Promotions • Creating Name Recognition • High-profile Open House

TAB-ON™



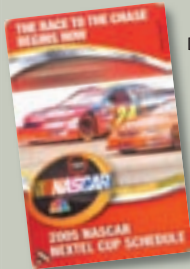
Single-sided and available in two sizes and a variety of colors.

3x3 Tab-On prices:

Quantity	25,000	37,500	50,000 +
1 spot color	\$42	\$39	\$36
2 spot colors	\$43	\$40	\$37
3 spot colors	\$44	\$41	\$38
4 spot colors	\$45	\$42	\$39
Full process color	\$47	\$44	\$41

Costs are per thousand. White or yellow background does not count as a color. All other background colors count as a color. Special shapes or metallized paper—add \$10 per thousand.

VERSA CARDS™



Double-sided and more durable cards extend the life of your ad. No adhesive residue left on cards.

Great for temporary memberships, punch cards and reward programs.

Quantity	25,000	50,000 +
2 colors/1 color	\$79	\$67
3 colors/1 color	\$120	\$72

Costs are per thousand.

All background colors are charged as a color.

VERSA COUPONS™



Double-sided. Great for contests, instant redemption coupons, mail-in offers and rebates.

Quantity	25,000	50,000 +
2 colors/1 color	\$99	\$59
3 colors/1 color	\$102	\$61
4 spot color/1 color	\$106	\$65

Costs are per thousand.

All background colors are charged as a color.

POWER BOOKS™



Double-sided, eight-page, full color glossy "mini-magazine."

\$75 per 1,000. 50,000 minimum.

Costs are per thousand.

Includes 4 color process.

Background colors available in: White, Yellow, Red (PMS 485), Green (PMS 374), Purple (PMS 264), Pink (PMS 231), Orange (PMS 151), Blue (PMS 285)
Standard printing colors available: Black, Blue (PMS 300), Brown (PMS 168), Burgundy (PMS 215), Cyan, Green (PMS 347), Magenta, Process Yellow, Purple (PMS 527), Red (PMS 185), and Teal (PMS 320)

Overprinting colors on background colors will result in color variations. PMS color matches are available for \$100 per color.

Production Deadlines: Reservation is 28 days prior; Camera Ready is 21 days prior; "Rush Orders" will incur additional charges.

7a

Expanding Navigation for Real Estate

Highlight Your Listings at Gainesville.com

This new featured ad will put your product at the top of the line when your customers visit Gainesville.com to shop for local real estate. As a person moves his or her mouse over the Real Estate tab at Gainesville.com, an advertisement that lists content from your listings will appear under the tab. For realtors, brokers and agents, the ad also appears automatically under the Real Estate tab on the home page.

Target your audience directly with this attractive, content-rich feature!



Real Estate Expanded Navigation Ad

\$750 per Month

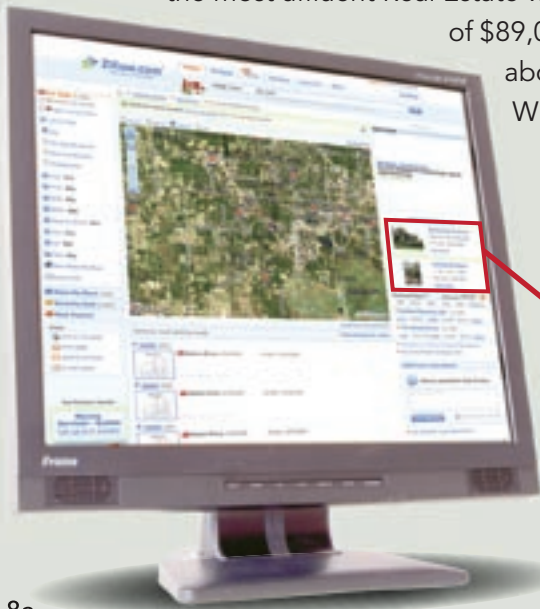
- Includes Real Estate Section Front Featured Property
- Target specific properties or run all your listings on a rotation
- Automatically featured on the home page (Maximum of 3 advertisers)

7b

Zillow.com Partnership

Expand Your Reach: Get Showcase Ads that Target your Zip Code Nationally

People who are moving more than 50 miles from their current home begin looking for their next one on Zillow.com, the second-largest Real Estate site with 5.5 million unique users, 2/3 of whom are buyers. With millions of "for sale" listings (80+ million), a home for sale on Zillow.com receives 200x more page views than one that isn't. Zillow.com is the most affluent Real Estate website: 90% of users own a home and have a median household income of \$89,044 (that's higher than Forbes.com). More than 40% of users have incomes above \$100,000 and 20% are over \$150,000 median household income. When you want a national reach, **start with Zillow.com!**



Advertise with Showcase Ads

	Gainesville, FL Home 5 bd 4.0 ba 3,403 sqft For Sale: \$425,000 See listing
	Gainesville Home -- bd -- ba -- sqft For Sale: \$25,000 See listing

Whether you are an agent or a broker, you can showcase yourself, your brokerage or a listing with a Showcase Ad on Zillow.com. When a home buyer is seeking a listing in your zip code, you are the first to be seen!

8a

Real Estate Behavioral Targeting on Yahoo.com

Make Your Advertising Targeted and Efficient with Yahoo.com

Did you know that searching for real estate information is the second most popular online activity? Over 50 million monthly real estate queries occur on Yahoo.com. Of the 800+ million people on the internet, 500 million are Yahoo! users. That's 88% of home purchase intenders. By using behavioral targeting through Yahoo.com you will have:

- Broad reach to quality audiences
- Unmatched consumer insights
- Increased relevance and engagement
- Partnership for results



As your customers travel the Internet through Yahoo!, we gain insights on how they spend their time and their interests and behaviors. We aggregate what we learn about them to deliver the audiences you want to reach. Interest is targeted through searches and clicks, relevant pages viewed and/or advertising clicked.

Take advantage of all the consumer information in Yahoo! It's available to you.

Right Message. Right Person. Right Time.



8b

Boost your Search Results

Reach your customers when they're ready to buy.

Did you ever wonder how certain sites always turn up at the top of Ask.com, MSN.com, Google or Yahoo searches? The advertisers use strategic placement and you can make that strategy work for you. The next time a potential customer searches "Gainesville Real Estate," make sure you are the one they see first!

Search Booster Packages

Package 1

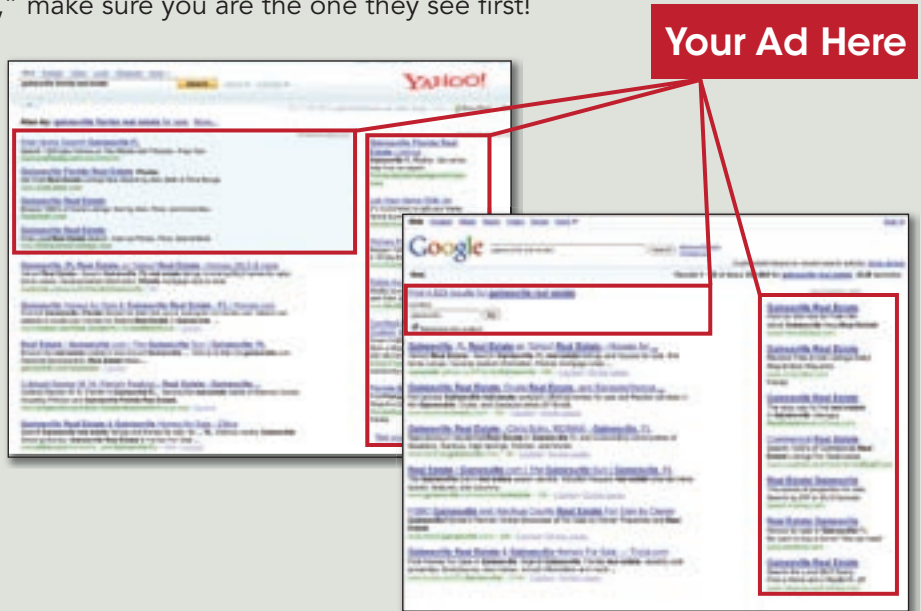
- 50 clicks per month
- Customized Search Landing Page
- Call Tracking Phone Number

\$265

Package 2

- 100 clicks per month
- Customized Search Landing Page
- Call Tracking Phone Number

\$465



9a

Velocity Packages

Velocity: Partnership with The Gainesville Sun to Grow Your Business

Velocity offers an advertising campaign that will **get you noticed**. Your package includes a custom designed website with enhanced keyword search directory, plus a banner ad with guaranteed impressions. Take advantage of our professional advertising designers who work with you to create your web campaign that includes monthly hosting and maintenance. Velocity is the most affordable, effective and locally focused advertising package available because it includes web and a variety of print options.

Why Velocity? **Affordable • Limited Availability
Locally Focused • Proven Effective**

Call today for your **Print and Web Campaign.**



9b

Online Broker Packages

Homes.Gainesville.com is where people in and around Gainesville look first.

Homes.Gainesville.com's broker packages are the best value for your advertising budget. Help direct traffic to your business by taking advantage of all the services that you could need.



Results Page

Property Detail Page



Hyperlink

Online Listing & Display Services

- All Online Listing Services
- Real Estate Home Page Logo/Link
- On Homes.Gainesville.com your choice: Featured Property, Community or Builder Banner
- Banner ads in rotation (160x600 or 728x90) on results pages and home page of real estate
- Banner ads in rotation (300x250) on article pages; minimum of 10,000 impressions/month.

Average Listings per Month 1 - 49 / 50 - 299 / 300+
 Monthly rate \$320* / \$450* / \$600*

Online Listing Services

- All Property Listings
- Phone Number (Company or Agent 1)
- Company Name
- Company Logo
- Agent 1 Leads via Email
- New Listing Icons
- Up to 10 Property Photos
- Virtual Tour Link
- Map of Area
- Driving Directions
- Hyperlink of the Listing
- Broker Web Link
- Matching Listings Link

Average Listings per Month 1 - 49 / 50 - 299 / 300+
 Monthly rate \$100* / \$180* / \$300*

* With a 12-month agreement