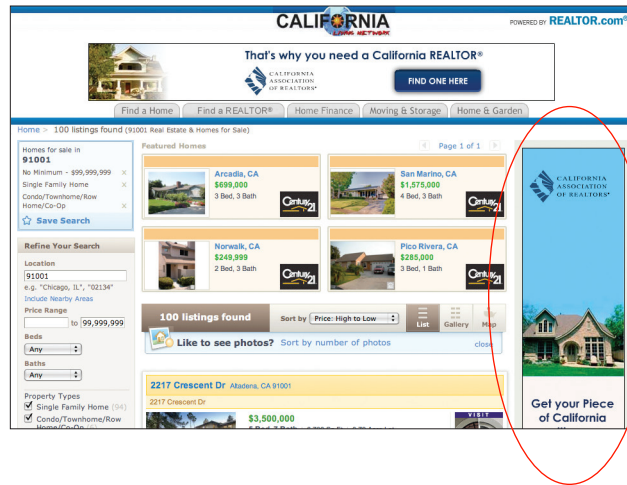


# ca.realtor.com Property Listing Web Site

**Consumer Targeted**

As the leading Web site for real estate listings in California, ca.realtor.com provides consumers all the listing details they need for free on California's largest real estate database. Search individual cities by price, size, and neighborhood and find information including home price, year built, pictures, number of bedrooms, and other property features.

Ad impressions per month:  
**800,000**



87% of home buyers use the Internet in their search.

Source: 2010 C.A.R. Survey of California Home Buyers

**Display Ad Rates:**

**Home Page:**

Large Rectangle  
Average 30,000 to 50,000 ad impressions monthly  
\$500 per month

**Property Details Page:**

Leaderboard or Skyscraper  
Average 150,000 to 200,000 ad impressions monthly  
\$750 per month

**Search Results Page:**

Leaderboard or Skyscraper  
Average 200,000 to 300,000 ad impressions monthly  
\$1,000 per month

**Specifications:**

For online advertising specs, please see page 25.

Restrictions apply. Subject to availability. Payable in advance. Non-cancelable. Rates are published in net. Online advertising is non-commissionable.