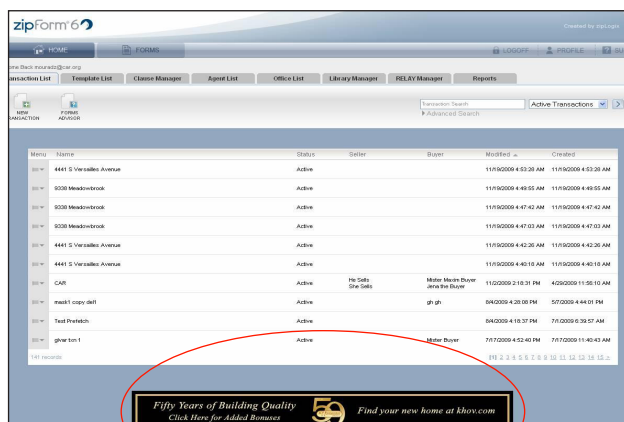


zipForm 6[®] Professional Transaction Web Site



CA page views per month: **2,300,000**

CA visitor sessions per month: **675,000**

CA unique visitors per month: **150,000**

THE Most Qualified Leads in the Industry. Period.

For the first time, your ad can be placed WITHIN the REAL ESTATE TRANSACTION! We now offer advertisers exclusive access to the most highly qualified leads within California's real estate community through zipForm[®] 6 Professional, the nation's leading real estate forms software.

175,000 California REALTORS[®] have access to these crucial forms FREE of charge, making zipForm[®] 6 one of the most highly trafficked Web sites within the real estate community.

Unprecedented Access!

Your ad will be seen by REALTORS[®] as they fill out contracts and complete each real estate transaction. Only one leaderboard ad appears on the screen at a time with 100% share-of-voice. NO OTHER Web site comes close to offering advertisers this extraordinary exposure!

Leaderboard Ad Rates:

CPM (Cost per Thousand Impressions):	\$15.00
Minimum Impressions:	100,000
100,000 Impressions:	\$1,500
250,000 Impressions:	\$3,750
500,000 Impressions:	\$7,500

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.