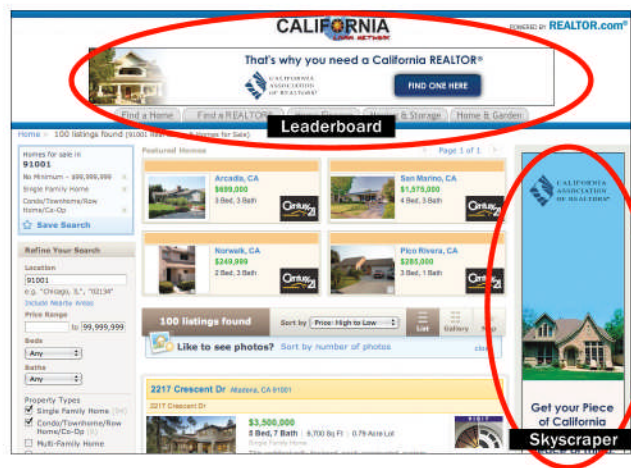


ca.realtor.com Property Listing Website

Ad impressions per month:
800,000



Consumer Targeted

As the leading website 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.

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

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

Ad Rates

This website is priced on a per-month basis. No minimum impression commitments apply.

Specifications

For online advertising specs, see pages 24-25.

Ad Unit	Ad Size	Placement	Average Monthly Impressions	1 Month	6 Months	12 Months
Medium Rectangle	300 x 250	Homepage	50,000	\$500	\$450	\$350
Wide Skyscraper	160 x 600	Property Details Section	200,000	750	650	500
Leaderboard	728 x 90	Property Details Section	200,000	750	650	500
Wide Skyscraper	160 x 600	Search Results Section	300,000	450	400	350
Leaderboard	728 x 90	Search Results Section	300,000	1,000	900	750

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