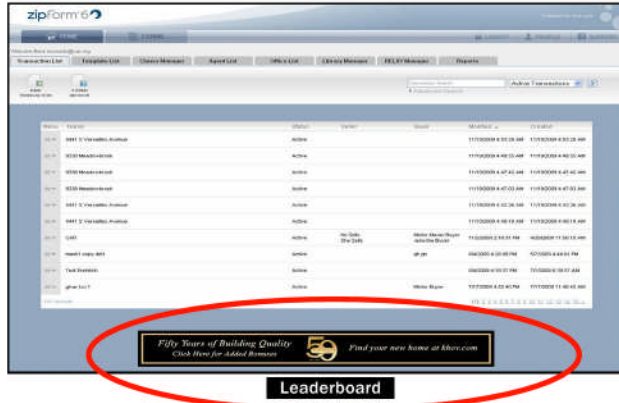


zipForm 6[®] Professional Transaction Website



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.

Place your ad WITHIN the REAL ESTATE TRANSACTION! We 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.

160,000 California REALTORS[®] have access to these crucial forms FREE of charge, making zipForm[®] 6 one of the most highly trafficked websites 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 website comes close to offering advertisers this kind of extraordinary exposure!

Ad Rates

With our CPM model, all prices are quoted in cost per thousand impressions. Minimum impression commitment is 50,000 per month.

Specifications

For online advertising specs, see pages 24-25.

Ad Unit	Ad Size	Placement	50,000 Monthly Impressions	100,000 Monthly Impressions	250,000 Monthly Impressions
Leaderboard	728 x 90	Bottom	\$15 CPM	\$12 CPM	\$10 CPM
Geotargeting	In addition to any of the above		6	5	4



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