



media kit



about us

The Internet's Premier Real Estate Portal

HotPads makes it easier for people to find their next home. **HotPads.com** features a one of a kind **map-based housing search engine**, which allows consumers to browse a wide variety of homes and apartments starting with real estate's most important attribute: location.

In just two years, HotPads has grown to become one of the largest real estate sites on the web with over 80,000 active **rental listings** and hundreds of thousands of **homes for sale**. The site's viral growth results from word of mouth and shared apps on **Facebook** and **iGoogle**.

Not a mash-up of other sites' data, HotPads allows landlords and sellers to list properties for free, so housing shoppers can view detailed listings on the most homes. During a HotPads search, users can learn about new neighborhoods through descriptive articles, demographic heatmaps and points of interest that include schools and public transportation.

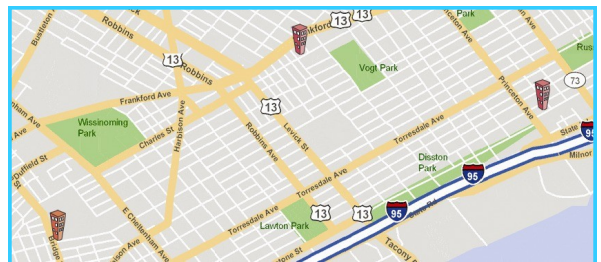
Who You Reach with HotPads

Visitors to HotPads are typically **young, college educated, web-savvy consumers planning a move in the next 90 days**.

What our Visitors Crave

Movers need to make important buying decisions before they move and right after they've settled in. Some of the things they need are:

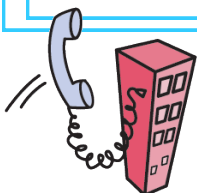
- Phone and Internet access
- Cable and satellite TV service
- Bank accounts, mortgages and credit cards
- Furniture and housewares
- Insurance
- Moving and storage
- Transportation and parking
- Grocery and retail locations



Why HotPads is Unique

No other real estate website works like HotPads to provide visitors and advertisers key features including:

- A proprietary mapping interface
- A database of current listings that is unrivaled in scope and detail
- Creative sponsorship options
- The chance for select retailers, restaurants, banks and others to **insert their locations directly onto HotPads maps** alongside the housing listings.



Call or email Darrell Pierre, Director of Business Development
dpierre@hotpads.com
202.232.1581





hotpads.com

Targeting Customers on HotPads

You want the highest ROI for your ad dollars, and HotPads lets you reach a specific customer base in several ways.

HotPads caters to a defined **demographic** group; young, motivated buyers engaged in a very particular **behavior**: looking for their next new house, condo or apartment.

The narrow scope of HotPads lets you target your customers in the **context** of the moving experience. Movers need new products and services and they need them soon.

Since HotPads knows where our visitors are looking for housing, advertisers can target their customers by geography as well.

The Buzz on HotPads.com

It's easy to see why HotPads.com has quickly become one of the most often visited real estate sites on the Internet.

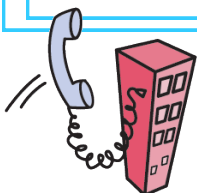
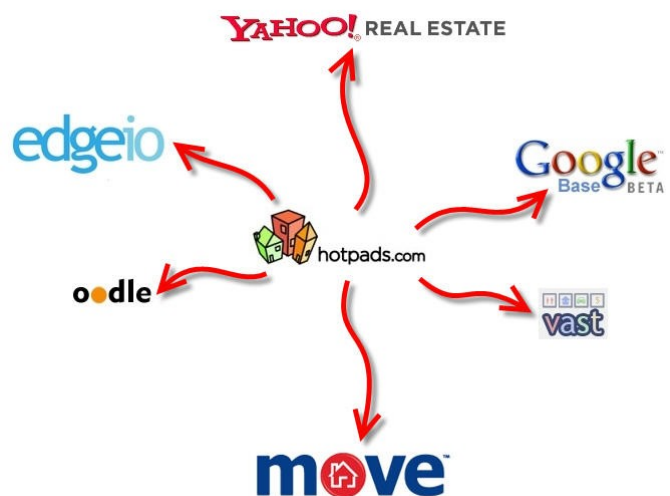
From the east coast to the west coast, people are talking about HotPads. The **New York Times** described HotPads as an example of "Mapping done Right." **Washingtonian Magazine** calls HotPads "your next favorite bookmark." The **Los Angeles Times** and **Seattle Post Intelligencer** have also written about the innovative way users find homes on HotPads.com.

Just as remarkable is the strong viral publicity that made HotPads.com the talk of countless **bloggers** and Internet forums, which can put your company in front of these influential trendsetters.

A Major Player in Real Estate

With its innovative user interface and unsurpassed customer service, HotPads is widely recognized as an industry leader in the housing market.

More broad-based websites like Yahoo and Google look to HotPads to help power their search portals with automated feeds of high quality listings.



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audience

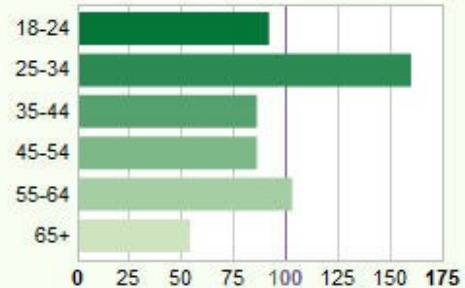
The HotPads.com User

Ads on HotPads lets you reach millions of new customers who are typically:

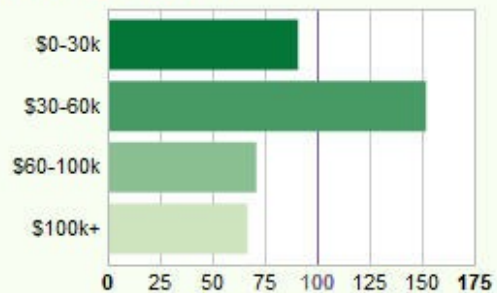
- Young (18-34 years old)
- Single
- College educated
- Without Children
- 64% female, 36% male
- Planning on moving within three months

HotPads Visitor Statistics

Age



Household Income



Source: Quantcast. www.quantcast.com

What Our Users Say about HotPads

Quotes from our users:

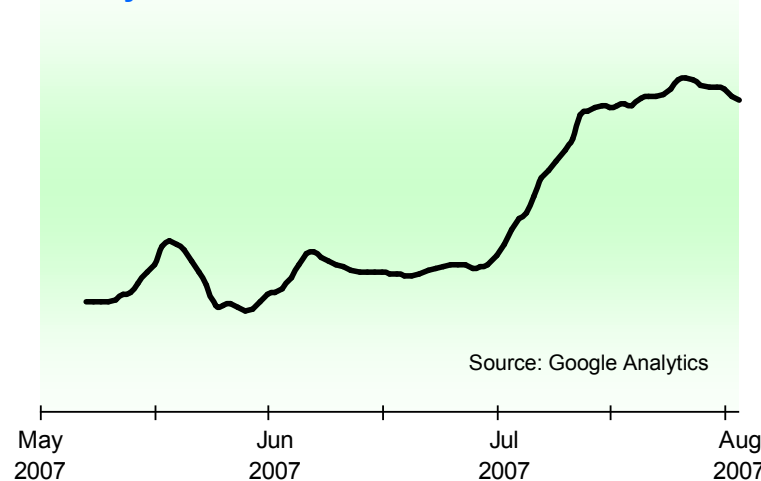
"HotPads really helped me in my move to Washington, DC. Your site is very cool."

- James, Washington, DC

"Don't change a thing."

- Danielle C., Houston, TX

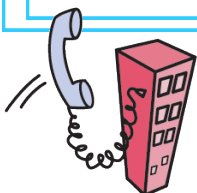
Weekly Web Traffic Increase: HotPads.com



Amazing Growth

Since its launch in the fall of 2005, HotPads.com has become one of the fastest growing real estate sites on the Internet.

According to the web analytics firm Compete.com, unique visitor traffic on HotPads has increased by an astounding **881%** from June 2006 to June 2007.



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full banner ads

Maximum Exposure for your Company

Full Banner ad placements gives your company the best visibility on HotPads. These ads run on all pages of HotPads.com except for the home page. You can tailor your campaign to reach all of HotPads' visitors or target users with specific geographic searches.

HotPads.com - Apartments, Rental Houses, Homes, Sublets, Roommates - Mozilla Firefox

File Edit View History Bookmarks Tools Help del.icio.us

http://hotpads.com/map/index.htm#lat=38.9203954545455&lon=-77.03856363637&zoom=22&topZoom=11&useSummarySquares=false

hotpads.com

Full Banner (468 x 60)

Street Aerial Hybrid

New (148)
Favorites (0)
Viewed (0)

Narrow Search

All Types

Studio 1 2 3+ Beds

Min: \$ 0 Max: \$ 6000+

Include Call For Price More

Heat Maps

Points of Interest

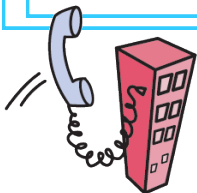
Locate

Latrobe

Studio: From \$1629 to \$1944
1 Bed: From \$1839 to \$2249
2 Beds: From \$2609 to \$2669

Mass Court Apartments

1 Bed: From \$1595 to \$2578
2 Beds: From \$2639 to \$3184



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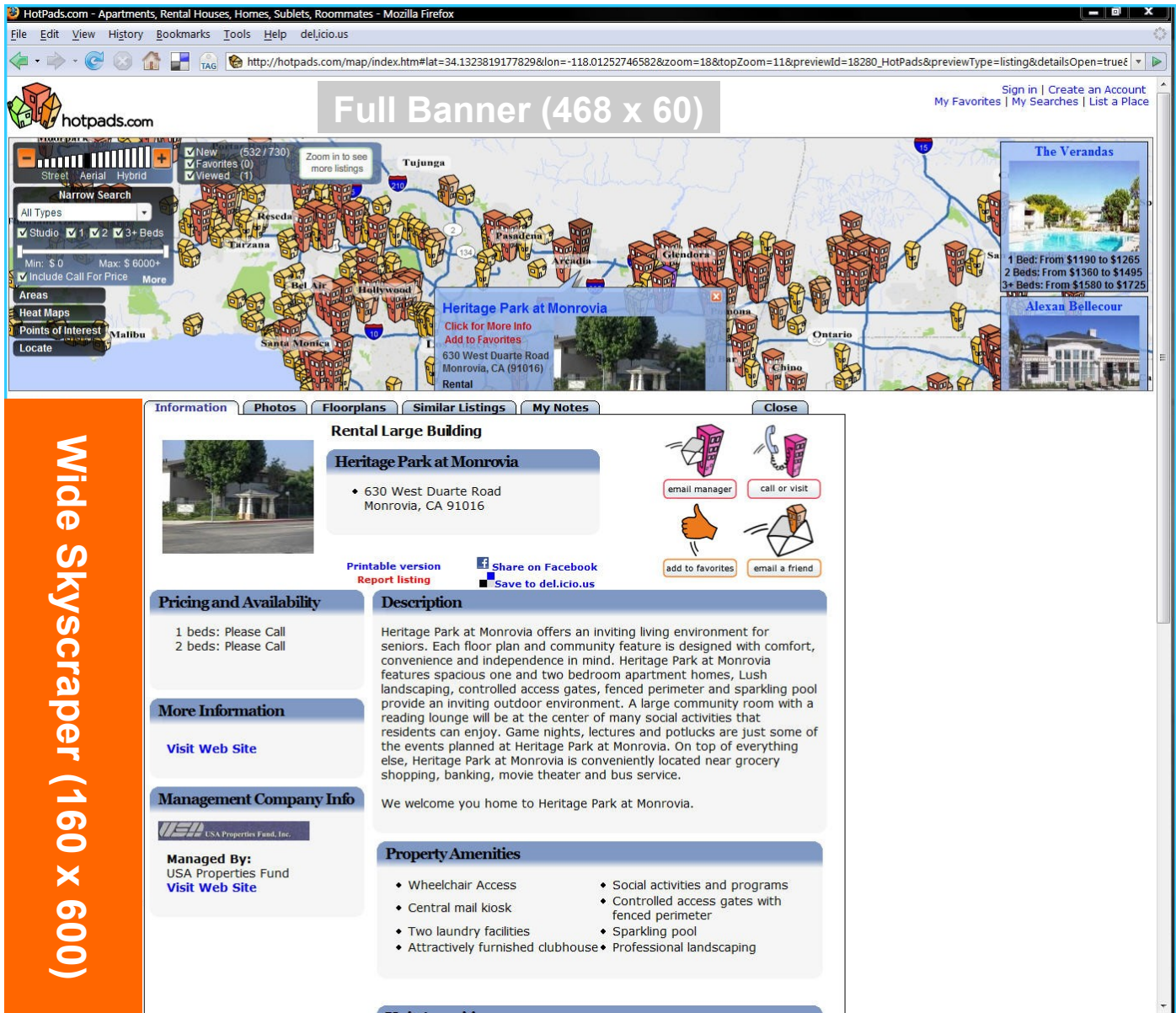




property detail ads

Reach the Most Motivated Housing Seekers

Wide Skyscraper ads appear on the Listing Detail pages of HotPads.com. These are displayed when a user has found an interesting property and has asked to view additional details like photos and pricing. These visitors know where they are going.



HotPads.com - Apartments, Rental Houses, Homes, Sublets, Roommates - Mozilla Firefox

http://hotpads.com/map/index.htm#lat=34.1323819177829&lon=-118.01252746582&zoom=18&topZoom=11&previewId=18280_HotPads&previewType=listing&detailsOpen=true&

hotpads.com **Full Banner (468 x 60)** Sign in | Create an Account My Favorites | My Searches | List a Place

Heritage Park at Monrovia
 630 West Duarte Road
 Monrovia, CA (91016)
 Rental

Rental Large Building
Heritage Park at Monrovia
 ♦ 630 West Duarte Road
 Monrovia, CA 91016

email manager call or visit
 add to favorites email a friend

Printable version Report listing share on Facebook Save to del.icio.us

Pricing and Availability
 1 beds: Please Call
 2 beds: Please Call

More Information
 Visit Web Site

Management Company Info
 USA Properties Fund, Inc.
 Managed By:
 USA Properties Fund
 Visit Web Site

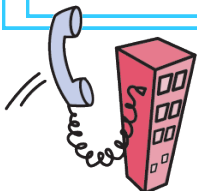
Description
 Heritage Park at Monrovia offers an inviting living environment for seniors. Each floor plan and community feature is designed with comfort, convenience and independence in mind. Heritage Park at Monrovia features spacious one and two bedroom apartment homes, lush landscaping, controlled access gates, fenced perimeter and sparkling pool provide an inviting outdoor environment. A large community room with a reading lounge will be at the center of many social activities that residents can enjoy. Game nights, lectures and potlucks are just some of the events planned at Heritage Park at Monrovia. On top of everything else, Heritage Park at Monrovia is conveniently located near grocery shopping, banking, movie theater and bus service.

We welcome you home to Heritage Park at Monrovia.

Property Amenities

- Wheelchair Access
- Social activities and programs
- Central mail kiosk
- Controlled access gates with fenced perimeter
- Two laundry facilities
- Sparkling pool
- Attractively furnished clubhouse
- Professional landscaping

Wide Skyscraper (160 x 600)



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featured listings

Realtors and Property Managers, Make Your Homes Move

Houses to sell? Apartments to rent? Get them noticed with our **Featured Listings**. Your properties will show on our maps as visually stunning building icons *and* can't-miss preview panes. **You set the cost** and duration, and no more than two listings are featured at a time.

Full Banner (468 x 60)

[Sign in](#) | [Create an Account](#)
[My Favorites](#) | [My Searches](#) | [List a Place](#)

[Save this Search](#) | [Text Search](#)



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special requests



**Creating the best real estate site on the Internet is our business.
Creative advertising is yours.**

HotPads.com is the Internet's freshest take on housing search. Our rapid growth and loyal audience base is a testament to our out of the box thinking and ability to give our visitors a fun and easy search experience unlike anything they have used before.

The team at HotPads applies this same forward thinking to our work with clients in the online advertising community. As Internet advertising matures, and more companies make their presence known online, sophisticated media buyers continue to look for new ways to **stand out from the crowd**.

If you have any ideas, suggestions or proposals for original marketing initiatives involving HotPads, we want to hear them. HotPads is open to all manner of innovative marketing partnerships including, but not limited to:

- Email sponsorships
- Contest sponsorships
- Renters Guide sponsorship
- Content integration
- Surround session advertising
- Joint press releases and announcements
- Online ad swaps
- Surveys and research

HotPads looks to be your best partner in the online world. Please don't hesitate to call or email us with any questions you may have.



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ad specs

Advertising on HotPads.com

To ensure that HotPads remains the most fun and engaging housing search engine, the following terms and conditions apply to all advertisers on HotPads.

Display Dimensions (w x h):

Full Banner (468 x 60)

Wide Skyscraper (160 x 600)

Other Specifications

- Approved file formats: JPG, GIF, PNG, HTML, Flash 5.0 or higher, JavaScript, Shockwave
- Max file size: 40KB
- Alt text: 50 characters maximum (incl. spaces)
- Streaming media: Audio and video must be user-initiated and include readily visible button or link to end play
- Looping animation: 15 second limit (unlimited loops)
- Rich media alternates: Creative must be accompanied by GIF or JPG
- Expanding ads: Expansion must be user-initiated
- Banner Expansion: Full Banner must expand down
- Wide Skyscraper expansion: Wide Skyscraper must expand right
- Redirects: All ad clicks that transfer user to a new web page must open in new browser window
- **Submission deadline: 72 hours prior to ad start**

All advertising must be clearly identifiable as such and must not imitate the look and feel of HotPads.com

double
click



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