hotpads.com™
the place to find your place™

advertise with us

about hotpads.com

THE FASTEST GROWING HOUSING SEARCH ENGINE

- Nationwide, Map-based, Rental and For-sale housing search
- Over 3.5 million For-sale and Foreclosure listings
- More rental properties than any other listing service, even Craigslist
- 6 million monthly visits generate 45 million page views
- 100 million monthly impressions available

WHAT OUR VISITORS CRAVE

Our users are on the move and in need of many services like:

- Phone and Internet access
- Cable and satellite TV service
- Bank accounts, mortgages and credit cards
- Settlement (Title) services
- Furniture and housewares
- Insurance
- Moving and storage
- Transportation and parking
- Grocery and retail locations
- Home Improvement
- Housing and access to real estate brokers

ADVANCED TARGETING

Specific targeting HotPads can provide:

- Geotargeting - State, DMA, City, Zip by both IP Address & listing location
- Renter vs. Buyer
- Income - based on price of homes viewed
- Content areas
    - Mortgage Tools • Insurance Center
    - Moving Center • Renters Guide • Buyers Guide

VISITOR DEMOGRAPHICS

Advertising on HotPads lets you reach millions of new customers who are typically young, college educated, web-savvy consumers planning a move in the next 90 days.

- 60% renters
- 40% buyers
- 58% female

- 18% under age 24
- 44% under age 34
- 85% moving in the next 90 days
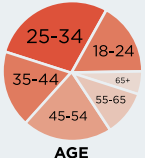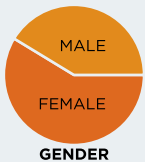
MALE
FEMALE
GENDER

25-34
18-24
35-44
65+
55-65
45-54
AGE

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hotpads.com is hot

THE BUZZ ON HOTPADS.COM

Our one of a kind map-based search tool, Buy vs. Rent portal, rent ratio heat maps, HotSpots, and other innovative features have caught the eye of major media outlets including:

THE WALL STREET JOURNAL.   The New York Times   Economist.com   FORTUNE

TechCrunch   CNNMoney.com   TIME   inmanNEWS BETA

Forbes   FAST COMPANY   USA TODAY   AOL Real Estate.

npr   Los Angeles Times   The Washington Post   msnbc

INDUSTRY LEADER

With our innovative user interface and dynamic content, HotPads is widely recognized as an industry leader in the housing market.

The most popular housing sites turn to HotPads to help power their search portals with automated feeds of high quality real estate content.

HotPads listings can be found on:

twitter   Yakaz
Aol Real Estate.   rentBits
USAA   ALOQA
FRONTDOOR.   Overstock.com
Zillow.com   Vast
craigslist   facebook.
oodle   Walmart
Military.com   RentJungle.com
RentMatch
CampusAve   ENORMO HOUSE SEARCH
geebo   LYCOS

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property detail ads

HIGH TRAFFIC PLACEMENTS

We offer three prominent placements: one above, one in the middle, and one below the fold. All placements can be targeted by geography and/or renter vs. buyer. As of April 2012, there are about 25 million monthly impressions of each.

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map insertion ads

BEYOND BANNER ADS – Map Insertion Advertising

A distinctive HotPads feature, map insertion advertising is the most effective way to get your company's name, logo, and locations in front of our audience. These are the most powerful and exclusive advertising opportunities we offer.
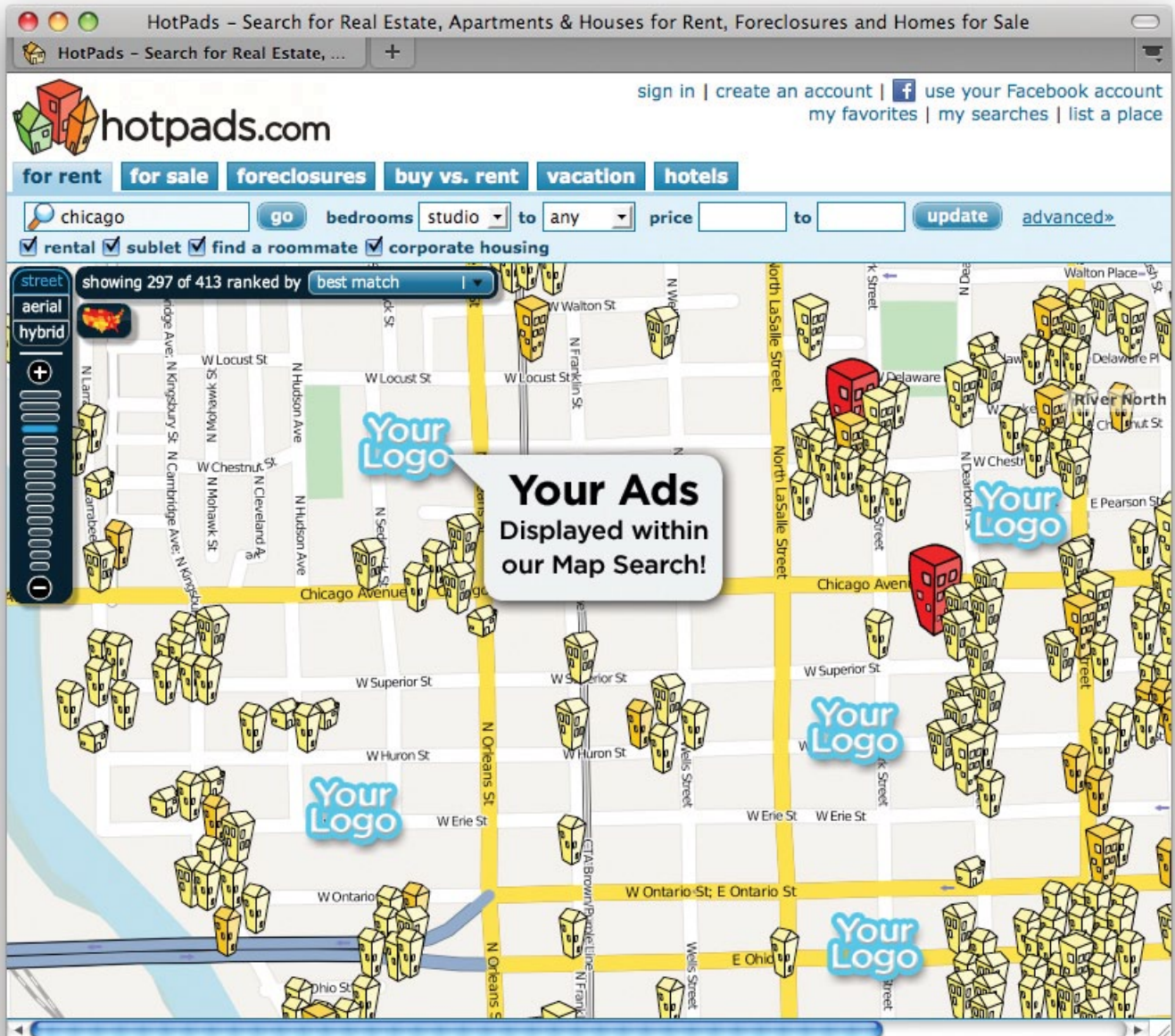
The minimum campaign budget for map insertion advertising is $15,000 per month (6 month minimum) due to the cost of development and the limited amount of ad space available. These are best suited to national brands with a widespread audience.

mobile advertising

Investing in the next major platforms

We're creating a truly immersive mobile experience, delivering the most relevant location based housing information around. HotPads is available on all Android, iPhone, iPad, and Kindle devices. The optimized mobile site works across all mobile platforms.

Mobile makes up 25% of HotPads traffic. This is a significant opportunity to reach millions of housing shoppers on the go.

We're open to discussing creative ways of integrating your brand with HotPads mobile. Two standard positions are currently available: 300 x 250 Banner (mid fold) and 320 x 50 Standard Banner (above the fold)

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ad specs

ADVERTISING ON HOTPADS.COM

HotPads uses Google Ad Manager for ad trafficking.

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)
Medium Rectangle (300x250)
Leaderboard (728x90)
Skyscraper (160x600)

Other Specifications:

•Approved file formats: JPG, GIF, PNG, HTML, Flash 5.0 or higher,
 JavaScript, Shockwave

•Max file size: 50KB

•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

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