

LOCAL RENTAL ADVERTISING RATES

Annual Dollar Volume Agreements

Local Classified Agreement rates are available to advertisers who offer real estate, rentals, merchandise or services to consumers through an outlet or representative located within the State of Arizona.

Automotive and employment advertisers please refer to separate rate card. Agreement rates are non-commissionable. All charges subject to prevailing taxes.

Rates are per agate line, per day. All single column advertisements will be charged by computer-generated line count.

The Advertiser agrees to meet or exceed annual dollar volume requirements during the agreement year. If the Advertiser wishes to invest more than originally committed, they may sign a new annual agreement.

If Advertiser exceeds the revenue commitment of the next higher level(s), they may receive that higher level's rate for the duration of the contract year. Self-renewing agreements will renew at the original signed contract level.

If the annual dollar volume requirement is not met, a short rate will occur. See paragraph #3 of annual Classified agreement for details.

LOCAL RENTAL CONTRACT RATES

Plan	Annual	Sunday	Saturday	Daily	2-6	7-13	14-27	28+
	Dollar Volume							
9	\$2,500	\$13.56	\$12.21	\$12.00	\$10.65	\$9.82	\$9.27	\$8.44
5	5,000	12.53	11.28	11.06	10.03	9.32	9.03	7.98
8	20,000	11.99	10.83	10.64	9.71	8.90	8.44	7.64
4	40,000	11.53	10.38	10.17	9.34	8.73	8.18	7.38
7	80,000	11.17	10.02	9.82	8.99	8.32	7.88	6.99
3	115,000	10.74	9.80	9.62	8.77	8.20	7.63	6.86
2	185,000	10.61	9.63	9.46	8.59	7.95	7.51	6.63
1	285,000	10.16	9.32	9.14	8.27	7.63	7.05	6.40
77	405,000	10.02	9.07	8.92	7.55	7.41	6.44	6.23

**Ad size and copy must remain the same to qualify for frequency discount. Saturday or Sunday ads on frequency schedule pay additional 15¢ per line. Ads scheduled Sundays only, pay Sunday one-time rate.*

Contracts for investments greater than \$405,000 annually are available. Ask your sales representative for details.

APARTMENTS.COM NEWSPAPER SECTION

Published every Saturday & Sunday

Front Cover & Apartment Living Story

Saturday Ear/Strip\$995.00
 Sunday\$3,600.00

Includes: Full color photo(s) of your community on the cover with a full color page article professionally written about your community with a map and more photos of your community on page 3.

Back Page

Saturday\$2,570.00
 Sunday\$2,885.00

Full Page

Full Color\$3,180.00/day
 Black & White\$2,020.00/day

Full color, custom designed display ad (9.658" x 11.5")

Half Page

Full color.....\$1,450.00/day
 Black & White\$1,000.00/day

Full color, custom designed display ad (9.241" x 5.733")

Display

Now Leasing Display
 Senior Living Display
 Short Term Display
 Rentals Display
 Saturday\$200.00/mo
 Sunday\$200.00/mo
 Saturday/Sunday\$400.00/mo

Custom designed display ad (2.35" x 2")
 Includes: 4-line bold Classified in Sunday's Arizona Republic.

Rent & Save\$325.00/day

Full color, custom designed display ad (3" x 2.65")

Island Ads, Full Color

Saturday or Sunday (3 x 3)\$555.00/day
 Saturday or Sunday (4 x 4)\$725.00/day
 Saturday & Sunday (4 x 4)\$725.00/day

LOCAL RENTAL ADVERTISING RATES

APARTMENTS.COM MAGAZINE

Published monthly - available FREE Valley wide.
Call for nearest locations.
Rates effective May 1, 2011

Front Cover.....\$1,700.00*
Full color photo(s) of your community
(*must have additional page in magazine)

2-Page Spread in Management Section \$1,100.00
Full color, custom designed display ads, 12 issues

Formatted Full Page\$675.00/Mo. *with 12 mo. contract*
.....\$725.00/Mo. *with 6 mo. contract*
.....\$775.00/Mo. *with 4 mo. contract*

Formatted Half Page\$275.00/Mo. *with 12 mo. contract*

Full color ad featuring a full color photo, geographical map, and management logo. Offering 30 amenity icons to choose from (6 icons can be placed on ad), special bar and descriptive text about your community.

Facing Display.....\$500.00

Full color, custom designed display ad, 12 issues

Inside Front Cover &
Inside Back Cover\$1,100.00

Full color, custom designed display ad, 12 month agreement

Back Cover.....\$1,300.00

Full color, custom designed display ad, 12 month agreement

Page 3.....\$900.00

Full color, custom designed display ad, 12 month agreement

Single Page (2 sided) Insert.....\$1,200.00

Quotes upon request:
3-Panel Front (3 sides)
4-Panel Insert (4 sides)
4-Panel Back (4 sides)
6-Panel Map (6 sides)

APARTMENTS.COM ONLINE

Platinum Online Listing \$459
Includes unlimited photos and virtual tours

Silver Online Listing..... \$409
Includes exterior photos

MULTIMEDIA BUNDLE RATES

PLATINUM.....\$875.00
100 or more unit apartment community

- Platinum listing on Apartments.com
Includes unlimited photos and virtual tour
- Standard listing on ApartmentHomeLiving.com
- Choice of three digital upgrades (see list below)
- Full-page ad in Apartments.com Magazine 6x
- 4-line bold listing in Apartments.com Newspaper Section

SILVER\$635.00
99 or less unit apartment community

- Platinum listing on Apartments.com
Includes unlimited photos and virtual tour
- Standard listing on ApartmentHomeLiving.com
- Choice of two digital upgrades (see list below)
- Half-page ad in Apartments.com Magazine 6x
- 4-line bold listing in Apartments.com Newspaper Section

DIGITAL UPGRADES

- Walk-through video – full-feature video integrated with floor-plans
- Mobile Infusion – text for information with mobile website included
- My Media – prospect and resident communications
- Special Offer Coupon – highlight your current incentives
- Socialize – Facebook/Twitter/YouTube/Apartments.com integrated solution
- Featured Listing on azcentral.com – premium position for your community