

# LISTINGBOOK Media Kit

Promote your company to active home buyers & sellers in a private online community

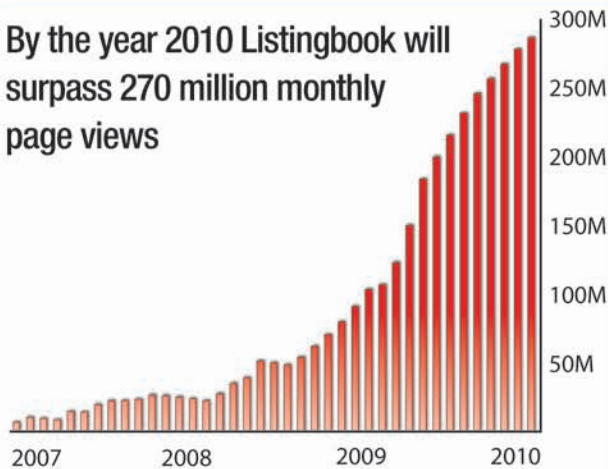


[www.listingbook.com](http://www.listingbook.com)

# what is LISTINGBOOK?

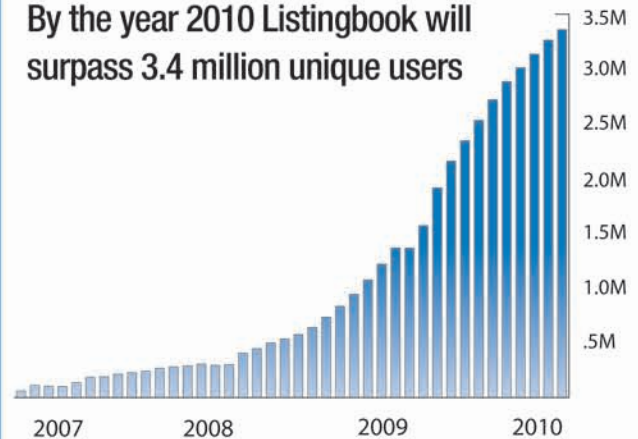
## Growth: Monthly Page Views

By the year 2010 Listingbook will surpass 270 million monthly page views



## Growth: Unique Users

By the year 2010 Listingbook will surpass 3.4 million unique users



## Listingbook Snapshot

Monthly Page Views:  
**48,000,000**

Monthly Unique Users:  
**630,000**

Average Time On Site:  
**9 minutes per visit**

Pages Viewed:  
**17 pages per visit**

Reach buyers and sellers in any stage of the real estate transaction! We offer you **access to a select group of qualified homebuyers, not just window shoppers**. Because only people who are in contact with agents can log into the site, you can reach those who are extremely serious about moving versus anonymous visitors to public portals. Reach them before they buy, when they purchase and after they leave the closing table!

Source: Google Analytics



## why people use **LISTINGBOOK**

**Listingbook is quickly being adopted as the new way for real estate agents and their clients to work together to buy and sell homes.** With data straight from the source (The MLS), Listingbook offers its users updated, comprehensive and meaningful information on listings in their real estate market.

Listingbook is an online community of active home buyers, sellers and agents engaging with each other to reach the goal of buying and selling a home! Since buyers and sellers can only access the system when they are working directly with a Real Estate Agent, it is made up of **serious consumers in the home buying and selling process.**



### ***SmartMoney, The Wall Street Journal Magazine***

"Listingbook partners with powerful local Multiple Listing Service databases to provide an interactive community for agents, buyers and sellers..... a beefed-up version of the traditional MLS."

### ***New York Times***

"Like the other sites, it uses Multiple Listing Service data. But with brokers as its gatekeepers, it is not directly accessible to the public."

### ***Long Island Business News***

"Buyers can then search for homes like an agent, sellers can track market data and agents can see exactly what their buyers and sellers are looking at, all in real time, leaving little room for other agents to hijack their clients."

### ***RISMEDIA***

"The Listingbook concept is a winning one: expose listings in a collaborative environment of active buyers and agents, and up the likelihood of selling more homes."

## demographic profile for **LISTINGBOOK**

### Who is the typical Listingbook User?

#### Successful:

**40%** of Listingbook users have household incomes of **\$100,000 or greater**

#### Engaged:

**100%** of Listingbook users are actively buying or selling a home

#### Home Owner:

**94%** of Listingbook users own a home

#### Gender:

Male- **45%**

Female- **55%**

#### Age:

**68%** of all users are 35 - 49

#### Other:

Homeowner- **94%**

Renters- **6%**





## benefits to Listingbook **ADVERTISERS**

### ***Listingbook is different***

The difference between Listingbook and other online real estate sites is that **Listingbook is more than just a home search engine.**

Listingbook is a “service engine.” Listingbook fosters collaboration between the client and their agent, enhancing the relationship and empowering both.



**Get more out of your advertising dollars when you try something different by advertising to an audience who is ...**

#### ***Focused:***

**Listingbook knows their clients. They are not anonymous visitors.** Listingbook has the most qualified audience in the new mover space and can target advertising to these users, before they move, when they purchase and after the close.

#### ***Engaged:***

**Members visit frequently** because Listingbook has become the tool that buyers, sellers and agents use during the entire real estate process.

#### ***Targeted:***

Listingbook can selectively target ad placements because of the data we collect. **Listingbook knows what our users are buying or selling and where... on a real-time basis.**

#### ***Comprehensive:***

Listingbook gives agents and clients access to the information they demand, translating to more time spent using the site. **Listingbook users log in frequently and are engaged for an average of 9 minutes per visit.**



# ad placement within LISTINGBOOK

Property Detail @ Listingbook.com - Windows Internet Explorer

http://www.listingbook.com/propdetail?listing\_select\_mode=0&listing\_view=0&mode=1&result\_set=0&prop\_class=0&min=256

File Edit View Favorites Tools Help

Property Detail @ Listingbook.com

**Listingbook** Interactive Advertising Bureau

Frontpage Client Messages Calendar My Account Help Logout

Quick Search → Property Detail

Full Photo 27 Shady Lane

**Leaderboard 728(w) x 90(h)**

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Add Private Note

Location Irvine, CA, 92603, Orange County

Area Turtle Ridge (TRG)

Type Single / Detached/No Common Walls

Tract # — Cmty/Cmplx —

Sch Dist

MLS# H09049542 Thomas Guide #9065

Price \$2,200,000 \$/SqFt \$765.22

Age 5 years (2004) SqFt 2,875

Stories Two Level Style Mediterranean

Bedrooms 4 Baths 5 Total, 4 Full, 1 Half

Lot SqFt 5 Acres 0.13

Heat Forced Air / Cooling Central A/C

Fireplaces —

Parking 3 Garage Spaces: Garage Is Attached

Pool Yes Senior No

View City Lights View

DOM 11 CDOM —

Add to My Showings

Assign property to client

Create a CyberCMA™

Send

Email

Map It

Watch for Price Changes

Print

Sponsor

**Interactive Advertising Bureau**

**Property Spotlight 300(w) x 50(h)**

USE WITHOUT PERMISSION! This house has great tenants and they are not to be able to view property. DRIVE BY ONLY. Agents with qualified buyers to fax loan 276-0236 prior to appointment for viewing. This is a very rare find. Awesome view four level Listing Broker is owner.

great executive home in the Private Gated community of Turtle Ridge is the best their own PRIVATE FULL bath rooms. Upstairs is the Master Suite w/a balcony heating elements to keep your bath water HOT! (pretty cool!)The upstairs also has a private bath. Laundry room is located the upstairs. Downstairs you will find a beautiful white cabinet w/a breakfast nook area. French doors out to the outside on the patio! Formal dining is located in the Great room overlooking the with their own private full baths. A 1/2 bath near the Great room for dinner guests. Uses a private Adult pool area & a family community area including a full workout center, & community Park.

Directions: Summit Park Drive to top, after gates, left at first left follow down to bottom which ends at Shady Lane. Left on Shady Lane. Home is on the right. At Cross Streets: SUMMIT PARK DR

Interior Features		Property Features	
<b>Eating Area</b>	Breakfast Nook, Formal Dining Rm, In Kitchen	<b>Construction</b>	Stucco
<b>Cook Appliances</b>	Microwave, Range, Stove (N), Oven, Built-In, Gas	<b>Roofing</b>	Spanish Clay Tile
<b>Appliances</b>	Dishwasher, Garbage Disposal, Trash Compactor	<b>Structural</b>	—
<b>Rooms</b>	Great Room, Entry	<b>Outdoors</b>	—
<b>Interior</b>	Home Automation System, Turnkey	<b>Patio</b>	Concrete Slab
<b>Laundry</b>	Individual Room	<b>Sprinklers</b>	Sprinkler System, Front, Rear, Side, Sprinkler Timer
<b>Flooring</b>	Ceramic Tile, Carpet	<b>Spa</b>	Association Spa
<b>Utilities</b>	—	<b>Assessments</b>	—
<b>220 Volt Loc</b>	In Garage	<b>Assoc Dues1</b>	\$395.00
		<b>Assoc Dues2</b>	\$0.00
		<b>Amenities</b>	Sauna, Barbecue, Club House, Gym/Ex Room, Gated Community Guard
		<b>Land</b>	Fee / —
		<b>Lse Amount</b>	—
		<b>Lse Transfer Fee</b>	—

27 Shady Lane

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**Interactive Advertising Bureau**

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U.S. Patent No. 7,454,355 applies to this site and to the features and services accessible via the site.

Release 2.5.1.1 [Back to Top](#)

Internet 100%

**Half-Page 300(w) x 600(h) or Medium Rectangle 300(w) x 250(h) (shown)**

**Leaderboard 728(w) x 90(h)**

# adSPECIFICATIONS

## Ad Specs

Ad Unit	Dimensions
Medium Rectangle	300(w)x250(h)
Half Page	300(w)x600(h)
Leaderboard	728(w)x90(h)
Welcome Mat	up to 800(w)x500(h) <small>*Max File size 100k</small>
Property Spotlight	300(w)x50(h) <small>*Static Ad Only</small>

### Third Party Served

Atlas, DART, Eyeblander, Eyewonder, Mediaplex, Pointroll, Zedo, Ad Tech, Unicast, Klipmart

### Implementation

5 business days

### File Formats

Up to Flash 9, JPEG, Gif, HTML, JavaScript

### Max File Size

40K

### Looping

3 Loops Max

### Animation Time

15 Seconds

## Pop-Under

Ad Unit	Dimensions
Pop-Under	720x300

### Max File Size

39K

### Flash Specifics

18FPS

### Audio Initiation

User Initiated (on click)

### Freq Cap

1 Impression per 24  
3 Impression per 24

### Close Box

Mandatory

## Expandable Creative

Dimensions	Expandable
728(w)x90(h)	728(w)x180(h)
300(w)x250(h)	300(w)x500(h)
300(w)x600(h)	600(w)x600(h)
Flash Specifics	18FPS

### Load File Size

40KB

### Expansion Initiation

User Initiated (On Click)

### Audio Initiation

User Initiated (On Click)

### Website Labeling & Other Items

- Label = "Advertisement"
- Font = 16 pt

### Controls

- Control = "Close X"
- Font = 16 pt
- Location = On Edge of Original (non-expanded/expanded) unit
- Feature = Enable Mouse-Off Retraction

### Back-up Requirements:

Two creative: one expandable banner and one back-up, non-expanding creative

### Expansion Direction:

728x90 expands down, 300x250 expands to the left

## Flash Creative Guidelines

Flash must run with accompanying backup gif/jpeg and click-through URL.

## SWF File Requirements

Flash versions: Up through Flash 9

File Size: Cannot exceed 40K

## SWF Movie Requirements (for the Flash developer)

A SWF movie is made like any other Flash movie. Any animation or ActionScript that would normally be used can be used with this method. The main difference is in the click-through (getURL) actions.



# adSPECIFICATIONS

## Transparency

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In order to avoid blocking the Listingbook dropdown navigation bar, be sure to include the following tag in your flash object block.

```
<param name="wmode" value="transparent">
```

## Click Tracking

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The author of the Flash source file (.fla) **has to assign a clickTag variable using a getURL button action**. They also have to make sure that they have selected “\_blank” for a target so it opens in a new window.

**Please implement the click tag below**

```
on (release) {  
getURL(clickTAG, "_blank")  
}
```

Frames are sometimes used for serving ads, so **the target window for the click-through URL must be set to "\_blank"**. If the target window is set incorrectly, the advertiser's site might appear in the ad frame. Never leave the target statement undeclared.

**Upon submission, please denote a click-through URL for each ad in the e-mail body or in a spreadsheet.** This URL will be used such that when a click through occurs, the browser will first contact the ad server to count the click and then go to the click-through site.

## Third Party Serving

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Third Party rich media tags accepted for the rotation of rich media.



## Have questions? **CONTACT US**

### **Listingbook, LLC**

7029 Albert Pick Road, Suite 200  
Greensboro, NC 27409

### **Interested in advertising with us?**

**Contact:**

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**Regional VP New York/Metro Mid-Atlantic**

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Phone: 703.597.1033

### **Have technical questions?**

**Contact:**

**Kevin Lockamy**

**Director of Design & Interface Development**

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