LISTINGBOOK Media Kit

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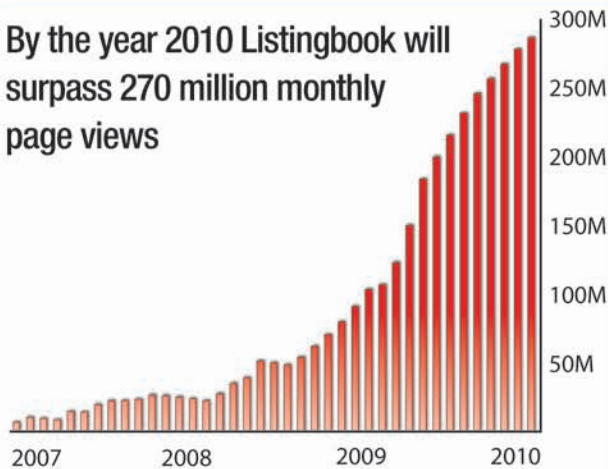
Listingbook™

www.listingbook.com

what is LISTINGBOOK?

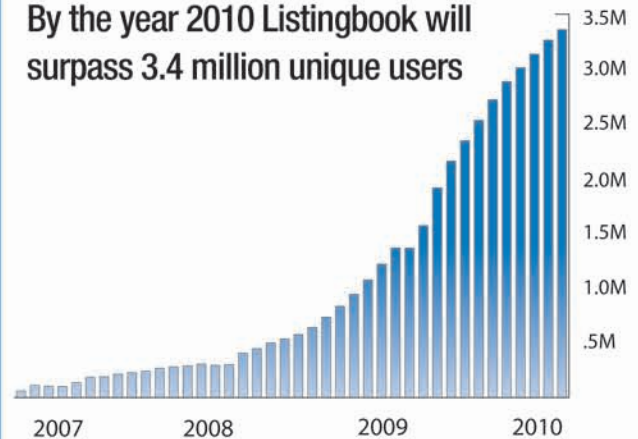## Growth: Monthly Page Views

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

300M
250M
200M
150M
100M
50M

2007   2008   2009   2010

Growth: Unique Users

By the year 2010 Listingbook will surpass 3.4 million unique users

3.5M
3.0M
2.5M
2.0M
1.5M
1.0M
.5M

2007   2008   2009   2010

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

ad SPECIFICATIONS

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) *Max File size 100k
Property Spotlight	300(w)x50(h) *Static Ad Only

Third Party Served
Atlas, DART, Eyeblaster, 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

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

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

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.

ad**SPECIFICATIONS**

Transparency

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

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

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:
Allan Barmak
Regional VP New York/Metro Mid-Atlantic
Email: abarmak@listingbook.com
Phone: 703.597.1033

Have technical questions?
Contact:
Kevin Lockamy
Director of Design & Interface Development
Email: klockamy@listingbook.com
Phone: 336.722.3456 ext. 149

Listingbook