

#1 RENTAL SITE IN CHICAGOLAND

Apartments.com is a national online apartment guide that delivers highly qualified, ready-to-rent prospects to advertisers. Apartments.com is one of the nation's most visually interactive and useful online apartment and moving resources. A featured partner of chicagotribune.com, apartments.com is distinguished by its highly customized searches and superior visual ads.

Key Features

Visual, Detailed Ads: Apartment communities can post dozens of full-color, expandable photos on the site, including photos of exteriors, shared amenities and every room of every unique model.

Virtual Tours: Differentiate your apartment or community by showcasing the details of your property plan with this interactive tool.

Professional Digital Photography: Apartments.com employs a team of specially trained photographers to deliver high quality, compelling photos that effectively showcase properties.

Lead Reports: This key lead-tracking report is provided to advertisers and can help increase closure rates and decrease the average cost of leasing an apartment.

Sources: MediaMetrics 2005



UNIQUE VISITORS

3Q'04: 1,839,000
3Q'05: 2,296,000
Percentage Growth: 25%

Source: MediaMetrics

DEMOGRAPHIC PROFILE

APARTMENTS.COM READERS

GENDER	Men	40%
	Women	60
AGE	18-34	51
	35-54	36
	55+	13
EDUCATION	College Grad+	44
	Any College	80
HOUSEHOLD INCOME	\$100,000+	21
	\$75,000+	34
	\$50,000+	50

Source: @Plan Fall 2005



What's in it for you?

For more information, contact Bill McNamara at wmcnamara@tribune.com or call 630-368-4096.