



## Media Kit

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## Reach More Renters With Rent.com!

As the nation's #1 Internet listing site (ILS) in the rental housing industry, Rent.com delivers real results. Our users aren't just browsing: They're finding. They're moving. And they're purchasing moving-related products and services.

Rent.com attracted more than 50 million unique visitors in 2009 and continues to be the most visited apartment rental site more than 5 years running – delivering tremendous visibility and value to its advertisers.

## The Rent.com Difference

- We're the leading rental website in Internet traffic, averaging 4.2 million unique visitors per month.
- We reach renters, property owners, and managers in over 2,500 U.S. cities, including the top 50 metropolitan markets.
- We'll get your ad in the right place at the right time through a variety of options including integrated placements, banner ads and contextual links.

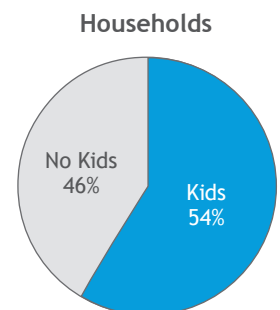
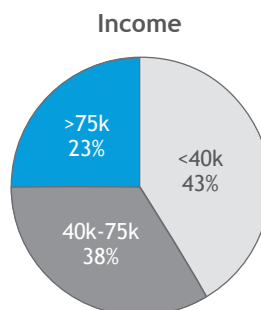
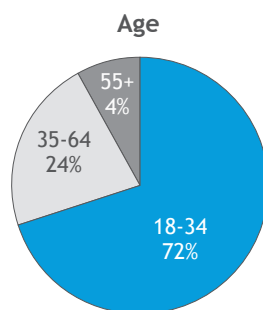
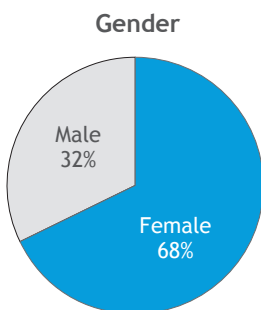
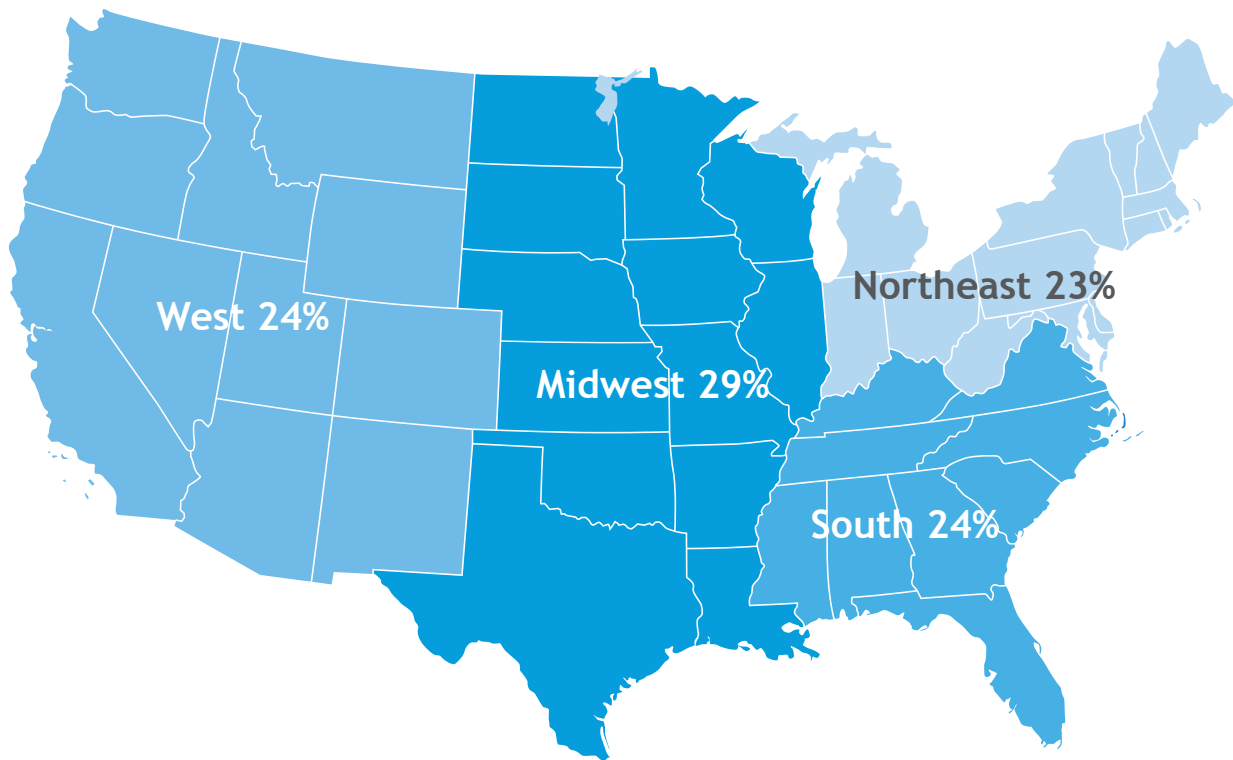


## Traffic Volume

Average number of unique visitors per month:	3.2 million
Average visits per month:	6.0 million
Average page views per month:	51 million
Average stay per visit:	7 minutes

## Who Are Rent.com's Users?

Rent.com delivers broad reach across the United States, with our renters distributed evenly across the country. The charts on this page provide a snapshot of our renter demographic profile.



## Why Advertising With Us Pays Off

Advertisers come to Rent.com because we have more of the traffic they want to reach. We display targeted messaging for specific products and services fundamental to the moving process right when consumers are making critical purchase decisions for their move and their new home.

During what we call the “Moving Lifecycle,” our advertisers can reach consumers when demand for their products and services is highest.

### 1. Rent.com users are poised to purchase:

Each month, we attract on average 4 million unique visitors who stay on our site for an average of 7 minutes per visit. Rent.com’s advertisers have an ideal opportunity to reach renters before they move—a time when consumers begin to think about future purchases.

### 2. Our knowledge base is your advantage:

We have deep knowledge of consumer behavior and browsing. Through extensive market research, we’ve gained a thorough understanding of renters’ apartment-hunting and move-related spending habits. This helps us identify appropriate monetizing opportunities for our advertisers.

### 3. We’ll put your ad in the right place at the right time:

We display offers for move-related products and services at a time when renters actually need them. We also select advertising partners whose messaging and offers align with renters’ needs. This increases the effectiveness of our advertising initiatives—and increases click-through and conversion rates.

## What You May Not Know About Renters

In addition to our detailed rental listings, Rent.com’s Moving Center provides renters with free moving quotes and access to move-related products and services. Renters start searching for move-related information and ancillary products and services about three months before a move, and they become more focused about a month before a move.

Most renters make final decisions and purchases for their new place between about two weeks before and two weeks after the move.

During each phase of the Moving Lifecycle, Rent.com users view targeted offers in various advertising categories. We dynamically display these offers across our entire site, through our ad serving network.

#### 1. Search for a place



#### 2. Plan the move



#### 3. Schedule the move



#### 4. Settle into new place



#### 5. Get involved in the new community



### Advertising Categories

- Auto
- Finances
- Jobs
- Travel

- Moving companies
- Moving supplies
- Storage

- Insurance
- Loading & packing labor
- Truck rental
- Utilities

- Discount clubs
- Furniture & decorating
- Home services
- Misc services
- Retail products

- Business directories
- Community related products and services
- Coupons

## Where To Place Your Advertisement

### 1. Integrated Placements

- Advertising modules integrated into our website design
- Educational headline and brief text with call to action
- Placements and dimensions vary

### 2. Banner Placements

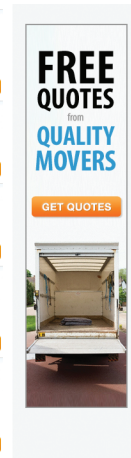
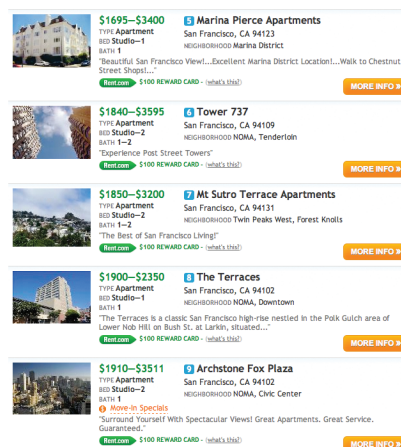
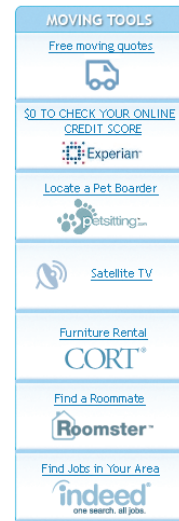
- Banners served by in-house ad management platform
- Geo-targeted banner placements
- Dimensions: 160x600
- Supported file formats: GIF, JPG, SWF

### 3. We'll put your ad in the right place at the right time:

- Advertisers pay only for the new leads they receive
- Users opt-in to have Rent.com partners contact them via email or phone
- Leads sent to advertisers via XML

### 4. Contextual Link Placements

- Text with links placed inside relevant content
- Links redirect users to advertiser's URL or interstitial
- Placements on various Rent.com pages



## Start Reaching Renters Today

As a pioneer in online rental property advertising, we've helped property managers reach millions of renters. Now you can reach them, too. We will work with you to build an advertising plan that addresses your marketing objectives.

## Get Started now

Contact our Business Development team at  
[bizdevteam@rent.com](mailto:bizdevteam@rent.com)

