

ADVERTISING WITH APARTMINTY

WEBSITE SPONSORSHIP

- Website sponsorship consists of the static placement of advertising banners across our most prominent web pages, including the homepage of Blog.Apartmenty.com. Website sponsorship is a powerful vehicle for raising awareness of your product or brand among renters in the Baltimore-Washington, DC metropolitan area.

SPECIFICATIONS

In-Line Banner Ad

- Appear within a blog post
- Dimensions: 780 x 110
- JPEG or PNG
- File Size: 100KB or less

Sidebar Ad

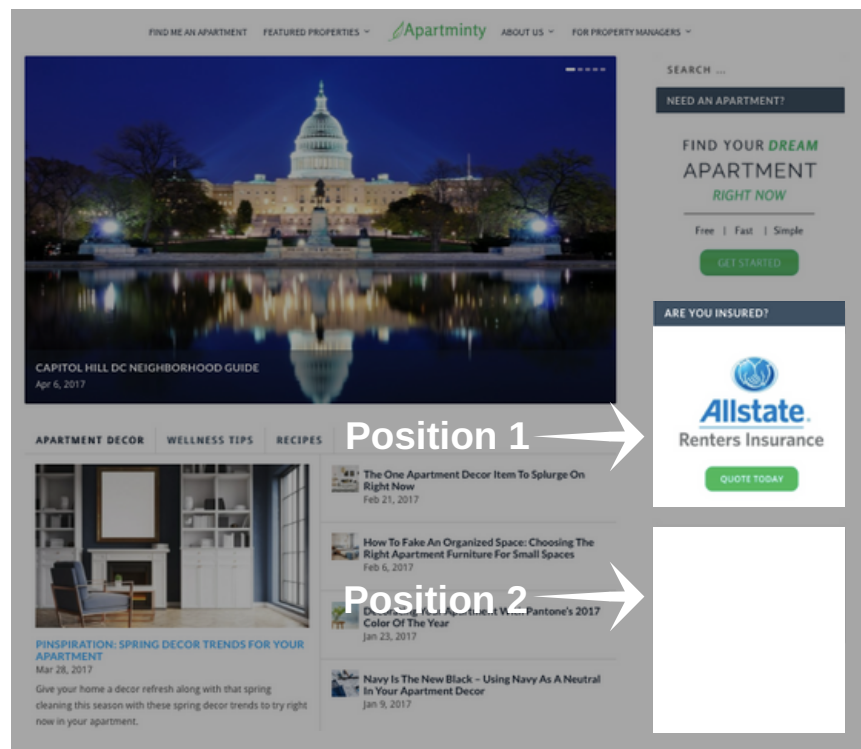
- Appear on the sidebar across the site
- Dimensions: 300 x 300
- JPEG or PNG
- File Size: 100KB or less

PRICING

The cost for website sponsorship is:

- ~~\$2500 per month~~ for Position 1 **SOLD OUT**
- \$2000 per month for Position 2
- \$1500 per month for Position 3

**6 Month Minimum Contract Required*



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E-NEWSLETTER SPONSORSHIP

- The Apartmenty email newsletter is published every week. Sponsorship of the e-newsletter is a great way to raise visibility among some of the most active DC-area apartment hunters.

Position 1

SPECIFICATIONS

In-Line Banner Ad

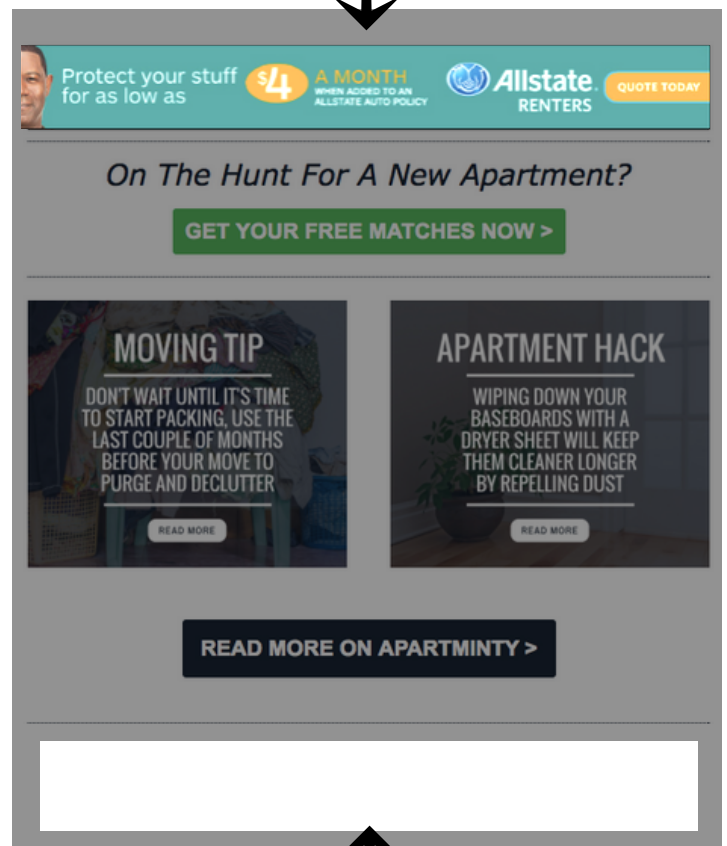
- Appear within a blog post
- Dimensions: 780 x 110
- JPEG or PNG
- File Size: 100KB or less

PRICING

The cost for website sponsorship is:

- ~~\$750 per month~~ for Position 1 – **SOLD OUT**
- **\$500 per month** for Position 2
- **\$250 per month** for Position 3

**6 Month Minimum Contract Required*



Position 2

ADVERTISING WITH APARTMINTY

SPONSORED CONTENT

- A sponsored blog post is an advertorial piece that appears on the Apartmenty blog and is given the same placement and prominence as any regular blog post on Apartmenty.

SPECIFICATIONS

We will create a blog post that:

- Consists of 600 words or more
- Is relevant to our readers
- Highlights your brand or up to 3 assets
- Will be shared across our social media channels

PRICING

The cost for a sponsored blog post is:

- **\$500** per blog post
- **\$1000** per blog post w/ visual (checklist, infographic)

**Maximum of 4 posts per month per client*



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