

## 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*

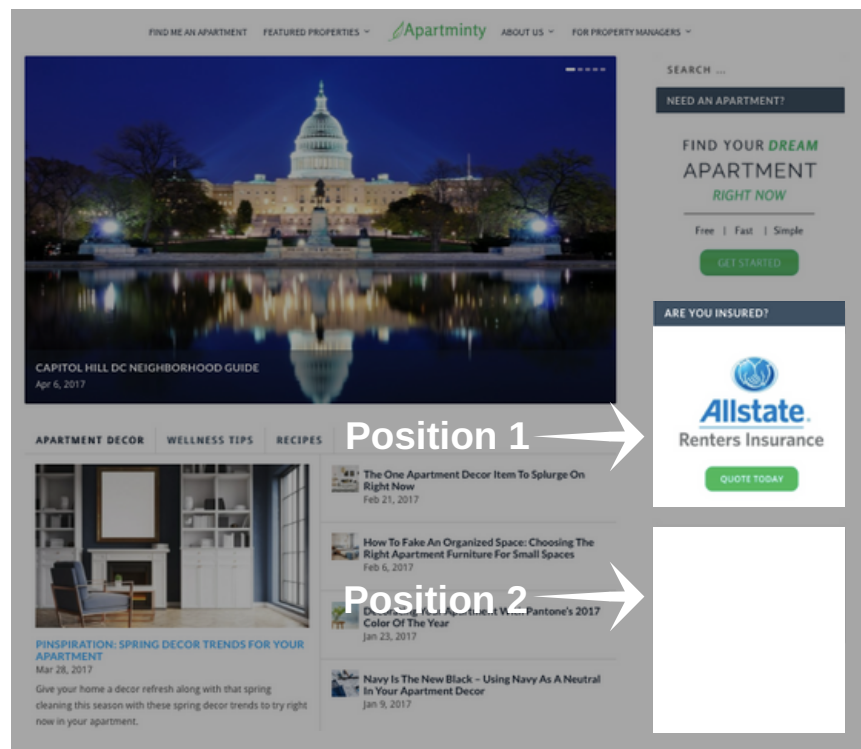
- Appear on the sidebar across the site
- Dimensions: 300 x 300
- JPEG or PNG
- File Size: 100KB or less

### 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*



## ADVERTISING WITH APARTMINTY

### 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*

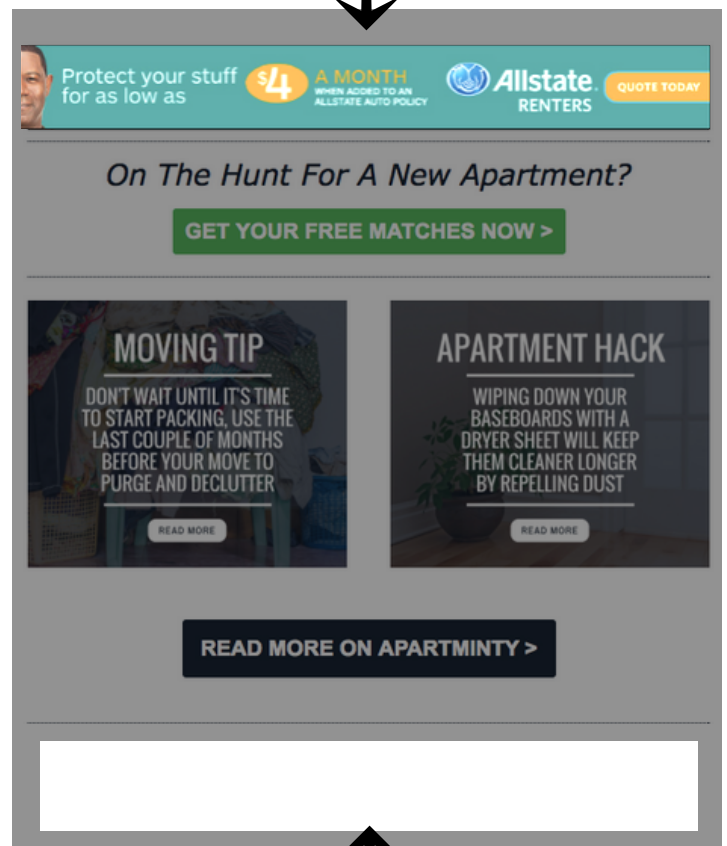
- Appear within a blog post
- Dimensions: 780 x 110
- JPEG or PNG
- File Size: 100KB or less

### 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*



A checklist of what ₱ 130.3k ✓ 3  
you'll need when  
moving into your first...