



The Internet Resource For Multifamily Professionals

Want to reach the property management industry? With 290,000+ Members nationwide (and growing every day), it's clear to see there is an incredible demand for the service Grace Hill provides. Put your company's products or services in front of the thousands of apartment professionals that call Grace Hill their industry home on the web. Several affordable advertising options are available that place your marketing message in front of prospective clients:

- ❖ Banner Advertisements
- ❖ Super Vendors Listings
- ❖ Chat Forum Sponsorships
- ❖ E-Newsletter Sponsorships

Attached you will find more information about each of these options. I'm confident Grace Hill will give your company maximum exposure to your target audience while giving you the most bang for your marketing buck.

Don't hesitate to contact me should you have any questions, are interested in viewing a recent Site Activity Summary or wish to get started with your marketing efforts today!

Sincerely,

Peggy Williams
Director of Client Services
Grace Hill, Inc
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Advertising Information

Banner Advertising

Grace Hill offers large, full color banner advertising for maximum impact and exposure. Your ad is placed inside our banner window, located on the right side of almost every page within the site. Banners are static and refresh with each page view. Only one banner ad is visible at a time.

Be visible throughout our entire site –Because our average user spends approximately 20 minutes on our site, he or she may encounter your ad numerous times per visit.

Eye-catching exposure at a modest price – The charge for displaying your banner ad at Grace Hill is \$500 per month (minimum 3-month contract). We currently average over 1,000,000 displays (yes, one million!) of each banner per month. You will receive a summary of site activity each month with your invoice.

Provide your own banner or we'll create one for you – For \$100 for a static banner or \$200 for an animated banner, our creative department will design a custom banner for you. Or, provide your own 280 x 200 static banner for our main site or 369 x 60 animated banner for Grace Hill's chat room. We recommend including a hyperlink to deliver viewers directly to your Company's own web site.

Free Super Vendor listings included - Every Banner advertiser receives 3 complimentary listings in our Super Vendor option, a \$500 value.

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Super Vendors Listing

Super Vendors is a yellow page type listing where viewers can sort through our database of advertisers by service provided and geographic location. Advertisers may choose to appear in up to three service or supply categories for the same low fee. Your Super Vendor listing can include up to 30 lines of client provided text plus logo and coupon if you so choose. You may also include a hyperlink to take viewers directly to your Company's own web site.

Regular Listings are an inexpensive advertising option at a one-time \$500 fee.

Premium Listings ensure that your ad appears first in a given category. For an additional \$100 per category per year, your ad goes from a Regular Listing to a Premium Listing and is the first to be Seen by the viewer. Premium Listings are available on a first come, first served basis

E-Newsletter Sponsorship

Your company's name and a brief description of your services will be highlighted in our monthly e-newsletter for one quarter of the year. Our e-newsletter is currently delivered to 68,000 + Grace Hill members. The sponsorship also includes at no additional charge a Banner Ad and a Super Vendor Listing (that's \$2000 worth of free advertising, one of which is a lifetime listing). The Banner Ad will be featured on the website the same quarter that the sponsorship of the e-newsletter runs. The cost per each quarter is \$2500.

Chat Event Sponsorships

Add your Company's name and message to the popular free educational events held regularly in the Grace Hill Chat Room. Sponsorship of each event is sold to a maximum of five advertisers at \$200 each. Each sponsor receives a full color banner ad placed at the top of the Chat Room screen. These banners rotate along with additional messages during the Chat Event which typically lasts 60 minutes. Each sponsor also receives recognition in all marketing messages prior to the event via our e-newsletter, Home Page and email alerts.