

2009 PARADEOFHOMES.ORG & BATC.ORG ADVERTISING OPPORTUNITIES

11/5/08

Home Page Banner

Key visibility (center top) features 12-15 banners rotating evenly throughout the entire site.

Six-months exposure to start at beginning of each Parade of HomesSM event (Feb. 15 through Aug. 15 and Aug. 16 through Feb. 14).

Recent historic average impressions per six month period: 200,000 to 225,000 with 600 click throughs.

Two banner sizes available, Small banner: Width 468 x height 60 pxl. Large Banner: Width 550 x height 123 pxl

\$4,000 small banner/six months

\$5,000 large banner/six months

Search Page Banner

Parade Home, Remodeled Home and Product Service Search Pages banner displayed above rule, following "search Parade Homes" or Search Results.

Six-months exposure to start at beginning of each Parade of HomesSM event (Feb. 15 through Aug. 15 and Aug. 16 through Feb. 14).

Recent historic impressions per six month period

Parade HomeSM Search and Results: 461,637

Remodeled Home Search and Results: 90,049

Products/Services Search and Results: 14,239

Size: Width 234 x height 60 pxl.

\$7,000 Parade Home Search and Results

\$1,500 Remodeled Home Search and Results

\$250 Product/Service Search and Results

Home Page Feature Advertorials

Two advertorial positions available in central graphic area of web site.

One month exposure, and not available during events (April, May, June, July, August, October, November and December).

Minimum monthly unique visits: 35,000 (ranges 35,000 to 50,000 non Parade of HomesSM months).

Advertorial opportunities to feature company (builder, remodeler, associate), product (home, remodeled project, product for home), service (e.g. landscaping).

Includes Feature link button with logo/name, jump page with details about feature and link to advertisers website.

\$1,000/month, includes all production

www.batc.org: Home Page Banner

Key visibility (center top) features 5-8 banners rotating evenly throughout the entire site, available on a monthly basis

Home page recent historic average impressions per month: 22,000 to 30,000 (anticipate 25,000 average for near future)

Anticipated monthly banner impressions: 3,000 to 5,000 per month with 75-100 click throughs

Two banner sizes available, Small banner: Width 468 x height 60 pxl. Large Banner: Width 550 x height 123 pxl

\$50 small banner/months

\$60 large banner/months