

Reach thousands of Capital Area consumers  
and over 650 REALTORS® through one of the most  
popular and proven communication vehicles!

# advertise on

Brought to you by the Capital Area REALTORS®  
*the voice for real estate in the Capital Area*

## SeeHouses.com

### What?

- ▶ 24/7 access to the Capital area's most comprehensive source of real estate listings
- ▶ Multiple photos, virtual tours and more
- ▶ Data is real time with new listings added hourly
- ▶ Open house search
- ▶ Related service section featuring mortgage lenders, home inspectors, title companies, etc.
- ▶ Current mortgage rates from local lenders updated daily
- ▶ Extensive inventory of farm, lots and investment property with a prominent link to the Commercial Real Estate Network for commercial information.

### Why?

Averaging over 20,000 visits per month SeeHouses.com has an impressive audience of people in the Capital Area who are looking specifically to buy or sell a home.

It is a known fact that this very targeted group of people are often in need of purchasing related services and products that are used in the successful completion of a real estate transaction.

Your company has a great service to offer—why not get the word out? SeeHouses.com offers a great opportunity for your business to tap into this highly segmented market.

Next to a REALTOR®, SeeHouses.com is the most valuable tool for  
Capital Area families and investors looking for real estate to purchase or lease.



# Capital Area REALTORS®

## SeeHouses.com

Advertising Rate Schedule and Agreement

### **Banner Ads**

\$99.00 mo. Rotating banner on main page with guaranteed minimum of approximately 20% of all Rotations. A three, six or twelve month commitment is required. For 12 month commitments a 10% discount is provided (CAAR Sponsors already receive a 10% discount).

Technical Specifications: Banner ads must be 300 pixels wide X 107 pixels deep. Art to be submitted by email in jpeg or gif format. Artwork provided by advertiser. Graphic services available at \$40/hour (\$20.00 minimum)

### **Mortgage Rate Update Page** (6 month commitment required payable up-front)

\$50.00 mo. Ability to log in securely via id, password and token to update mortgage rate information.

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Restrictions: Affiliate membership in the Capital Area REALTORS® is a prerequisite to advertising on SeeHouses.com. The Capital Area REALTORS® accepts no advertising which criticizes competitors, individual real estate professionals, or a group of real estate practitioners by name, or otherwise conflicts with the REALTOR® Code of Ethics. The Capital Area REALTORS® reserves the right to refuse an advertisement or links to websites if deemed to be inappropriate for any reason. Services affiliated with the real estate industry are allowed, but no advertisements are permitted for agent, broker, or REALTOR® services, including property advertisements or agent recruitment.

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Our company desires to advertise on the Capital Area REALTORS® website located at www.SeeHouses.com and choose the advertising option checked below effective on \_\_\_\_\_

#### **Banner Ads**

\_\_\_\_\_ sign me up for the below referenced term at a cost of \$99.00 mo. (\$89.00 mo. for a 12 mo. commitment).

(indicate term):

\_\_\_\_\_ 3 mo      \_\_\_\_\_ 6 mo      \_\_\_\_\_ 12 mo

#### **Mortgage Rate Update Page**

\_\_\_\_\_ sign me up for 6 months at \$50.00 a month payable in advance for a total of \$300.00 (this feature is included in option "A").

I understand that our company will be billed the amount selected above in accordance with the schedule selected above.

Print Name \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_ E-mail Address \_\_\_\_\_