

# MEDIA KIT



# JACKSONVILLE

## APARTMENT LOCATOR.com

The screenshot displays the website's homepage. At the top left is the logo and the tagline "The fastest way to find your Jacksonville apartment." A navigation bar includes links for "Apartments in Jacksonville", "Neighborhood Guide", "Jacksonville Apartment Resources", and "Jacksonville Apartment Reviews". The main content area features a large image of a woman with three green buttons: "Search Now", "Neighborhood Guide", and "Resource Guide". To the right is a "View all Apartments Now" button and a "JACKSONVILLE APARTMENT REVIEWS" section with text about negative reviews and a mention of "Villa Valencia Apartments". Below this is a "Featured Communities" carousel with six thumbnails: "Your Apartment Here", "Oviedo Grove", "Hunter's Ridge", "Village at Science Dr", "Summerlin", and "Villa Valencia". At the bottom, there is a "UNF Apartments" button and a "Your Apartment Community" section with a "Photo of Your Apartment Here!" link.

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## Who uses JacksonvilleApartmentLocator.com?

A certain amount of leasing traffic is going to come to your door no matter what. They've seen your ads, driven by your location or heard great word of mouth. But there is another large group of prospects who want to do a full apartment search. They're either very particular or they're totally clueless... either way, they want to evaluate a number of options and they want to do it quickly. These are the renters that use JacksonvilleApartmentLocator.com.

## How does JacksonvilleApartmentLocator.com drive traffic to your apartment?

### Local to the Jacksonville Market

Users prefer using a local website over a national website with local listings.

### Customizable Mini-websites for Every Apartment Listed

We give you more ways to highlight and promote what makes your apartment community unique.

### Apartment Reviews... Approved by You!

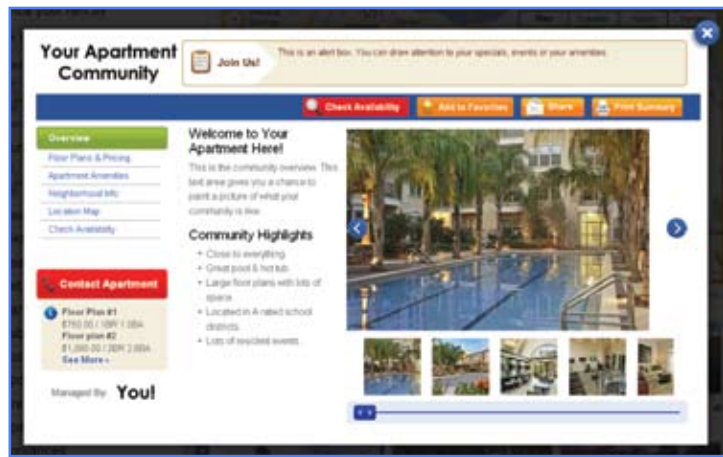
We write professional reviews of your apartment community which you contribute to and approve before they go online.

### UNF Section

We have specially designed apartment listings and resources for UNF students.

### Access to Competitive Intelligence

Track your top 50 comps in addition to your own traffic.



## Quality, local content that renters care about.

### Neighborhood Guides

We provide comprehensive information about the businesses, schools, and things to do around your apartment community.

### Jacksonville Area School Districts

We're the only apartment search website that lets users search for apartments based on school districts.

### Jacksonville Apartment Resource Guides

We give prospective renters insider tips & tricks for choosing the right Jacksonville apartment.

# WHAT DOES THIS ALL MEAN? MORE QUALIFIED TRAFFIC!

# JacksonvilleApartmentLocator.com's Dynamic Search Delivers High Quality Traffic

Our filter page allows prospective renters to begin their search showing all of the housing options on JacksonvilleApartmentLocator.com. Very quickly, they are able to narrow down the list by adjusting price range and other variables. Unlike traditional Web searches, the user is able to view results in real time as each adjustment is made. This allows potential renters to instantly find your community through a nearly limitless set of criteria.

The screenshot displays the Jacksonville Apartment Locator website interface. At the top, the logo reads "JACKSONVILLE APARTMENT LOCATOR.com" with the tagline "The fastest way to find your Jacksonville apartment." Below the logo are navigation tabs: "Apartments in Jacksonville", "Neighborhood Guide", "Jacksonville Apartment Resources", and "Jacksonville Apartment Reviews".

The main content area is divided into two sections. On the left is a vertical sidebar of filters, including:

- Price your rent by:  The Apartment,  The Room
- Rent Per Month: A slider ranging from 574 to 1857, with "Current Range: 574 - 1857" displayed below.
- Number of Bedrooms: A slider ranging from 1 to 4.
- Neighborhood: A dropdown menu.
- Distance from my location: A dropdown menu.
- Lease Length: A dropdown menu.
- Pet Policy: A dropdown menu.
- Parking: A dropdown menu.
- Public Transportation: A dropdown menu.
- Community Features: A dropdown menu.
- Sports & Fitness: A dropdown menu.
- Green Efforts: A dropdown menu.
- Apartment Features: A dropdown menu.
- Appliances: A dropdown menu.
- Cable & Utilities: A dropdown menu.
- Furnishing: A dropdown menu.
- Student Housing Options: A dropdown menu.

At the bottom of the filter sidebar is a search box labeled "Search by Apartment Name" with a "Search" button. Below the filters are "Go to Top" and "Reset Search" buttons.

On the right side of the main content area is a Google Map of Jacksonville, Florida, showing major highways (1, 9A, 109, 115, 90, 180, 190, 207) and various neighborhoods. A red pin is placed on the map. Below the map, it says "Showing results 1-25 of 53" and "Back | Next >".

Below the map is a grid of apartment listings. Each listing consists of a small image and a name. The first row shows five listings: Arbor Lofts, University Club, Uptown Village at Townsend, Lakewood Villas, and Lakewood Villas. The second and third rows show the same five listings repeated. At the bottom right of the grid, there are navigation links: "Previous 1 2 3 4 Next".

## URNS TRAFFIC TO LEASES

The traffic that our search page generates is more likely to fit your target demographic. When they reach your leasing office, they are more likely to "look and lease" instead of "look and keep looking."

JacksonvilleApartmentLocator.com puts prospective residents directly in touch with you by promoting your contact information, Web site, Facebook page and more.

## HIGHLY CUSTOMIZABLE APARTMENT LISTINGS

### You Can:

- Highlight your community's most important features & amenities
- Showcase up to 40 photos
- List up to 10 floor plans
- Add Videos
- Highlight your resident events on the fully customizable Resident Life tab
- Feature up to 180 amenities and call out your top 5
- Link directly to your social media pages on Facebook and Twitter
- Track the number of prospective renters visiting your listing and the number that ask for your contact info

### Prospective Renters Can:

- Bookmark your listing and return directly to it
- Share your listing through their social media profiles like Facebook & Twitter
- Search for apartments close to a particular address
- Learn about the neighborhood your community is located in
- See your current specials and upcoming events on your specials bar
- Read professionally written apartment reviews without the negative bias of other sites

The screenshot shows a web interface for an apartment listing. At the top left, it says "Your Apartment Community". To the right is a "Join Us!" button and an alert box that reads "This is an alert box. You can draw attention to your specials, events or your amenities." Below this is a navigation bar with buttons for "Check Availability", "Add to Favorites", "Share", and "Print Summary". On the left side, there is a sidebar with a "Contact Apartment" button and a list of floor plans: "Floor Plan #1 \$750.00 / 1BR 1.0BA" and "Floor plan #2 \$1,000.00 / 2BR 2.0BA". The main content area features a "Welcome to Your Apartment Here!" heading, a paragraph of introductory text, and a "Community Highlights" section with bullet points: "Close to everything.", "Great pool & hot tub.", "Large floor plans with lots of space.", "Located in A rated school districts.", and "Lots of resident events." A large photo of a swimming pool is displayed, with a carousel of smaller images below it showing various apartment features and amenities. A close button (X) is visible in the top right corner of the listing frame.