



Just Listed
PA ASSOCIATION OF REALTORS®

2011 Advertising Rates

PARJustListed.com is a daily online news site for the more than 30,000 members of the Pennsylvania Association of Realtors®.

JustListed takes advantage of Web 2.0 technology to bring Pennsylvania Realtors® real estate information in a timely manner.

Advertising on this news site is a targeted and cost-effective means of reaching the most successful Realtors® in Pennsylvania.

Banner Ad Pricing

All banner ads are a maximum file size of 40K and maximum animation of :15 seconds. Each page may have a maximum of five advertisers in each space; ad will appear alone until the page is refreshed and will rotate on an equal basis. Ad will hyperlink to the advertiser's website. Ad will appear on every page through the website unless specified.

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|---|-------------------|--------------------|
| 1) Leaderboard (728x90 pixels, Top of page above fold) | | |
| 3 months: \$1,200 | 6 months: \$2,100 | 12 months: \$4,000 |
| 2) Tile Ad (160x600 pixels, Right column above the fold) | | |
| 3 months: \$900 | 6 months \$1,700 | 12 months: \$3,000 |
| 3) Rectangle (300x250, Bottom of page, centered) | | |
| 3 months: \$750 | 6 months: \$1,400 | 12 months: \$2,800 |
| 4) Text Ad (160x160 pixels, Right column below the fold) | | |
| \$150 per month | | |

For more information contact:

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PARJustListed.com



Pennsylvania
Association of
REALTORS®