

2007 Online Media



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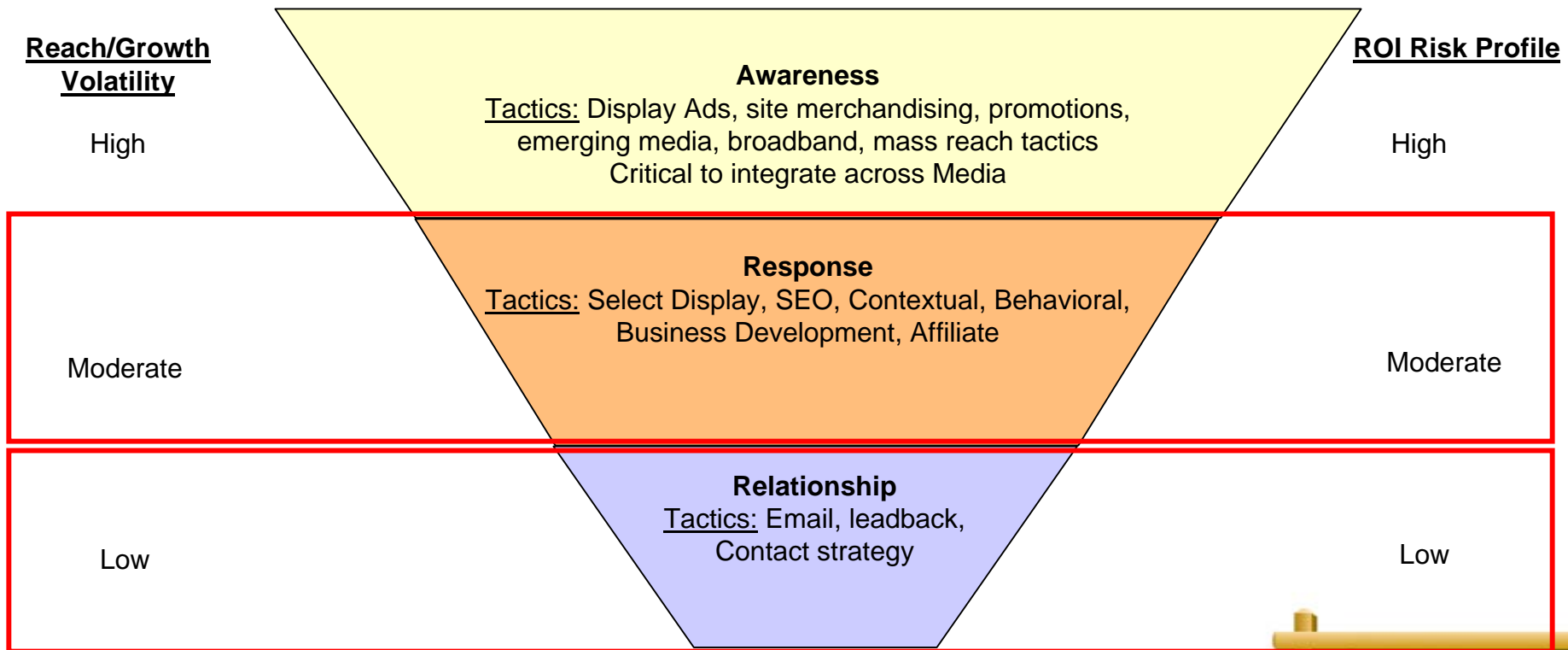
2007

Planning Parameters

- Objectives
 - Drive qualified site traffic
 - Evaluate performance based on the number of qualified site visits and leads generated
 - Secondary metrics including time spent, pages viewed, and number of searches will be considered and measured
 - Capture traffic volume from competitive set and re-establish leadership position for Century 21 online
- Geography
 - Consider heavy up support in markets where share is down
 - California, Florida, Chicago, Massachusetts, Texas, Arizona, North Carolina, South Carolina, New York, New Jersey
- Timing
 - Full year Paid Search (target local)
 - Testing and Seasonal placement for graphical media



Media Tactics Overview



2007

Media Approach

- Target individuals actively shopping for Real Estate
 - Audience is highly qualified and more likely to respond
 - Prospects are In-market and have a higher propensity to convert to a lead
- Test multiple media tactics that reach the prospective home buyer or seller
- Optimize media based on results
 - Cost Per Visitor
 - Cost Per Lead

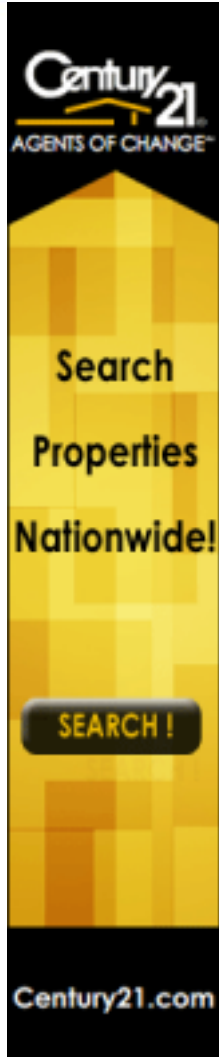


Flighting / Placement Strategy

- Annual presence in Paid Search
- Inventory is demand based
- Pricing is Cost Per Click
 - Minimizes risk during lower seasonal periods
- Maintain budget flexibility to capitalize on demand and maximize expenditure among most effective tactics



Creative Sample



These banners fully animate when live on the sites. These static images are being used to demonstrate the creative approach. A strong emphasis is placed on branding with extensive use of black and gold elements. A textured background is used for visual interest.

Tactics/Sites

Paid Search

- Google
- Yahoo!
- MSN
- Ask Jeeves

Network

- Advertising.com
- Specific media
- Undertone
- Great Schools

Real Estate

- AOL
- Yahoo!
- CNN Money

Home Improvement

- Home Depot
- This Old House

Diversity

- Gay.com



2007 Flowchart

Site		Flight Dates											
		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Test Campaign	Specific Media Total												
	UndertoneNetworks.com Total												
	Advertising.com Total												
	Gay.com Network Total												
	GreatSchools.com Total												
	HomeDepot Total												
	ThisOldHouse Total												
	CNN Money Total												
	Yahoo! Total												
	AOL Total												
Roll-Out Campaign*	Roll Out Budget												
Search Campaign	Google Search												
	Yahoo Search												
	MSN Search												
	ASK Search												
Cross-Platform Campaign	CNN Cross-Platform												
	HGTV Cross-Platform												
	SellThisHouse Cross-Platform												

Media under the test campaigns is purchased quarterly and is based on site performance. The roll out budget was established for this reason.



Listing Distribution



Listing Partners

- Google™
- Trulia.com
- LandAndFarm.com
- Optimum Homes (Cablevision)
- Openhouse.com
- Wall Street Journal (realestatejournal.com)
- Cityfeet.com (commercial)
- Loopnet.com (commercial)



Site Profiles



Home Improvement



Home Depot



Audience

	% Comp	Index	% Reach	Reach
Shop Online for Real Estate Last 30 Days	29.1	351	26.9	3,146,983
Will Purchase New Residence Within Year	5.2	152	11.6	564,845

Placements

- Run of Site display media
- 250x250, 468X60, 234X90 banner sizes



This Old House



Audience

	% Comp	Index	% Reach	Reach
Shop Online for Real Estate Last 30 Days	14.1	171	0.4	52,410
Will Purchase New Residence Within Year	3	106	0.2	10,967

Placements

- ROS, Managing Your Home, Remodeling, TV Ch., Newsletters
- 728X90, 120X240, Text and Logo



Real Estate



AOL Real Estate



Audience

	% Comp	Index	% Reach	Reach
Shop Online for Real Estate Last 30 Days	25.3	305	6.6	776,491
Will Purchase New Residence Within Year	8.8	256	5.6	270,498

Placements

- Buying/Selling, First Time Home Buying, Real Estate Main
- 300X250, 728X90, 160X600 banner sizes



Yahoo! Real Estate

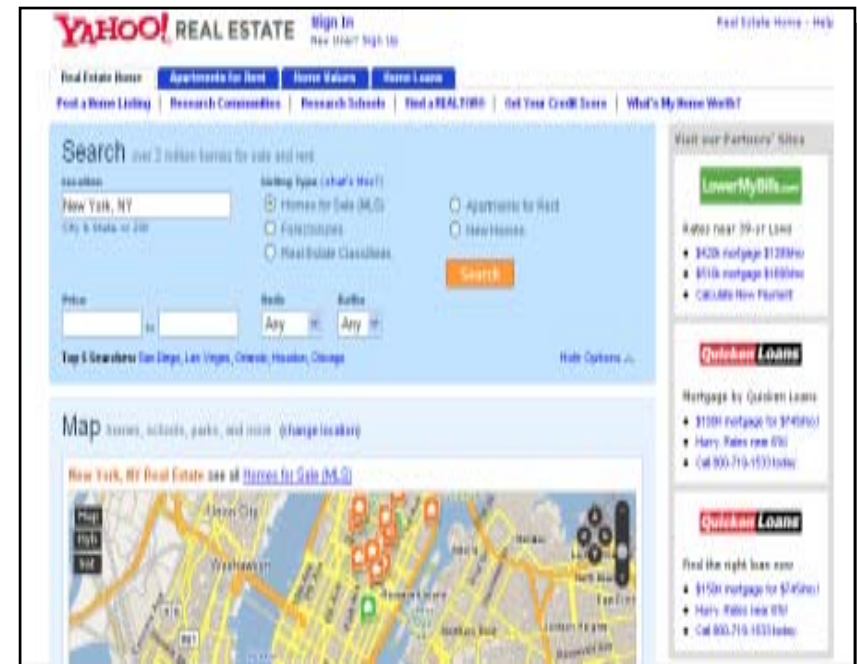


Audience

	% Comp	Index	% Reach	Reach
Shop Online for Real Estate Last 30 Days	36.1	436	3.9	461,449
Will Purchase New Residence Within Year	11.4	333	3	146,096

Placements

- Behavioral Targeting - Real Estate Shoppers
 - Banners served to visitors actively searching real estate
- 300X250, 425X600, 728X90 banner sizes



CNN Money



Audience

	% Comp	Index	% Reach	Reach
Shop Online for Real Estate Last 30 Days	16	193	12.6	1,479,800
Will Purchase New Residence Within Year	3.8	111	7.2	352,138

Placements

- Real Estate, Best Places to Live, Money 101, Run of Site (ROS)
- 728X90, 336X280 150X50 banner sizes



Paid Search



Paid Search Approach

- C21 to bid on both localized and general search terms
 - i.e. Aberdeen properties, Louisiana condo, Albany homes
 - i.e. Condo, Realtor, Commercial Real Estate
- Paid search allows C21 to maintain a presence on results pages for a wide range of terms: 52,000+
 - Reinforces Search Engine Optimization efforts already in place
 - Placement in both the paid area and organic results page strengthens the click response
 - Presence in both placements yields 3X the click response than in organic alone
- Campaign is constantly monitored and bids are adjusted according to search term performance



Paid Search

Branded & General Terms

Century 21 Real Estate Home Buying

Local terms

General terms

Albany homes Louisiana condo

33%

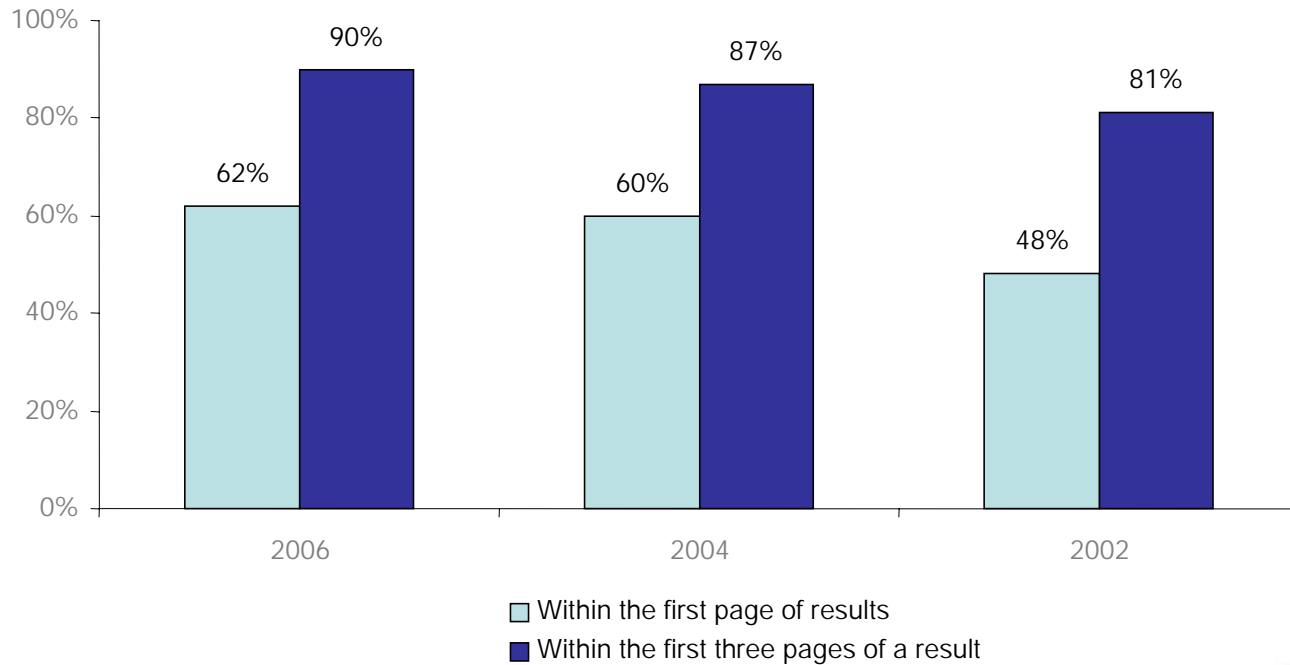
Condo Commercial Realtor

- Search engines already contribute approximately 33% of incoming traffic to Century21.com on a monthly basis (by means of branded and general terms)
- Opportunity to capture traffic from outliers – regional/local terms



Paid Search

62% of search engine users review **only the first page** of results before clicking one, up from 48% in 2002



Maintaining a strong presence within the first page of results is key!



Source: iProspect Search Engine User Behavior Study, April 2006

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Yahoo Search

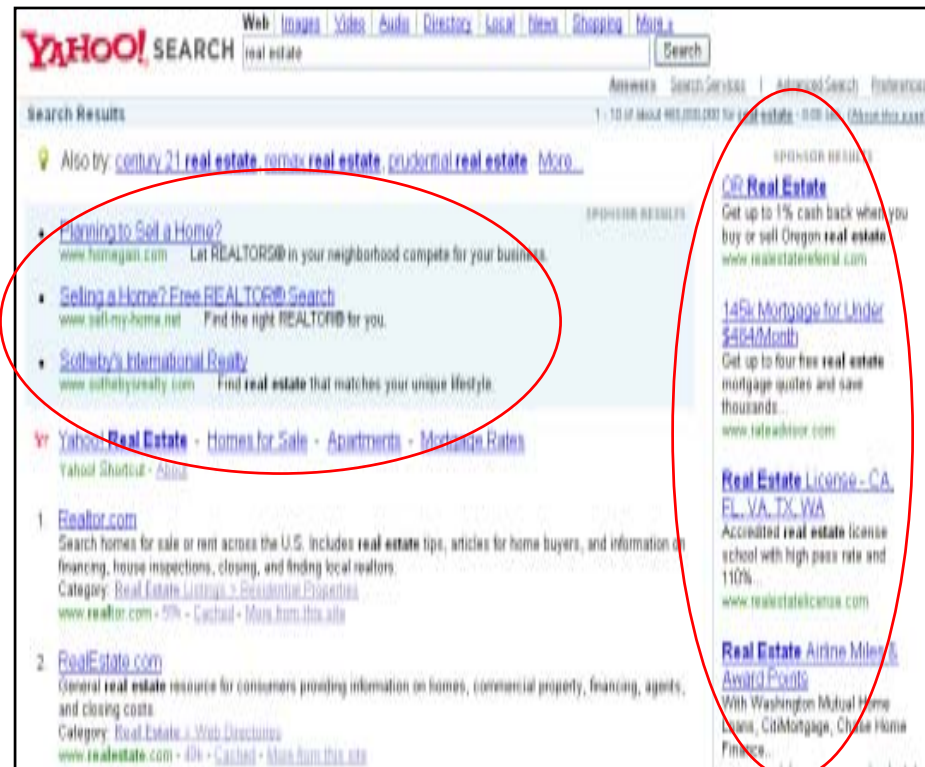


Audience

- 75.9MM unique visitors/month

Placements

- Paid Search listings
 - Brand, Generic, and Geo terms
 - Bidding on over 52,000 terms



Ask.com

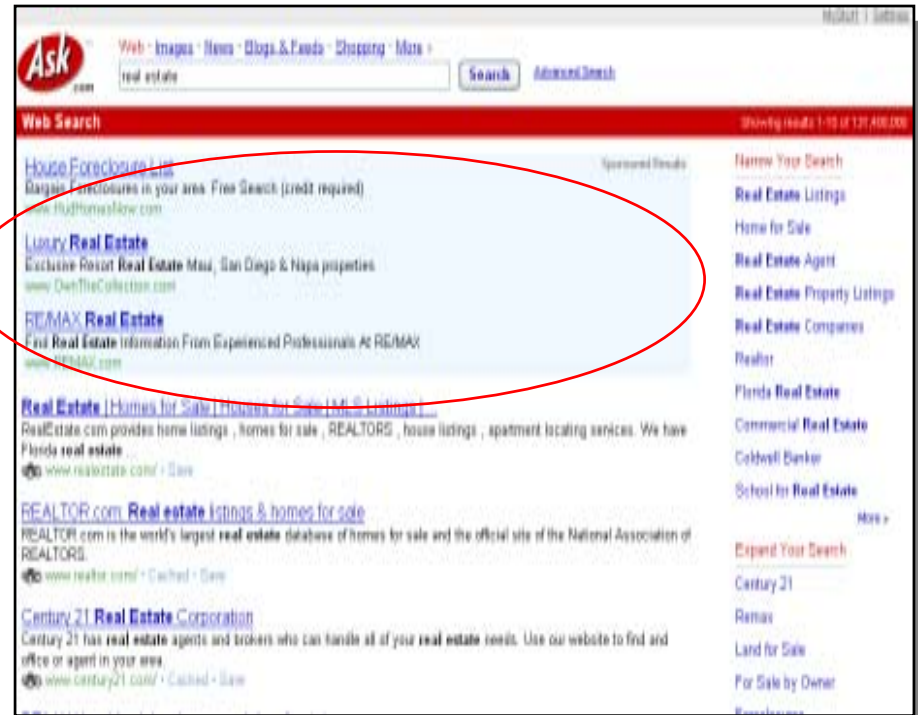


Audience

- 25.9 MM unique visitors/month

Placements

- Paid Search listings
 - Brand, Generic, and Geo terms
 - Bidding on approx. 52,000 terms



MSN Search

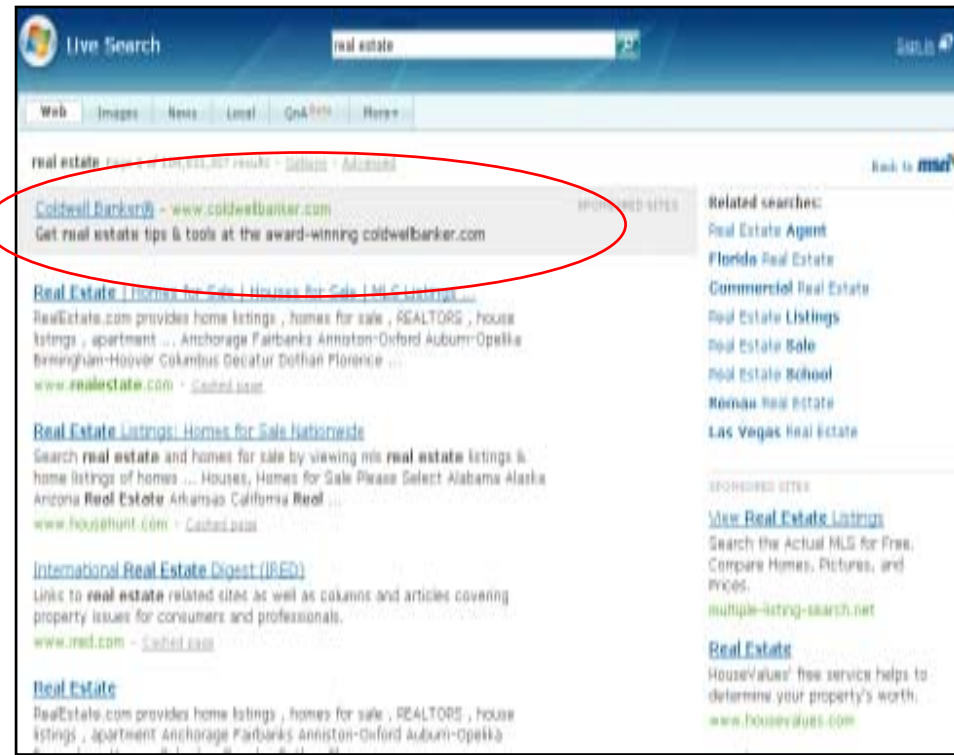


Audience

- 40 MM unique visitors/month

Placements

- Paid Search listings
 - Brand, Generic, and Geo terms
 - Bidding on approx. 52,000 terms



Google

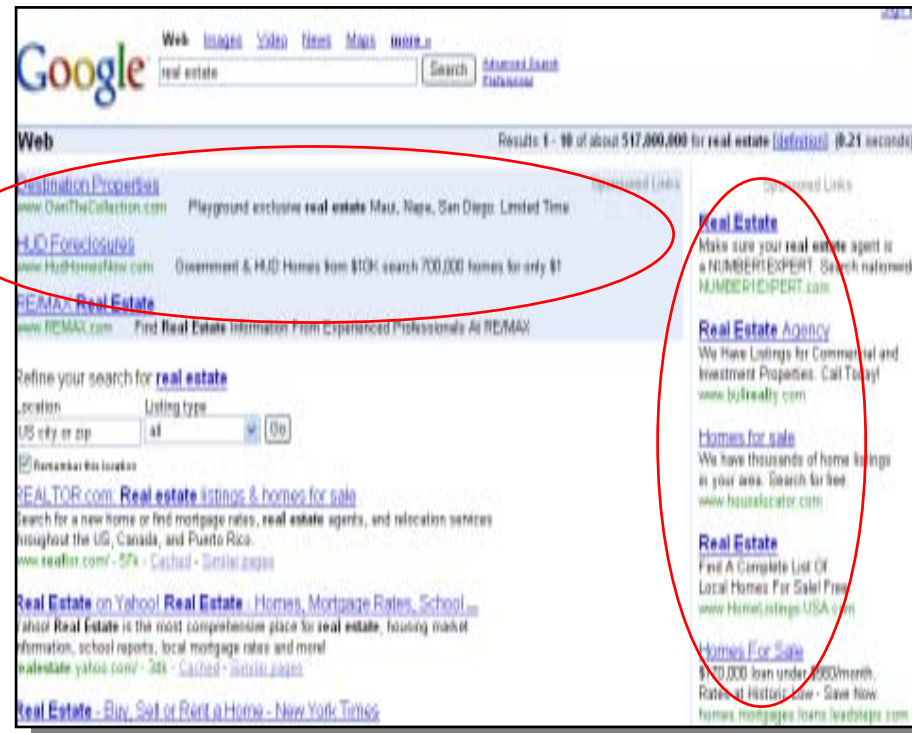


Audience

- 103.4 MM unique visitors/month

Placements

- Paid Search listings
 - Brand, Generic, and Geo terms
 - Bidding on approx. 52,000 terms



Networks



Specific Media



Audience

- 75MM unique visitors/month

Placements

- Real Estate Channel, Behavioral Targeting across 188+ sites within the network
- 300X250, 728X90, 160X600, 120X600 banner sizes

Example site from within network

A screenshot of the RealEstate.com website. The page features a navigation bar with links for '1-800-RealEstate', 'BUY A HOME', 'SELL A HOME', 'HOME LOANS', 'NEW HOME CONSTRUCTION', 'ABOUT US', and 'MY ACCOUNT'. Below the navigation bar is a promotional banner for a gift card. The banner includes the text 'Get a valuable gift card when you close with us.*' and a three-step process: 1. Complete our fast and easy form, 2. Choose your REALTOR® from our approved list, and 3. Get your gift card when you close with us. There are input fields for 'Home you are buying' (with a value of \$375,000), 'Home you are selling' (with a value of \$150,000), and 'Calculate gift card amount' (with a value of \$1,750). Below the form are images of 'The Home Depot Gift Card' and 'American Express Branded Gift Card'. A 'Get started' button is located at the bottom right of the form. The footer of the page includes the text 'What RealEstate.com customers are saying:' and 'Questions? Call 1-888-828-0204'.

Undertone Networks

UNDERTONE

Audience

- 33MM unique visitors/month

Placements

- Real Estate Channel, Behavioral Targeting across 350 sites within the network
- 120X600, 160X600, 300X250, 728X90, Custom Expandable

Example site from within network

The screenshot shows the homepage of apartments.com. At the top, there's a navigation bar with 'Search for Rentals', 'Mortgage Center', and 'Moving Center'. Below that, a green banner features a Bank of America advertisement with a teddy bear and the text 'A fearsome grizzly bear?'. The main content area is divided into several sections: 'Search Options' with links like 'Start a new search', 'Refine that search', and 'View Favorites'; 'Search Criteria' with a text input for location and a 'GET STARTED NOW' button; 'Price' with 'Min Price' and 'Max Price' inputs; 'Bedrooms' with checkboxes for 'Any Number', 'One', and 'Two'; 'Type of Housing' with checkboxes for 'Any Type', 'Apartments unfurnished', and 'Condo/Townhome/Duplex'; 'Amenities' with checkboxes for 'Pets', 'Small Dogs (Under 25lb)', and 'Large Dogs'; 'Apartment Features' with checkboxes for 'Air Conditioning', 'Balcony, Deck, Patio or Porch', and 'Dishwasher'; and 'Community Features' with checkboxes for 'Special Offer', 'Business Center', and 'Clubhouse'. A 'GO' button is visible at the bottom right of the search criteria section.

Advertising.com



Audience

- 120MM unique visitors/month

Example site from within network

Placements

- Behavioral Targeting across approx. 900 sites within the network
- 120X600, 300X250, 728X90 banner sizes



General



Great Schools

greatschools™

Audience

- 2.7MM unique visitors/month

Placements

- School Profiles/Articles, ROS
- 728X90, 300X250, 120X600, Text

The screenshot shows the Great Schools website interface. At the top, there is a navigation bar with the Great Schools logo and a search bar. Below the navigation bar, there is a section titled "Compare Schools: Results" which displays a table of search results. The table includes columns for School name, Distance, NY State Assessment (Grade 3 Math), Students per Teacher, and Test & Reduced Price Lunch. The results are sorted by distance, showing two schools: "Caret Elementary School" and "Catharine Elementary School".

School name	Distance	NY State Assessment (Grade 3 Math)	Students per Teacher	Test & Reduced Price Lunch
Caret Elementary School	0.7	81%	13	22%
Catharine Elementary School	0.8	88%	13	73%

HGTV.com



Audience

- 80MM page views/month

Placements

- House Hunters sponsorship, Run of Site throughout the Real Estate vertical, Logo, Custom on-air promo spots driving consumers online
- 728X90, 300X250, Text, Broadband video, eNewsletters



HGTVPro.com



Audience

- 1.4MM page views/month

Placements

- 728X90, 300X250,
Run of Site placement



DIYNetwork.com



Audience

- 23MM page views/month

Placements

- Feature sponsor of Best Built Homes giveaway
 - C21 to award second place prize of \$21K
- 728X90, 300X250, 160x600
Run of Site placement



AETV.com

Audience

- 1.5MM unique visitors/month

Placements

- Sell This House sponsorship
 - Logo, targeted banners, broadband, mobile updates
- Online media extended to Biography.com and History.com
- 300x250, 728x90, 160x600
- TV- Video on Demand :15 or :30 pre roll



CNN.com

Audience

- MM unique visitors/month

Placements

- Real Estate / Open House pages
 - 100% share of voice
- Run of Site- Homepage, Weather, All News
- 3336x280, 728x90
- Broadband :15 or :30 pre roll
- Full day podcast sponsorship





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Welcome to my website!

My firm and myself will provide you with professional and dedicated service throughout the selling process. No stone will be left unturned to find you a home or a qualified buyer by working hard utilizing the latest technology and marketing. I am proud to be a Century 21 agent servicing my clients in this outstanding community. Your neighborhood has become a central part of my career focus and my personal policy is to give the best customer service around. People I know love doing business with me. When you are ready or have any questions please feel free to call me at 631-255-9086.

I look forward to serving you!

Victor



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Century 21 Princeton Properties has been servicing Suffolk County since 1976. We offer our customers the convenience of being a multiple office. We specialize in Residential, Re-Sales, New Construction, Land, Commercial, Condos, Co-ops, Rental Management and Relocation.

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