

Online ad sizes, placement and weekly pricing



The Real Story is the news and information resource designed to help consumers navigate through complex questions related to real estate. An informative blog and topical podcasts are hosted by Colleen Edwards, real estate expert for **KCBS** radio.

With more than 30 years experience as a strategist for the land development and homebuilding industries, Colleen knows what's on the minds of consumers and who has the answers.

Contact your Sales Representative for more details at 925-837-9380.

Ad Specs

File size maximum: 35kb,
:15 second rotation,
maximum 3 rotations

Additional Ad Opportunities	Cost
Billboard, snipe per location, total of 5	\$3,500 ea.
Sponsor :30 radio spot, monthly, total of 6	\$5,000 mo.
Co-brand on KCBS banner ads monthly, total of 6	\$1,500 mo.
Co-brand on Streaming Audio pre-roll, 4 week	\$5,000 wk.
Co-brand on KCBS podcast, 4 week	\$7,500 wk.
Sponsor "Ask Colleen," type only byline	\$6,000 ea.
Sponsor "Forum Page," type only byline	\$6,000 ea.
Sponsor "Calendar Page," type only byline	\$6,000 ea.

Sponsorship Packages	Cost	
Package 1 ROS random rotation throughout site for rectangle, full banner and mini-square (no mini-text)	\$2,500/wk.	
Mini-Text B Package – 3 positions per week based on availability Mini Text B on all pages, top skyscraper, top mini square, full banner on home page (2-week minimum)	\$3,000/wk.	
Mini-Text A Package – 4 positions per week based on availability Mini Text A on all pages, top skyscraper, top rectangle, and pod cast on home page (2-week minimum)	\$3,500/wk.	
Package 2, ROS Secondary Pages Random rotation throughout secondary pages for each skyscraper, rectangle, mini square and full banner (no mini-texts)	\$4,500/wk.	
Category Domination Single mini-text A, top of page rectangle, top of page skyscraper, full banner on category secondary page	Financial Package Category	\$5,000/wk.
	Green Package Category	\$5,000/wk.
	Homebuilding Package Category	\$5,000/wk.
	Quality of Life Package Category	\$5,000/wk.
Package 3, ROS Home Pages Random rotation throughout home page for each skyscraper, rectangle, mini square, podcast and full banner (no mini-texts)	\$6,000/wk.	

Premium page: Home page; Search page; Detail page

ROS: Run of Site (all premium and secondary pages)

ROP: Run of Premium pages, placement position on each page based on ad size

Minimum \$5,000 commitment.

*Ad placement subject to availability.

Billing occurs in three installments: 50% up front billing and two subsequent billings at 25% each.

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A resource to help consumers navigate real estate.

Economic stimulus. Green building. Mortgage meltdown. Transit villages. Foreclosures. Credit crunch. Real estate is a hot topic these days. To help consumers navigate through complex questions related to real estate is a comprehensive news and information resource: The Real Story with Colleen Edwards, real estate expert on KCBS Radio.

Media

Exclusive 26-week partnership with KCBS.com

- Integration of The Real Story Blog within KCBS.com via the "Extras" and "Audio" navigation bar tabs
- Ownership of KCBS.com keyword "real estate"
- TRS banner ads rotating within KCBS.com
 - Generating 600,000 impressions
- TRS audio pre-roll on all podcast plays
 - Minimum of 300,000 plays per month.
- 1,170 streaming :30 spots via KCBS radio
- 7,800 TRS audio pre-rolls to streaming broadcast
- TRS button fixed at on KCBS "News Now" e-Blast
 - Distribution of 560,000

KCBS Radio

- #1 radio audience in morning drive
- 26-week radio campaign promoting TRS
- 13 prime time spots per week
- 338 total spots

KCBS.com

- Top news website
- Averaging 322,500 unique visitors each month
- 1,553,723 monthly page views
- Playing 282,629 podcasts each month
- 42,878 podcasts downloaded each month

Outdoor Billboards

- Five 14 x 48 billboards
- Two months of exposure
- Prime Bay Area locations
- Promoting TRS and KCBS partnership

Public Relations

- Media tour meetings with Colleen Edwards and key Bay Area business, Real Estate and Consumer Editors
- Consumer-focused Press Releases to top Bay Area media outlets including print and broadcast
- Homebuilding industry-focused trade publications
- National Real Estate journalists and members of National Association of Real Estate editors
- Weekly e-blasts of The Real Story topics and run times of commercial spots on KCBS

Blog Features

- A production in conjunction with KCBS radio
- Categories of interest: each offers a full file of news and information
- Podcasts: access topical conversations with experts on every aspect of real estate
- Surveys: speak up on timely questions and issues
- Current news stories related to real estate
- Forum for audience to ask questions and join the conversation

Market value: \$400,000

**See us at
kCBS.com KEYWORD: "Real Estate"**