

# Triadhomes.com Featured Tiles

Online Section Sponsorship

The screenshot displays the TriadHomes.com website interface. At the top, there are navigation tabs for News, GoLocal, TriadMarketplace, TriadHomes, TriadCareers, and TriadCars. Below this is a search bar for homes with filters for price range, bedrooms, and bathrooms. The main content area is divided into several sections:

- Featured on TriadHomes:** A large tile for John Kavanagh, a featured builder, with a photo and a link to his website.
- Real Estate News:** Several news articles, including "Federal homebuying program expands to Rockingham", "Tips from the Pros: Safety first: Locks offer best line of defense", "Construction Zone: GBA announces 2010 board", "Make most of small spaces with bold gestures", and "Real Estate Notes: GRAA luncheon, events".
- Featured Community:** Tiles for Heritage Hill and Mendenhall Mill, each with a photo and a link to visit the website.
- Featured Golf Community:** A tile for 4703 Perquimans Road West, Keller Williams, with a photo and a link to visit the website.

1 Tile

2 Tiles

1 Featured Tile \$75/mo

Buy 2@ \$75 ea./month and get a 3rd FREE!

# NEWS & RECORD

interactive  
www.news-record.com | Greensboro, NC

Get Featured! Get Noticed!  
Side positioning puts you adjacent to content that users are seeking. Featured Realtor, Community or Builders are showcased with this unique positioning that gets noticed.

## Featured Tile

- Link to your website
- Appear in premium front page position
- Average 1,500 clicks per day
- Will rotate among a maximum of 10 advertisers per tile
- Are affordable

## REACH

REACH QUALIFIED POTENTIAL HOMEBUYERS: 72% OF TRIAD ADULTS THAT HAVE GONE ONLINE WITHIN THE PAST 30 DAYS

TO LOOK AT REAL ESTATE LISTINGS EARN \$50,000 OR MORE ANNUALLY. 62% OF NEWS-RECORD.COM USERS FALL WITHIN THIS INCOME LEVEL.

REACH THOSE PLANNING TO BUY: OVER 11,000 TRIAD ADULTS USING THE INTERNET FOR REAL ESTATE LISTING INFORMATION

PLAN TO PURCHASE A HOME WITHIN THE NEXT 12 MONTHS. ALMOST 20% PLAN TO USE A REAL ESTATE AGENT TO BUY A HOME.

REACH A YOUNGER, MORE AFFLUENT AUDIENCE: OVER 70% OF NEWS-RECORD.COM USERS ARE BETWEEN THE AGES OF 25-54 AND 73% ARE COLLEGE EDUCATED.

SOURCE: SCARBOROUGH, MARCH 2008

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