

# MARKETING ON

# myMOTHERLODE.com

YOUR GATEWAY TO CALIFORNIA'S GOLD COUNTRY

## REAL ESTATE SECTION

myMotherLode.com is the area's online media powerhouse, attracting over 500,000 visits and over 2,000,000 page views every single month. This growing regional audience of educated and affluent consumers rely on myMotherLode.com to help them make buying decisions. Each ad zone in the Real Estate section is limited to a maximum of four (4) advertisers, providing high user engagement and branding power.

The screenshot displays the myMOTHERLODE.com website interface. At the top, there is a Prudential California Realty logo and a banner for 'Click here for today's Featured Property' with the URL www.PCR1.com. Below this is the main navigation bar with categories like News, Multimedia, Sports, Weather, Traffic, Living, Entertainment, Community, Real Estate, Classifieds, and Yellow Pages. A search bar is prominently featured. The main content area shows search results for properties, including details like price, location, and features. On the right side, there are several vertical advertisements: a 'Local homes for sale' ad, a 'Multiple Listing Service' ad, a 'Carson Home Search' ad, and a 'Don't Buy in Carmichael' ad. Below these are three 'Skyscraper Ad' units for Foothill Home Mortgage, featuring agent photos and contact information. At the bottom right, there is a 'Yellow Pages' search box and a red bear logo.

- More than 80% of home buyers use the Internet to search for a home.
- 8 out of 10 of those buyers used an agent to complete the transaction.
- KVML - KZSQ - KKBN will broadcast support of the Real Estate site.

### Leaderboard Ad

Size: 720 x 90 pixels  
Max File Weight: 40K

### Skyscraper Ad

Size: 120 x 600 pixels  
Max File Weight: 40K

### Tile Ad

Size: 120 x 90 pixels  
Max File Weight: 20K

Call Sales at  
(209) 533-1450 ext. 24