



Rental Guide.com

Your Ad Runs In *Rental Guide* Magazine and on RentalGuide.com

ADVERTISING RATES & INFORMATION - Effective February 2008

IN PRINT



IN PRINT and ONLINE!

- **UPDATED ON THE WEB IN REAL TIME**
- **PUBLISHED BI-WEEKLY IN PRINT SINCE 1986**

ONLINE



- **San Francisco, Marin, East Bay, South Bay, the Peninsula**
- **Includes Unfurnished and Furnished Short Term Rentals, Senior Housing, Roommates, Commercial Property**
- **Log On 24/7 and Keep Your Listings Current – Real-Time Updates**

PRIVATE OWNER LISTINGS TO LARGE COMPLEXES

Apartment Communities • Management Company Listings • Homes • Furnished Executive Suites - Daily/Weekly/Monthly

Rental Guide has been bringing Bay Area property owners and qualified renters together for over 20 years.

In Print and on the Web By using *Rental Guide* to market your rental property you'll gain exposure in our highly visible and widely distributed rental magazine, as well as on the internet with our fully searchable website **RentalGuide.com** (your listings will appear online before the magazine prints). **RentalGuide.com** gives advertisers immediate exposure to the desirable internet renter at no additional charge!

RentalGuide.com is a fully searchable website that allows renters to search by area, price, availability, or specific amenities like pet policies or parking, and has the flexibility to update listings daily, providing national and international exposure to your rental listings. *Rental Guide* magazine is published every other week. **RentalGuide.com** allows advertisers to easily update listings online to keep their information current.

Targeted *Rental Guide* is targeted and cost effective. Every two weeks our publication reaches an estimated 40,000 renters, while **RentalGuide.com** has an average of 13,000 visitors per month and 30,000 page views per month by renters browsing available listings.

Cost Effective *Rental Guide* magazine can include as many as nine properties on one page, costing property owners much less than advertising their properties in the daily or weekly papers. Each property's listing is also published on the internet at **RentalGuide.com**.

Flexible Contracts optional – run for two issues (minimum) or as long as needed. A yearly contract is not required, however large properties with frequently available rentals reduce their advertising costs by taking advantage of our discounted contract rates. *Rental Guide* offers various ad sizes and rates to fit the needs of all types of rental property owners and managers. Place a single property classified ad or a multi-property display ad.

Compare Rental Guide to the Competition Compare our customer service, circulation, rates, visibility and portfolio of advertisers to any other rental medium—print or web. *Rental Guide* provides our advertisers with unmatched results!

Highly Visible & Accessible Distribution Points!

400+ Street Racks & Pedmounts!

Distributed Throughout San Francisco, Marin County and the Peninsula

- 400+ street racks & pedmounts in high traffic, visible, easily accessible areas
- In-store locations including most Safeway stores and other popular shopping centers
- Outside Caltrain and BART stations
- Near commuter ferry terminals
- In front of many local banks and ATMs
- Major real estate & relocation offices
- Corporations, human resource departments & relocation packages
- Local colleges and universities
- Local convention & visitors bureaus
- Chambers of Commerce
- Professional offices per request
- Many out-of-state mailings per request
- Reading venues: cafes, libraries and bookstores that reach a captive audience

RentalGuide.com Allows Advertisers to Reach Renters Where There is Limited Distribution of Our Magazine!

- List, update and manage your rentals online 24 hours a day, 7 days a week – changes appear on the web in real time!
- Each month an average of 13,000 renters visit our website
- Reach renters outside the magazine's distribution area, 24 hours a day



RentalGuide.com Reaches High-Income Internet Renters & Inbound Relocating Renters Around the World

Searchable Online Database!

Unfurnished Units Renters seeking vacant units can search our extensive database using our **Quick Search** or use detailed search that allows renters to search by the specific amenities they seek in a rental.

Search Furnished Units

Our dedicated furnished section targets executives, relocatees and business or leisure travelers looking for a furnished unit to rent by the day, week, or month.

Same Day Vacancy Listings

Please remember that when you receive notice of a vacancy, we can list your rental online in real time! There's no need to wait for the next issue of our magazine to come out for your unit to begin receiving exposure. Just phone it in, fax, e-mail or log in to our website!

Up to Six Photos Have a beautiful view? Or great amenities? Now you can upload up to six photos per building or per listing.

Featured Property Placement The cover property of our magazine receives *Featured Property* placement on our homepage. A link takes users to all available units listed for this property with photos and details.

Roommate Service Our FREE roommate service is available exclusively via the web. This service was established to drive traffic to our site and increase exposure for our advertisers.

Other Valuable Renter Resources We have added features like our moving tips and renter's checklist to direct even more traffic to our site and to keep renters coming back once they've found us.

RentalGuide.com is a top-ranked San Francisco apartment website with Google, Yahoo and other major search engines!



Manage and Create Your Own Listings Online 24/7 Or Call Us and We'll Do It!

A USERNAME and PASSWORD will gain you access to our landlord website and all of your *Rental Guide* listings (active and inactive). This includes all properties running in our current issue and all the properties you've listed with us in the past! Create new listings, modify rents, amenities or which photos are used. When you have a vacancy to fill, you can reactivate archived listings or inactivate listings when rented. Unlike other listing services, your rental listings remain active as long as you wish and are archived in our database.



ADVERTISING RATES

Your Ad In Print and Online!

IN PRINT

6 • Please Tell Them: "I'm Calling About Your Ad in the Rental Guide"

SAN FRANCISCO



One Bedroom Residences from \$2,200
Two Bedroom Residences from \$2,900

SOUTH BEACH MARINA APARTMENTS

Luxurious 1 & 2 bedrooms with panoramic bay and city views

Granite and marble features available

Private Terraces

Heated pool and spa

Lighted tennis courts

A state of the art health club with steam & saunas

Furnished lounge with screening and billiard rooms

Beautifully landscaped

A sunny, picturesque location right on the San Francisco waterfront, South Beach is an exciting neighborhood consisting of exceptional and innovative restaurants, bars and art galleries as well as AT&T Park, home of the San Francisco Giants. We are conveniently accessible to San Francisco Muni lines, Caltrain Station, BART trains, the Bay Bridge, ferry building and Highways 280, 101 and 80.

Two Townsend at the Embarcadero
415.495.4119
www.sbma-sf.com

RentalGuide.com/ID 1358

Full Page
\$560

Half Page
\$345

Enter the Advertiser ID# at RentalGuide.com/ID to view all available listings. • 39

NOW LEASING



At the Crossroads of **Comfort & Convenience**

Brand new studios, one, two, and three-bedroom luxury garden apartments & townhomes adjacent to the BART station and the crossroads of the 580 and 680. Enjoy East Bay living with equal access to San Francisco and San Jose. **Avalon Dublin Station**. A lifestyle of comfort and convenience and Time Well Spent.

866-544-1266
AvalonDublinStation.com

5300 Irwin House Parkway
Dublin, CA

COMFORT:

- Spacious swimming pool & spa
- Designer kitchens with granite counters & cherry finish cabinetry
- Private patio or balcony
- Clubhouse with resident lounge & game room
- Adjacent garden park
- Pet-friendly
- Poolside cucina

CONVENIENCE:

- On-site retail
- Full-size washer & dryer
- Fitness center with Cardio Theater
- High-speed Internet & Wi-Fi
- Adjacent to BART station
- Easy access to the 680 & 680
- 5 minute drive to Highlands Crossing (retail, restaurants & entertainment)

Studios from \$1,360*
1BRs from \$1,530*
2BRs from \$2,070*
3BRs from \$2,500*

*Plus Tax & Key Deposit

RentalGuide.com/ID 1358

Classified*
\$89 MONTHLY

Quarter Page
\$175

BALMORAL RESIDENCE CLUBS

\$150 & Up Weekly

Rooms with shower/bath, 3 bedrooms San Francisco locations. Mention Rental Guide when making reservation and save 25 per week on any room.

415 555 5070

SWEDEN HOUSE HOTEL

\$217 & Up Weekly
\$231 & Up Monthly

West of the city, only minutes from views and landscaping. Includes 24-hour security, central air conditioning, high speed internet access, and more. Call for more information or to reserve your room.

415 555 4400

1216 OAK KNOLL DRIVE

\$4200 Concord

3000 sq ft luxury home - please visit our website at 1216OakKnoll.com for more information. Perfect for family or friends. Call for more information or to schedule a viewing. Located near Tiburon Commons, 3 miles from SFO. Monthly lease with 30 day notice period. \$4200.

925 566 1615

Gateway Inn

\$270 & UP WEEKLY*
MONTHLY RATES AVAILABLE

Fully furnished rooms with/without private bath

80+ cable channels with HBO

TV/VCR

Free high-speed internet in each room

On-site manager

Maid service

Walking distance to shopping at Union Square, SFPA, restaurants and Market St.

Weekly & monthly rates available

438 O'Farrell St.
415-749-1888
FAX 415-776-2194

*Plus Tax & Key Deposit

RentalGuide.com/ID 2373

ONLINE



Results Page

When a renter searches our online database of available rentals they first get a results page where all your available units are listed.

Web Listing Detail Page

Each listing you place online also receives a detail page with up to six photos.

| COLOR AD RATES | QUARTER | HALF | FULL PG |
|---|---------|-------|---------|
| Annual Rate Per Issue (24), Annual Contract | \$175 | \$345 | \$560 |
| 6 Month Rate Per Issue, 12 Issues | \$190 | \$360 | \$575 |
| Open Rate Per Issue, Two Issue Minimum | \$205 | \$375 | \$590 |

New Web & Print Classified Rate

Color Classified Ad in Print plus Online Listings

Classified print ad of your property in Rental Guide Magazine with your phone number and a web ID# to direct readers to all your specific available vacancies online..... \$89/month

Front Cover

Requires simultaneous run of half or full page print ad \$590
Includes "Featured Property" listing on RentalGuide.com homepage for same period as magazine run.

Four Color Ads

No charge for creating effective custom-designed ads. Color ads with photos are professionally designed by our staff to attract renters searching for their next address.