

# FortHoodRentals.com

THE FORT HOOD AREA'S #1 ONLINE SOURCE FOR RENTAL INFORMATION AND AVAILABLE PROPERTIES

ONLINE RATES AND INFORMATION



**ONLINE SALES DEPARTMENT:**

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# FortHoodRentals.com: facts & figures

FortHoodRentals.com has been relaunched and redesigned for 2010. This popular feature is operated by the Killeen Daily Herald and offers visitors to the website the opportunity to search local rental properties, including homes, townhouses and apartments. The property listings are provided by property management companies and are updated daily. FortHoodRentals.com now offers brand new, upgraded features such as:

- Recently Added Listings: shows the newest available properties for rent that have been added to the website. Appears next to the rentals search feature.
- Video: utilize our video services to provide tours of your properties or informative "commercials" about your company.
- Featured Property: photo of property for rent at the top of FortHoodRentals.com. Exclusive placement and extremely visible, includes company name and contact information.
- Property Management Directory: a complete listing of area property management companies.
- Helpful Links: view our Homefinder publication, 100 Best, Newcomers Guide or link to kdhjobs.com for local employment.

## Traffic & Marketing Efforts

By advertising on FortHoodRentals.com, rental companies are able to access the **250,000+ visitors** kdhnews.com receives every month through links to FortHoodRentals.com and banner advertisements throughout kdhnews.com. The site will also be marketed through print advertisements placed in all of the Killeen Daily Herald products. FortHoodRentals.com will also be marketed through social media and search engines.

Before the launch of the redesign, our Rentals site was receiving over **60,000 views** per month of local properties, and we expect that number to increase dramatically with the promotion of this relaunched site.

Our goal is to make FortHoodRentals.com a successful website that will grow your business by directing our visitors to your rental properties.

## Ad Serving & Reporting

We use Google Ad Manager to serve and track online advertising. Reports showing campaign delivery can be e-mailed weekly by request.

## Demographics at a Glance

Advertising on FortHoodRentals.com allows you to reach the very unique market that is Central Texas and beyond. The majority of our traffic comes from visitors in the Killeen area, but the site also receives visits from nearly every city in Central Texas, every state in America, our soldiers and their families based in Iraq, Germany, Kuwait, and other military posts around the world who may be looking for a rental.

## Online Advertising Rates

Bundle your FortHoodRentals.com advertising for the widest reach and discounted pricing.

### RENTALS PREMIERE PACKAGE

Unlimited listings in search feature, 300x250 or 728x90 banner advertisement, 3-minute Video or Virtual Tour, Rentals Directory listing

**\$550 per month**  
**With 3 Months + Contract: \$500 per month**

### RENTALS ADVANTAGE PACKAGE

Unlimited listings in search feature, 300x250 or 728x90 banner advertisement, Rentals Directory

**\$350 per month**  
**With 3 Months + Contract: \$300 per month**

### RENTALS BASIC PACKAGE

Unlimited listings in search feature, Rentals Directory

**\$150 per month**  
**With 3 Months + Contract: \$150 per month**

### NON-PACKAGE OPTIONS

**Featured Property** **\$200 per month**  
 Exclusive, non-rotating feature on homepage  
**Video/Virtual Tour** **\$200 per month**  
 3 minute maximum informational video or tour  
**Unlimited Property Listings** **\$150 per month**  
 Add an unlimited number of properties to our site  
**Banner Advertisement** **\$200 per month**  
 300x250 or 728x90 on all site pages (up to 5 rotations)  
**Rentals Directory** **\$50 per month**  
 Name, address, phone, website in directory

# FortHoodRentals.com: layout and features

The screenshot shows the website interface with several key features highlighted:

- Banner Advertisement:** A banner for Jim Wright Company at the top of the page.
- Featured Rental:** A highlighted property listing for 2407 Love Road, Killeen, TX, offered by Hunter Rentals.
- Property Listings & Recently Added Listings:** A section titled "Latest Rentals" listing several properties with their addresses, rents, and types.
- Your Videos/Tours:** A section featuring a row of video thumbnails for property tours.
- Publications & Rentals Directory:** A section for "The Fort Hood HomeFinder Magazine" and "Sunday Real Estate Guide", both featuring advertisements from local realtors.
- Banner Advertisement:** A second banner advertisement for Independence Place Apartments, highlighting features like fully furnished units, free cable & internet, and resort-style amenities.