

MEDIA KIT



The fastest way to find your Gainesville apartment.

SWAMPRENTALS.com

The screenshot shows the SwampRentals.com website. At the top, there is a navigation bar with links for 'Apartments', 'Homes & Condos', 'Resources', and 'Neighborhood Guide'. The main content area features a video player with a woman in a white cardigan, overlaid with the handwritten text 'apartment hunting expert*' and a blue arrow pointing to her. Below the video is a 'Featured Communities' section with six thumbnail images: 'Jefferson 2nd Ave', 'Spyglass', 'The Polos', 'Stoneridge', 'Arbor Lofts', and 'Greenwich Green'. At the bottom of the video player area are two orange buttons: 'Browse all Apartments' and 'Browse all Homes & Condos'. The footer contains social media icons, copyright information for OCC Ventures, Inc., and a 'Powered by: COX' logo.

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Who uses SwampRentals.com?

A certain amount of leasing traffic is going to come to your door no matter what. They've seen your ads, driven by your location or heard great word of mouth. But there is another large group of prospects who want to do a full apartment search. They're either very particular or they're totally clueless... either way, they want to evaluate a number of options and they want to do it quickly. These are the renters that use SwampRentals.com.

How does SwampRentals.com drive traffic?

100% Local to Gainesville

From our neighborhood videos that tour new residents through town, to our special filter functionality that searches "by the bedroom" or "by the apartment," SwampRentals.com is custom fit to Gainesville.

Built by Gainesville apartment managers for Gainesville apartment managers

Over a dozen experts from Gainesville's apartment industry provided direct input and feedback on the site's functionality, content and marketing plan throughout the entire development process, making SwampRentals.com one of the most advanced apartment search Web sites in the country.

Cutting-Edge Web Technology

We have incorporated cutting edge Web technologies into SwampRentals.com, including real-time apartment search result filtering; streaming video with zero load time; Facebook, Twitter and MySpace integration; comprehensive Search Engine Optimization; robust Site Analytics and more. Simply put, the technology in SwampRentals.com blows away the competition.

Access to Key Information

At the click of a button, you will be able to see the number of prospective renters visiting SwampRentals.com, how many of them visit your listing and the number who ask for your contact information. Our advanced analytics also allow you to track your top 10 competitors.

Painless, Real-Time Updates

You don't need an IT person or a graphic designer to update your listing on SwampRentals.com. If you know how to surf the Web and use MS Word, you can update your listing 24/7 from any computer with internet access. You can easily add up to the minute specials, change highlighted floor plans, update prices, promote community events and more.

Fair, Predictable Pricing

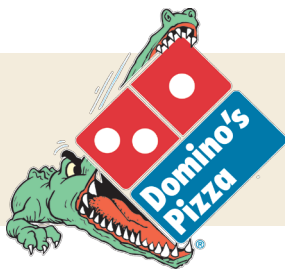
Our prices are flat, monthly rates that fit easily into annual budgets. We will never charge an additional "finder's fee" when our users sign leases with your community.

When it's time to look for an apartment in Gainesville, future renters can't miss SwampRentals.com.

KEY MARKETING PARTNERS



With Cox Media, we are running an extensive television campaign – both on and off campus – to target prospective renters. Our spots run on MTV, VH1, Cartoon, Comedy, ESPN, and other prominent, well-watched networks.



We're partnered with Gator Domino's to add a unique guerilla marketing approach to advertising SwampRentals.com. The site is featured on pizza boxes, on www.gatordominos.com (over 50% of pizza orders in Gainesville are placed online) and co-branded in other select advertising.



We're promoting SwampRentals.com in a wide-ranging campaign with INsite, Gainesville's #1 Entertainment Magazine. Our ads run in the print magazine, INsite's Web site, it's blog, and it's Twitter feed.



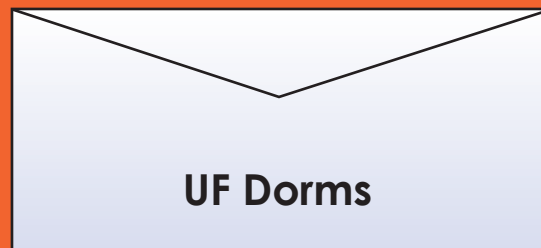
SwampRentals.com is the primary sponsor of the annual Free Cone Day held at Ben & Jerry's Gainesville where literally thousands of students and Gainesville residents brave long lines each spring to check out Ben & Jerry's newest flavors. The site is also prominently displayed on the store's free public wi-fi log-in page year round.

ADDITIONAL MEDIA EXPOSURE

ON-LINE



DIRECT MAIL



UF Dorms

Incoming UF Freshmen

SwampRentals.com's Dynamic Search Delivers High Quality Traffic

Our filter page allows prospective renters to begin their search showing all of the housing options on SwampRentals.com. Very quickly, they are able to narrow down the list by adjusting price range and other variables. Unlike traditional Web searches, the user is able to view results in real time as each adjustment is made. This allows potential renters to instantly find your community through a nearly limitless set of criteria.

The fastest way to find your Gainesville apartment.

Price your rent by
 The Room The Apartment

Rent per month
\$200 \$300 \$400 \$500 \$600

Miles to University
1 2 3 4 5 6 7 8 9 10+

Number of Bedrooms
1 2 3 4 5+

Roommate Matching +

Lease Style +

Lease Terms +

Public Transportation +

Best Suited for +

Neighborhood +

Pets +

Policies +

Parking +

Community Features +

Sports & Fitness Features +

Green Efforts +

- Paper Recycling Available
- Glass Recycling Available
- Plastic Recycling Available
- Low Energy Lighting Used
- LEED Certified

Luxury Features +

Other Apartment Features +

Appliances +

Cable & Utilities +

Furnishings +

Go to Top Reset Search

Arbor Lofts University Club Uptown Village at Townsend Lakewood Villas Lakewood Villas

TURNS TRAFFIC TO LEASES

The traffic that our search page generates is more likely to fit your target demographic. When they reach your leasing office, they are more likely to "look and lease" instead of "look and keep looking."

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Advertise With Us | Admin Login | Disclaimer Powered by COX

SwampRentals.com puts prospective residents directly in touch with you by promoting your contact information, Web site, Facebook page and more.

HIGHLY CUSTOMIZABLE APARTMENT LISTINGS

You Can:

- Highlight your community's most important features & amenities
- Showcase up to 40 photos
- List up to 10 floor plans
- Add Videos
- Highlight your resident events on the fully customizable Resident Life tab
- Feature up to 180 amenities and call out your top 5
- Link directly to your social media pages on Facebook and Twitter
- Track the number of prospective renters visiting your listing and the number that ask for your contact info

Prospective Renters Can:

- Bookmark your listing and return directly to it
- Share your listing through their social media profiles like Facebook & Twitter
- Get directions to your leasing office
- Tour your property & get special incentives like free coffee, ice cream, or pizza from SwampRentals.com partners
- Learn about the neighborhood your community is located in
- See your current specials and upcoming events on your specials bar



The Estates is running a 48 hour Look and Lease Special! Take a tour and sign a lease within 48 hours and we will waive your deposit, administrative fee, and application costs! That means you owe NOTHING up front! **Get in today; the special will be ending soon!**

Add to Favorites

Share

Print Page

Overview

Videos & 360 Views

Floor Plans & Pricing

Community Amenities

Neighborhood Info

Location Map

Resident Life

Contact Community

3 Bedroom Apartments

\$524-\$534 / BR

4 Bedroom Apartments

\$514-\$524 / BR

[See More](#)

Managed By:  AMERICAN CAMPUS COMMUNITIES

Close This Window

Welcome to the Estates

The Estates is luxury student living at its best. Welcome to the convenience of campus life with the freedom and luxury of off campus living. At The Estates, you're our reason for being here; that's why you will find outstanding amenities, unparalleled luxury and first-class service. The Estates... *it's where you want to live.*

Community Highlights

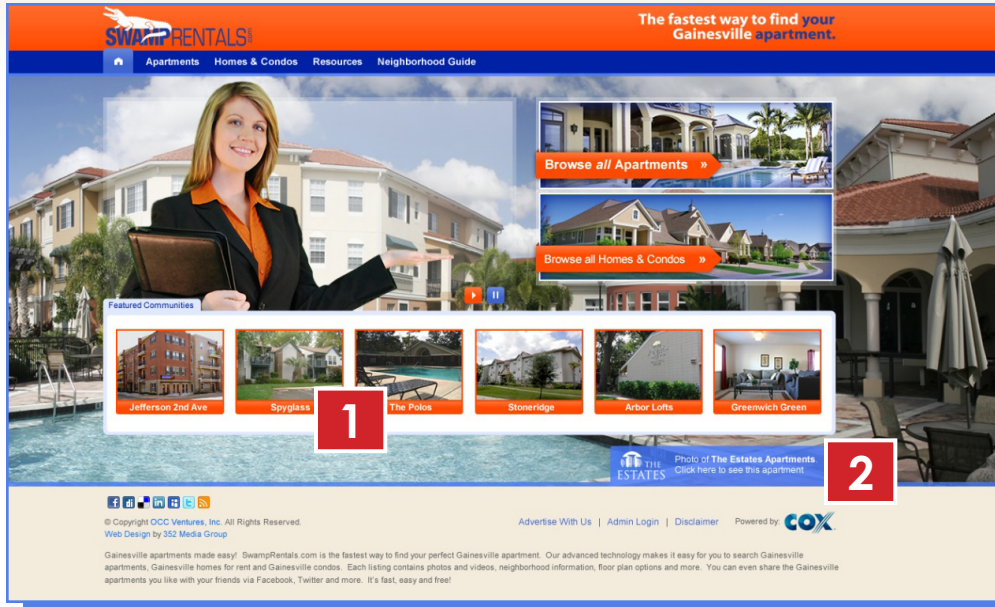
- Resort-style swimming pool
- Lighted basketball court
- Zero move in costs
- Short-term leases available
- Free high speed internet

[Take a tour of this apartment and get free Ben & Jerry's! Details »](#)



Get additional exposure with on-site advertising.

Home Page Advertising Opportunities



1 Home Page Featured Listing

Be one of only 6 apartment communities showcased prominently to every visitor that comes to SwampRentals.com.

2 Home Page Photo & Tag

Take over our home page with a high definition background image of your community and a tag that links directly to your listing.

Apartment Page Advertising Opportunities

3 Play your TV commercial or up to a 2 minute video about your community on "SwampRentals.com TV."

4 Run a **large banner ad** to advertise your specials or unique amenities and link directly to your listing.

5 Place an inexpensive **small banner ad** to attract more traffic to your listing.

6 Get additional promotion for your community by being a **featured community**.

