



PHOTO BY DAVID O. MARLOW

[online menu](#)

2010 online menu

Make the **power of online** part of your marketing mix today.

DESIGN RESOURCE PORTFOLIO

Online portfolios for architects, builders, interior designers, building suppliers and travel professionals, complete with a profile and 18 gallery photos of your products or services, all organized into 4 categories and powered by Google Earth maps.

COST: \$1,800 ANNUALLY



VIDEO SPONSORSHIP

Our team of editors report first-hand on trends from leading industry events and experts in a 5-minute online video. 30 second video spots are available for purchase to brand your business. Two sponsorships, or one exclusive sponsorship available. **COST: \$1,825**

WEEKLY E-NEWSLETTER SKYSCRAPER AD

10,000 subscribers and growing! *ML* weekly e-newsletters create frequent, interactive engagement with mountain home-design enthusiasts. Content includes design trends, high-country events, "green" building and design, travel tips and luxury real estate. 2 skyscraper ads each week are available. **COST: \$375 PER WEEK, \$695 FOR WEEKLY EXCLUSIVITY, \$1,000 FOR A FLIGHT OF 4**



DEDICATED E-NEWSLETTER

Introducing *ML*'s Dedicated E-mail Blast, exclusively for our advertisers. These monthly sponsorship opportunities (10,000 subscribers and growing!) are a great way to highlight your products or services. Each includes your logo, a large photo, a second photo or skyscraper ad, 230 words of exclusive copy and links to your Web site. **COST: \$1,000**

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FIND A HOME

Showcase unlimited listings through our Internet Listing Service. Featured homes and agents appear on top of the listing pages to make you and your properties stand out. Properties you place on the site are distributed to our partner sites, below. **COST: \$1,800 ANNUALLY**

A SAMPLING OF OUR “FIND A HOME” ONLINE PARTNER SITES:



ENHANCED LISTING PACKAGE

“Find a Home” package (above), plus a Premium Property Banner. Listing must be \$1M+ and have at least 2 images. This package also includes links to your Contact Specialist info and to more photos. **or SPECIALIST SEARCH PACKAGE:** “Find a Home” package plus Premium Specialist Banner, ability to view profile and Contact Specialist info, portion of online banner is displayed and profile photo is displayed. **COST: \$2,100 ANNUALLY**



COMPLETE ONLINE PACKAGE

Maximize your exposure—and value—plus benefit from everything mountainliving.com has to offer: Design Resource Portfolio or Find a Home Package, skyscraper ad on our home page year-round, 2 weekly e-newsletter skyscraper ads, and 1 Dedicated E-Newsletter. **COST: \$3,100**

video sponsorship

Our team of editors report on Luxury Home Design trends from leading industry events and experts in an informative five-minute online video.

Each video provides two advertisers or one exclusive advertiser the opportunity to sponsor and reach our active audience that is ready to buy.

ADVERTISER BENEFITS

- 30 second video spot to brand your business
- Opportunity to stand out from your competition
- Lead generation
- Exclusive content that associates your brand with the latest industry trends
- Category-Exclusivity (please inquire with your account executive)

YOUR VIDEO SPONSORSHIP INCLUDES

Online Promotion:

- Hosted on mountainliving.com with sponsor tags for one year
- Receive prominent exposure on mountainliving.com home page
- Hosted on YouTube for expanded distribution

Print Promotion:

- *ML* promotional ads will include your logo and direct readers to mountainliving.com to view video (two ads)

E-mail Promotion:

- Your logo with hotlink to video posted on weekly E-newsletters for four weeks
- E-mail blasts to your own list upon request

SPONSORSHIP PRICE: \$1,825

EXCLUSIVITY PRICE: \$3,500



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video sponsorship specs

SUPPLIED VIDEOS

- Highest resolution video available: no smaller than 720w x 480h pixels
- If digital camera is used, no smaller than five megapixels – 9-12 megapixel camera is recommended
- Video must be approximately 30 seconds in length and saved as an .mov file (HD not accepted)
- Fade-in must be incorporated at the beginning of each video clip
- Fade-out must be incorporated at the end of each video clip (fading in and out will make a smooth transition between all clips)
- All voiceovers must be incorporated into video clip

NON-SUPPLIED VIDEOS

- 6-8 digital images; 300 dpi, at least 4" wide
- Logo: 300 dpi
- 30 second voiceover; if one is not supplied, send a 30 second script as a Word document that we will record as your voiceover to go along with your supplied images

All Video materials are submitted via our FTP site.

To access visit:

Server: ftp.nci.com

Username: homedesign

Password: network21

Once you log in, drop your materials in the *Mountain Living* folder and notify Caroline Graf at *Mountain Living* magazine.

For questions regarding uploading materials, please contact Caroline Graf at cgraf@nci.com or 303.248.2053.



mountain living real estate listing service

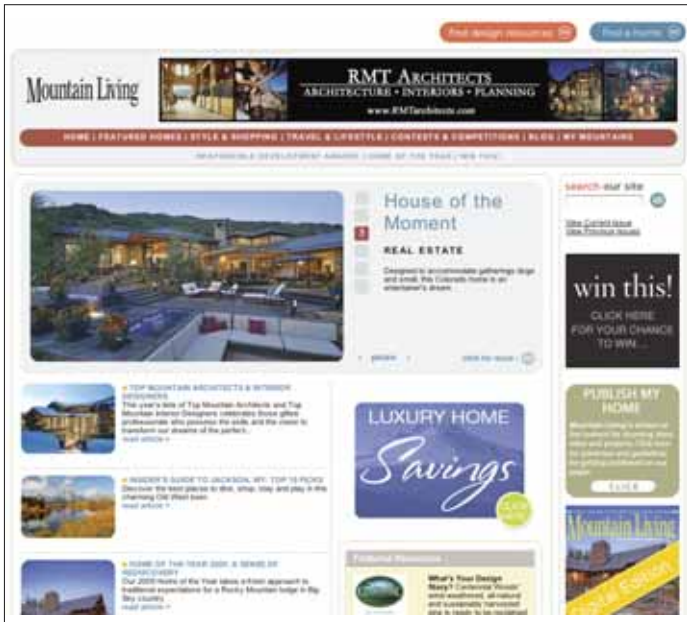
WHEN IT COMES TO ONLINE EXPOSURE, NO LUXURY BRAND DELIVERS THE MARKETING REACH OF MOUNTAIN LIVING.

Showcase unlimited listings through our Internet Listing Service. Featured homes and agents appear on top of the listing pages to make you and your properties stand out. Properties you place on the site are distributed to our partner sites below.

89% of affluent customers say they turn to the Internet when looking for a home.*

*Source: Unique Homes survey 2007

MOUNTAINLIVING.COM HOME PAGE:



A SAMPLING OF OUR "FIND A HOME" ONLINE PARTNER SITES:



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advertising management system

ENTERING A LISTING

1. Log in at <http://ams.treb.com>
2. Click [Continue to AMS Main Menu](#)
3. Click [Enter New Listing](#)
4. Enter the [Address](#) and click [Save & Continue](#)
5. Complete the Listing Information



IMAGE REQUIREMENTS

- Format: RGB, JPEG
- At least 540w x 360h pixels
- When taking photos, step back and frame an extra 20% around the subject for flexibility in your ad layout.

IMAGE INSTRUCTIONS

Uploading an Image

Please read the *Image Requirements* section to begin.

1. Select [Upload Photo](#) on the Listing screen
2. Click [Save & Continue](#)
3. Click [Browse](#) to select your image
4. Click [Upload Photo](#)
5. The [Listing Information](#) screen will display
6. Check your work and click [Save & Continue](#)



Other Image Options

1. If you prefer not to upload an image, choose another image option on the Listing screen.
2. Click [Save & Continue](#)
3. If you selected 'Take Photo For Me,' provide [Map Coordinates](#) and/or [Driving Directions](#) for the photographer
4. Click [Save & Continue](#)
5. The [Listing Information](#) screen will display
6. Check your work and click [Save & Continue](#)

Click [Contact Information](#) on the AMS Main Page to update your contact information. Also, search for the listing by [MLS/ID#](#) or [Address 1](#) from the AMS Main Page to edit or delete a listing.



online stats

4,714 average monthly visits to mountainliving.com

77% average percentage of new visits per month

164 average monthly click-throughs of online ads reflected on mountainliving.com

10,000 number of subscribers to our weekly e-newsletter

1,894 average monthly visits to "Design Resources"

646 average monthly click-throughs on portfolios

47 million annual online searchers use the AMS Real Estate Marketing Sites

89% of affluent consumers say they turn to the Internet when looking for a home

GLOSSARY OF TERMS

click-through: The process of a visitor clicking on a Web advertisement and going to the advertiser's Web site. Also called ad clicks or requests. The click rate measures the amount of times an ad is clicked versus the amount of times it's viewed.

unique visitor: When tracking Web traffic, this refers to a person who visits a Web site more than once within a specified period of time. Software that tracks and counts Web site traffic can distinguish between visitors who only visit the site once and unique visitors who return to the site.

URL: A Uniform Resource Locator is an Internet address

hyperlink: A navigation element that, when clicked on, takes the user to another Web site or to a different section of the same Web site.



online ad specs

FORMAT .jpg, .gif, or .png files accepted as well as animated .gif; No Flash. Please provide hotlink.

DESIGN RESOURCE PORTFOLIO ON MOUNTAINLIVING.COM

- Includes three galleries with six images per gallery; gallery images on the opening page should be 400w x 300h in pixels or 300w x 225h in pixels, (a horizontal shot is best) & all other gallery images smaller than 400w in pixels; file size under 30k for all images
- 150 words (maximum) to describe each image shown
- Profile Page: send us your logo or image to display, along with a 250- to 300-word description of your company

SKYSCRAPER (VERTICAL) AD ON MOUNTAINLIVING.COM

160w x 600h in pixels, size under 30k

SKYSCRAPER (VERTICAL) AD ON E-NEWSLETTER

160w x 300h in pixels, size under 30k

DEDICATED E-NEWSLETTER MATERIALS

- Subject/headline and up to 230 words of copy
- Logo: 72 dpi, 230w x 70h in pixels
- Photo 1: 72 dpi, 380w x 200h in pixels
- Photo 2 or skyscraper ad: 72 dpi, 160w x 600h in pixels

Please contact Caroline Graf at cgraf@nci.com or 303.248.2053 after you have e-mailed her your Ad Materials or loaded them to our FTP site.