



The Beacon at Waugh Chapel - 1433 South Main Chapel Way, Gambrills MD 21054

2013 Media Recommendations

298 units

Media Source	Frequency	Ad Size / Specifications	Number of Insertions	Rate Per Insertion	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Cost
INTERNET																	
ApartmentGuide.com	Monthly	Platinum Package (DC)	12	\$ 899.00	\$ 899.00	\$ 899.00	\$ 899.00	\$ 899.00	\$ 899.00	\$ 899.00	\$ 899.00	\$ 899.00	\$ 899.00	\$ 899.00	\$ 899.00	\$ 899.00	\$ 10,788.00
	Monthly	City Diamond (Must be at least Platinum Listing)	6	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00							\$ 1,794.00
Apartments.com	Monthly	Platinum Property Listing	12	\$ 447.00	\$ 447.00	\$ 447.00	\$ 447.00	\$ 447.00	\$ 447.00	\$ 447.00	\$ 447.00	\$ 447.00	\$ 447.00	\$ 447.00	\$ 447.00	\$ 447.00	\$ 5,364.00
	Monthly	Featured Community Listing (FCL)	3+	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 5,400.00
ForRent.com	Monthly	Premier Extra (\$387 quadly)	12	\$ 418.50	\$ 418.50	\$ 418.50	\$ 418.50	\$ 418.50	\$ 418.50	\$ 418.50	\$ 418.50	\$ 418.50	\$ 418.50	\$ 418.50	\$ 418.50	\$ 418.50	\$ 5,022.00
Rent.com	Ongoing	Pay Per Lease @ \$359 per lease	12	\$ 359.00	\$ 359.00	\$ 359.00	\$ 359.00	\$ 359.00	\$ 359.00	\$ 359.00	\$ 359.00	\$ 359.00	\$ 359.00	\$ 359.00	\$ 359.00	\$ 359.00	\$ 4,308.00
WashingtonPost.com	Monthly	Featured Rental Tile	12	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00
ApartmentRatings.com	Annual	Managers Account	1	\$ 230.00		\$ 230.00											\$ 230.00
	One-time	\$25 for set-up of new account	1	\$ 25.00		\$ 25.00											
Craigslist.com	Quarterly	Rent Sentinel	4	\$ 120.00	\$ 120.00	\$ -	\$ -	\$ 120.00	\$ -	\$ -	\$ 120.00	\$ -	\$ -	\$ 120.00	\$ -	\$ -	\$ 480.00
	One-time	Setup Fee	1	\$ 35.00	\$ 35.00												\$ 35.00
Pay Per Click	Monthly	Paid Search - Google/Yahoo/Bing (competitive budget)	12	Varies	\$ 1,000.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 17,500.00
Property Website	Annual	Property Website Hosting & Maintenance - Merrick Towle	1	\$ 1,800.00	\$ 1,800.00												\$ 1,800.00
Bozzuto.com	Monthly	Property page, Search Engine Marketing, Text Marketing, Geo Landing Pages	12	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 4,500.00
Blog	Monthly	Local Blog Posting Service	12	\$ 50.00	\$ -	\$ -	\$ -	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 450.00
Email Blasts	Monthly	Prospect and Resident Email Blasts (Auto & Manual)	12	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 600.00
Facebook Paid Advertising	Monthly	PPC Facebook Banner Advertising (demographically targeted)	12	Varies	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 9,000.00
Social Media/SEO	Monthly	Hootsuite, Local Starter Package, Reputation Management, Clickable	12	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,200.00
	Monthly	Thunder Lease Up	3	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00										\$ 4,500.00
Video	One-time	Video Production and/or Hosting	12	\$ 2,000.00				\$ 2,000.00									\$ 2,000.00
Mobile Website (Bozzuto.com)	Annual	Property Website Optimized for Mobile Phones/Smart Phones	1	\$ 200.00	\$ 200.00												\$ 200.00
Text Messaging	N/A	Free Service	N/A	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
LEAD/PRICING MANAGEMENT																	
Call Source	Monthly	Call Tracking	12	\$ 308.00	\$ 308.00	\$ 308.00	\$ 308.00	\$ 308.00	\$ 308.00	\$ 308.00	\$ 308.00	\$ 308.00	\$ 308.00	\$ 308.00	\$ 308.00	\$ 308.00	\$ 3,696.00
Synergy Solutions	Monthly	Answering Service - All Calls	12	Varies	\$ 1,124.00	\$ 825.00	\$ 825.00	\$ 825.00	\$ 825.00	\$ 825.00	\$ 825.00	\$ 825.00	\$ 825.00	\$ 825.00	\$ 825.00	\$ 825.00	\$ 10,199.00
Lead2Lease	Monthly	Lead Management System	12	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 1,800.00
VaultWare	Yearly	Real Time Pricing & Availability	1	\$ 891.00	\$ 891.00												\$ 891.00
	One-time	Set-up Fee for New Properties	1	\$ 400.00	\$ 400.00												\$ 400.00
SkedgeMe	Quarterly	Quarterly Fee	4	\$300.00	\$300.00			\$300.00			\$300.00			\$300.00			\$1,200.00
	One-time	Setup Fee	1	\$200.00	\$200.00												\$200.00
GRAND TOTAL					\$ 13,425.50	\$ 9,935.50	\$ 9,680.50	\$ 10,650.50	\$ 8,230.50	\$ 8,230.50	\$ 7,851.50	\$ 7,431.50	\$ 7,431.50	\$ 7,851.50	\$ 7,431.50	\$ 7,431.50	\$ 105,557.00