



Union Wharf - 915 S. Wolfe Street, Baltimore, MD 21231

2013 Media Recommendations

281 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	12	\$ 1,099.00	\$ 1,099.00	\$ 1,099.00	\$ 1,099.00	\$ 1,099.00	\$ 1,099.00	\$ 1,099.00	\$ 1,099.00	\$ 1,099.00	\$ 1,099.00	\$ 1,099.00	\$ 1,099.00	\$ 1,099.00	13,188.00
	Monthly	Featured Listing	12	\$ 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
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)	12	\$ 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
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	2,513.00
	Monthly	Bundle: Featured Listing + PTE	12	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	\$ 299.00	3,588.00
Move.com	Monthly	Showcase Listing	12	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	2,400.00
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									\$ 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	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 21,600.00
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	\$ 300.00
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	\$ 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
Social Media/SEO	Monthly	Thunder SEO	12	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 21,000.00
	Monthly	Hootsuite, Local Starter Package, Reputation Management, Clickable	12	\$ 100.00							\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 600.00
Video	One-time	Video Production and/or Hosting	12	\$ 1,200.00						\$ 1,200.00							\$ 1,200.00
Mobile Website (Bozzuto.com)	Annual	Property Website Optimized for Mobile Phones/Smart Phones	1	\$ 200.00	\$ 200.00												\$ 200.00
Ipad Leasing Application	Annual	Leasing Tool	1	\$ 600.00		\$ 600.00											\$ 600.00
Text Messaging	N/A	Free Service	N/A	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
LEAD/PRICING MANAGEMENT																	
Call Source	Monthly	Call Tracking	12	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00
Level One/Call Synergy	Monthly	Missed Calls/All Calls	12	Varies	\$ 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				\$ 9,000.00
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
Skedge.Me	Quarterly	Online Scheduling Software	4	\$300	\$ 300.00	\$ -	\$ -	\$ 300.00	\$ -	\$ -	\$ 300.00	\$ -	\$ -	\$ 300.00	\$ -	\$ -	\$ 1,200.00
	One-Time	Set-Up Fee	1	\$200	\$ 200.00												\$ 200.00
	One-Time	Property Website Button	1	\$300	\$ 300.00												\$ 300.00
OTHER MARKETING																	
Directional Signs	As Needed	Production (300 signs @ \$2.96 each; 24x18 two-color)	Varies	\$ 888.00													\$ -
	As Needed	Weekend Installation (30 signs per weekend @ \$52.50; 4 weekends)	Varies	\$ 210.00													\$ -
Signage	As Needed	Main ID, Way Finding, Amenties ID, Etc.															\$ -
Collateral	As Needed	Brochures, Inserts, Flyers, Etc.															\$ -
Photography	As Needed	Interior/Exterior/Amenities/Models															\$ -
Digital Brochure	One-time		1	\$ 352.00													\$ -
Events	As Needed	Resident/Prospect/Broker Event, Open House, Grand Opening															\$ -
Sign Spinners	As Needed	Production Cost @ \$125 per sign	Varies	\$ 125.00													\$ -
	As Needed	Spinners @ \$37 per hr (5 hr weekend min)	Varies	\$ 185.00													

PR	As Needed	News Release, Newswire Distribution, Event Promotion															\$ -
Direct Mail	As Needed																\$ -
GRAND TOTAL					\$13,016.00	\$ 9,370.00	\$ 8,770.00	\$ 9,445.00	\$ 8,770.00	\$10,329.00	\$ 9,699.00	\$ 9,279.00	\$ 8,529.00	\$ 7,949.00	\$ 7,529.00	\$ 7,529.00	\$ 110,214.00