



Flexibility that fits your leasing needs

DIAMOND

Our ultimate advertising solution. All eyes on you.

PLUS

1,000% MORE EXPOSURE THAN SILVER

STANDARD

300%

MORE EXPOSURE THAN SILVER*

PLATINUM

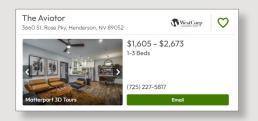
Command greater visibility and engagement.

PLUS

150% MORE EXPOSURE THAN SILVER

STANDARD

100% MORE EXPOSURE THAN SILVER*



GOLD

Showcase your community with virtual search tools.

PLUS

70% MORE EXPOSURE THAN SILVER'

STANDARD

33% MORE EXPOSURE THAN SILVER'



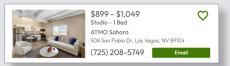
SILVER

Introduce your community to renters online.

PLUS

70% MORE EXPOSURTHAN SILVER*

STANDARD



Accelerate your leasing with Matterport Max

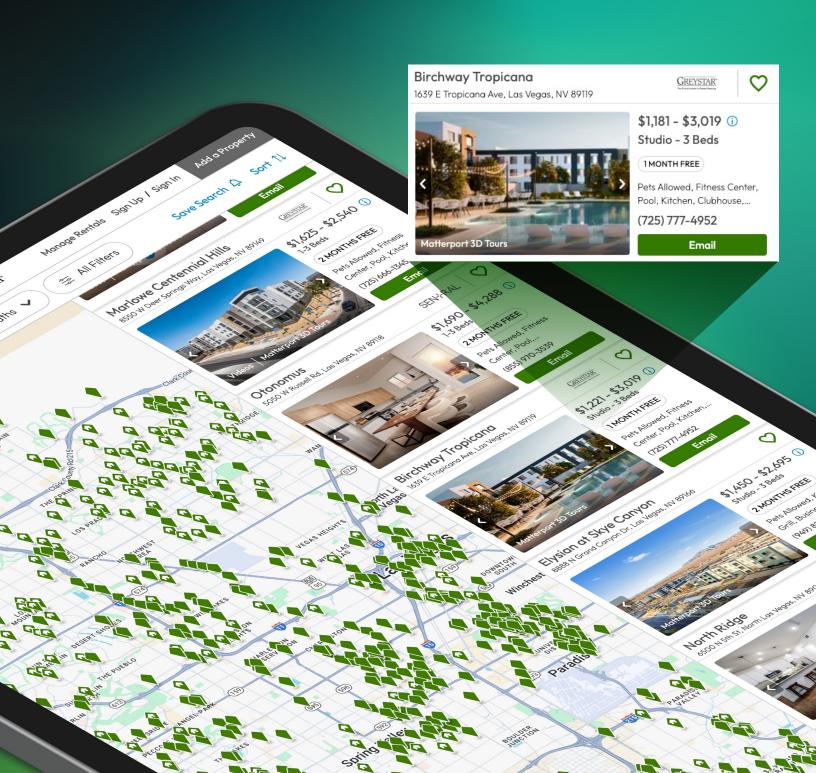
- **✓ Your own camera** to create a digital twin of every unit and common space
- ✓ **Unlimited use of Matterport 3D Tours** in your Apartments.com listing
- Add tours, videos, and photos to your community website and social channels
- ✓ AI-driven property intelligence including detailed room measurements, furniture removal tools, and descriptions of every space



Now available with Diamond Plus, Diamond, and Platinum Plus ad packages

Rise above the competition with the industry's most comprehensive listings

High-intent renters don't just glance, they scan, compare, and decide quickly. Which is why we offer visibility that turns browsers into applicants and gives your community the edge when it matters most.



	PACKAGE FEATURES	DIAMOND PLUS W/ MATTERPORT MAX	DIAMOND PLUS	DIAMOND W/ MATTERPORT MAX	DIAMOND	PLATINUM PLUS W/ MATTERPORT MAX	PLATINUM PLUS	PLATINUM	GOLD PLUS	GOLD	SILVER PLUS	SILVER
NETWORK EXPOSURE	Exposure increase vs. silver**	> 1000%	1000%	>300%	300%	> 150%	150%	100%	70%	33%	5%	
	Order of appearance	> DIAM	> DIAM	> PLAT+	> PLAT+	> PLAT	> PLAT	> GOLD+	> GOLD	> SILV+	> SILV	
	Number of network sites*	6	6	6	6	6	6	6	6	6	6	6
	Reinforcement ad	•	•	•	•							
	Property ads on Facebook, Instagram, other websites	•	•	•	•	•	•	•				
	Property ads in targeted email campaigns	•	•	•	•	•	•	•	•	•		
	Property management logo	•	•	•	•	•	•	•	•	•		
	Listing on 1 targeted website [†]	•	•	•	•	•	•	•	•	•	•	•
LISTING FEATURES	HD video production [^]	•	•	•	•							
	Amenities on search page	•	•	•	•							
	Detailed property map	•	•	•	•	•	•	•				
	Image carousel on search results	•	•	•	•	•	•	•				
	Rent specials on placard	•	•	•	•	•	•	•				
	Hi-res photos (produced/total)^	30/Unlim.	30/Unlim.	30/Unlim.	30/Unlim.	30/55	30/55	30/50	20/40	20/35	0/25	0/20
	Virtual tours (Matterport 3D Tours produced/total)^	6/Unlim.	6/40	6/Unlim.	6/20	4/Unlim.	4/8	4/6	2/6	2/4	0	0
	Tour Scheduling Vendor Integration	•	•	•	•	•	•	•	•	•	•	•
	Dedicated property details page	•	•	•	•	•	•	•	•	•	•	•
	Link to website URL	•	•	•	•	•	•	•	•	•	•	•
	Ratings & reviews	•	•	•	•	•	•	•	•	•	•	•
	Sister properties as "nearby properties"	•	•	•	•	•	•	•	•	•	•	•
	Rent specials on listing page	•	•	•	•	•	•	•	•	•	•	•
UNIT LEVEL DETAILS	Videos of a unit	•	•	•	•							
	Virtual tours of a unit	•	•	•	•	•	•	•				
	Unit in detailed property map	•	•	•	•	•	•	•				
	View from the unit	•	•	•	•	•	•	•				
	Photos and floor plan images of the unit	•	•	•	•	•	•	•	•	•		
	Unit-level leads	•	•	•	•	•	•	•	•	•		
	Unit-level apply now links	•	•	•	•	•	•	•	•	•	•	•
	Unit-level description and specials	•	•	•	•	•	•	•	•	•	•	•
	Unit amenities	•	•	•	•	•	•	•	•	•	•	•
	Beds, baths, and sq ft of the unit	•	•	•	•	•	•	•	•	•	•	•
	Rental rates and estimated costs	•	•	•	•	•	•	•	•	•	•	•
	Date available for the unit	•	•	•	•	•	•	•	•	•	•	•
	Deposit for a unit	•	•	•	•	•	•	•	•	•	•	•
	Price by lease term/move-in date	•	•	•	•	•	•	•	•	•	•	•
ADDITIONAL RESOURCES	CoStar rent comps report	•	•	•	•	•	•	•	•	•	•	•
	Call recording	•	•	•	•	•	•	•	•	•	•	•
	Network ad analytics + customer portal	•	•	•	•	•	•	•	•	•	•	•
4	MyMedia	•	•	•	•	•	•	•	•	•	•	•



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