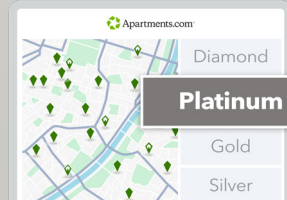




Platinum Package

Command greater visibility and engagement

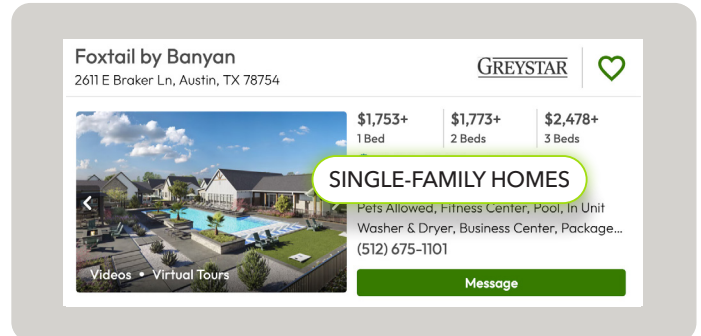


100% MORE EXPOSURE THAN SILVER*



✓ Retargeting

Serve your listings to interested renters on TikTok, Meta, and thousands of top sites as they continue searching, comparing, and narrowing options.



✓ Property type placard

Show your property type upfront in search results so renters see the fit before they click. Naming the type helps the right renters self-select and engage sooner.



✓ More media, produced for you

Add 4 Matterport 3D Tours and 30 hi-res photos to your listing, produced by CoStar at no additional charge. More for renters to explore, compare, and act on.



✓ Carousel on placard

Renters swipe through your best photos right on the search results placard, size up your community before they click, and arrive already interested.

✓ Unit-level details

Include leads, amenities, date available, pricing, rent specials, plus photos and floor plan images

✓ Tour Scheduling & Apply Now features

Gain access to our highest-converting leads

Multi-site exposure

Your listing appears on at least 6 leading rental websites

✓ CoStar Market Advantage™

Rent comparables, lead performance, listing quality reports

Full Platinum Package Features

Network Exposure

- ✓ 100% + more in exposure vs. Silver package*
- ✓ Order of appearance under Diamond
- ✓ 6 network sites**
- ✓ Property ads in targeted email campaigns
- ✓ Property management logo
- ✓ Listing on 1 targeted website†
- ✓ Property ads on Facebook, Instagram, other websites

Listing Exposure

- ✓ Detailed property map
- ✓ Image carousel on search results
- ✓ Rent specials on placard
- ✓ Hi-res photos
30 produced / 50 total^
- ✓ Virtual tours
4 Matterport 3D Tours produced / 6 total^
- ✓ 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

- ✓ 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

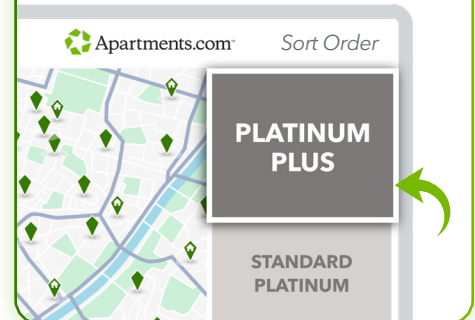
Additional Resources

- ✓ CoStar rent comps report
- ✓ Lead performance report
- ✓ Listing quality report
- ✓ Call recording
- ✓ Network ad analytics + customer portal
- ✓ MyMedia
- ✓ Rental Tools
- ✓ 50+ integration partners

PLUS it up!

Upgrade any ad package level to PLUS for even more exposure!

- ✓ 150% more in exposure vs. Silver package*
- ✓ Appear before all standard Platinum listing packages



Matterport Max

**71% longer engagement.
23x more leads.**

- ✓ Unlimited Matterport 3D tours
- ✓ Generate and deploy premium marketing assets across all channels
- ✓ Simplify move-ins, move-outs, maintenance, and leasing
- ✓ Only on Apartments.com



Ready to get started?

Call or email us to discuss which ad package fits your vacancy needs

apartments.com/advertise | 888.658.7368

