



# Advertising Formats 2011 Rate

What is your goal?  
What budget do you have?  
What is your target audience?

Tell us what you need and together  
we will find the best solution.

Visit our website, leader in golf course  
properties.

[www.golfresidencial.com](http://www.golfresidencial.com) (ES)

[www.golfresidencial.net](http://www.golfresidencial.net) (EN)

[www.golfresidencial.fr](http://www.golfresidencial.fr) (FR)



Golf Residential is **the leader website in golf course properties.**

**We bring together buyers and sellers from all around the world** international estate agents, developers, investors and private owners to develop, buy, rent and sell homes, holiday villas, investment apartments, land and commercial property. All within or near golf courses.

**Are many and varied customers trust us:** Real Estate, Developers, Buyers, Golf Resorts, Private Investors, Owners...

**Invest in Smart Advertising,** not waste hundreds of dollars on visits low-skilled, who are not interested in your products or services. Our **high position in known search engines, good content, professionalism, quality service and good work guarantee our results in the world of Golf.**

**Try it, look for us on Google!**

Golf homes, golf homes, apartments, golf apartments, golf, etc...

**Advertise and receives qualified visits from anywhere in the world.**

Soon we will complete our offer with an **exclusive Online Shop of Golf Products** and a **complete guide to golf courses worldwide.**

**Invest in Smart Advertising.** All our **advertising formats** can be **segmented by various criteria**, which allows advertisers optimizing advertising costs by focusing only on the public potentially interested in the services they offer:

- **geographical area**

Being a real estate portal all our properties are organized according to geographic location. So the advertiser decides in which level of depth he wants to advertise: world, continent, country, region, sub-county, province, town...

- **language**

We currently have three websites: [www.golfresidencial.com](http://www.golfresidencial.com), [www.golfresidencial.net](http://www.golfresidencial.net), [www.golfresidencial.fr](http://www.golfresidencial.fr) with texts in Spanish, English and French respectively.

Decide in wich website/language you want to advertise.

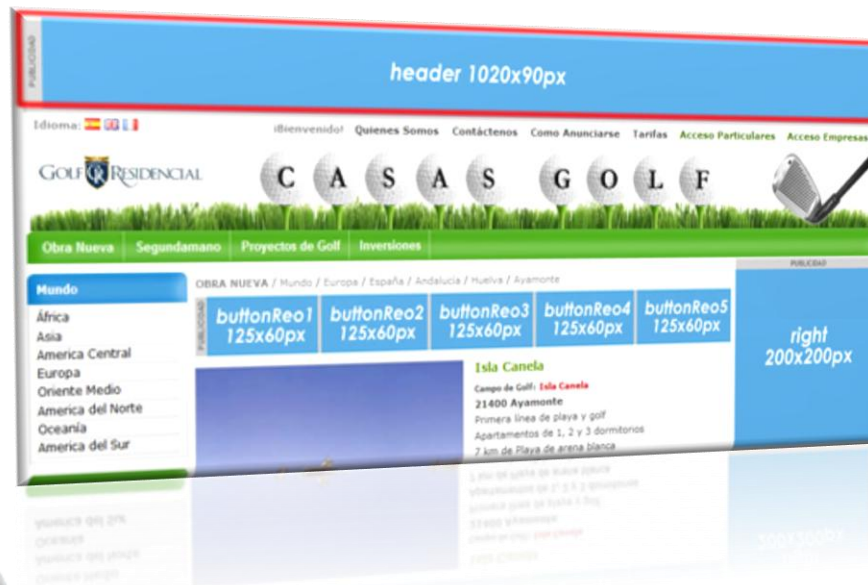
- **specific property**

Decide if you want to advertise only in some pages of new promotions or second hand properties.

**The following shows the different advertising formats available on Golf Residential:**

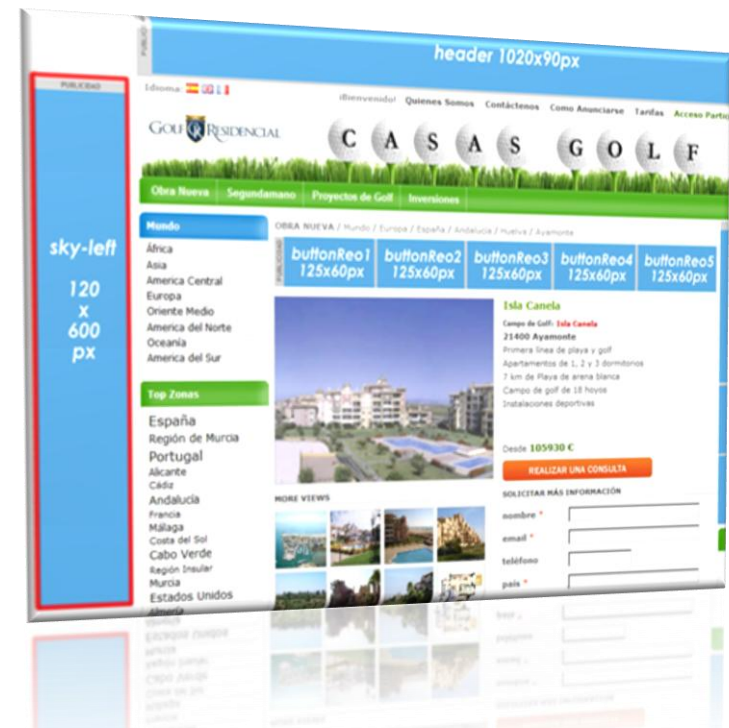
## Header MegaBanner

- Dimensions: **1020x90 pixels**
- Size: **50kb**
- Formats: **GIF, JPG, Flash**
- Segmented by: **geographical area or language.**
- Cost:
  - Home pages and Continents pages: from **75€/month.**
  - Other areas: **15€ CPM.**



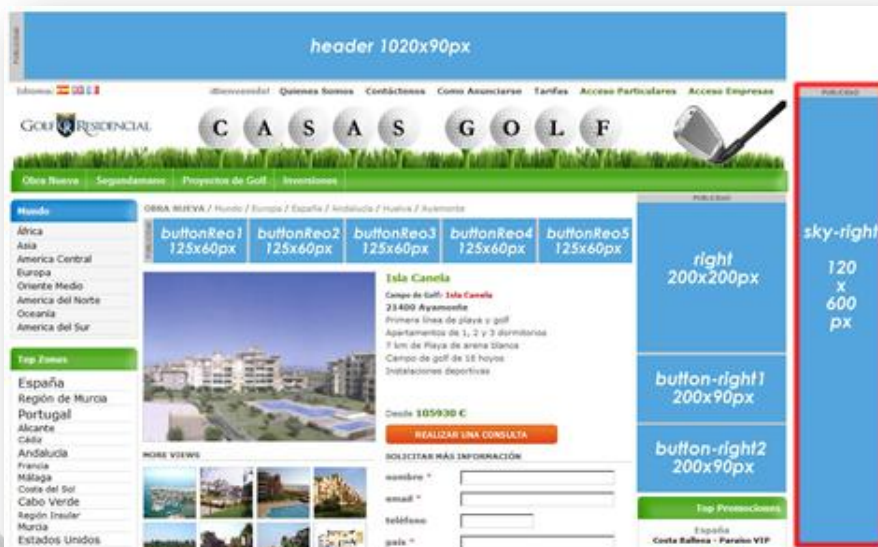
## Left Skyscraper

- Dimensions: **120x600 pixels**
- Size: **40kb**
- Formats: **GIF, JPG, Flash**
- Segmented by: **geographical area or language.**
- Cost:
  - Home pages and Continents pages: from **50€/month.**
  - Other areas: **12€ CPM.**



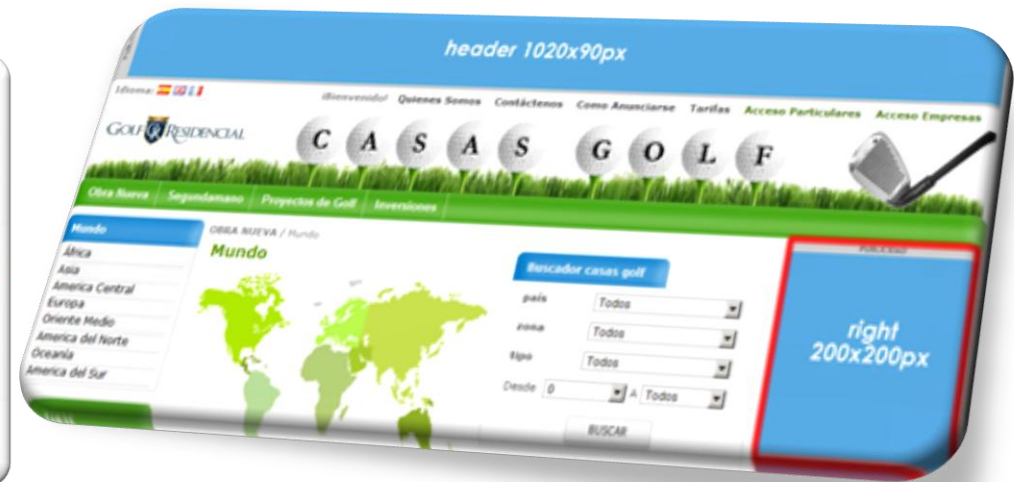
## Right Skyscraper

- Dimensions: 120x600 pixels
- Size: 40kb
- Formats: GIF, JPG, Flash
- Segmented by: geographical area or language.
- Cost:
  - Home pages and Continents pages: from 50€/month.
  - Other areas: 12€ CPM.



## Robapáginas

- Dimensions: **200x200 pixels**
- Size: **30kb**
- Formats: **GIF, JPG, Flash**
- Segmented by: **geographical area or language.**
- Cost:
  - Home pages and Continents pages: from **50€/month.**
  - Other areas: **12€ CPM.**



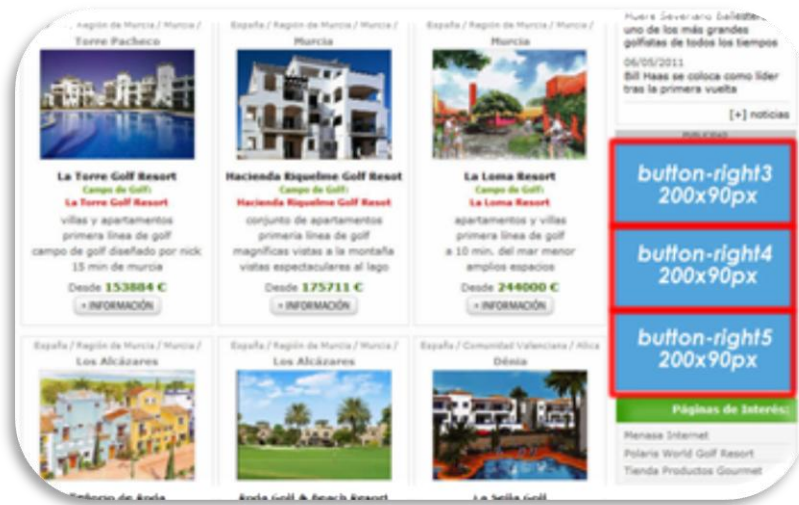
## Premium Buttons

- Dimensions: **200x90 pixels**
- Size: **15kb**
- Formats: **GIF, JPG, Flash**
- Segmented by: **geographical area or language.**
- Cost:
  - Home pages and Continents pages: from **25€/month.**
  - Other areas: **10€ CPM.**



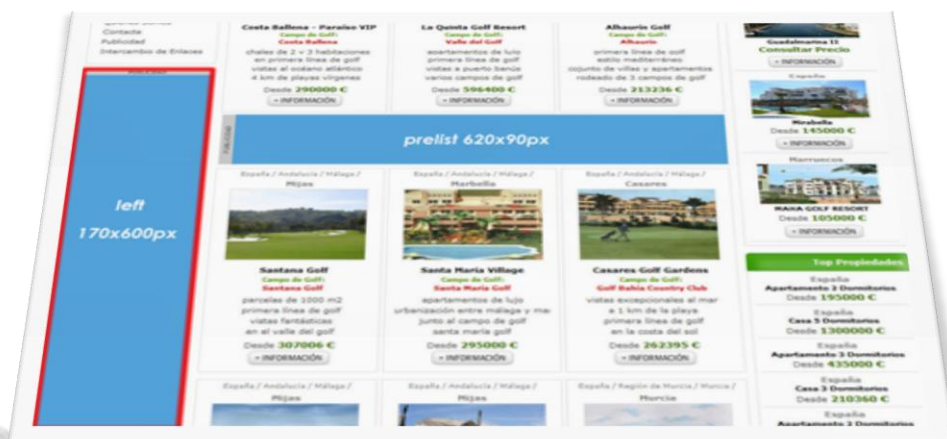
## Buttons

- Dimensions: 200x90 pixels
- Size: 15kb
- Formats: GIF, JPG, Flash
- Segmented by: geographical area or language.
- Cost
  - Home pages and Continents pages: from **15€/month**.
  - Other areas: **8€ CPM**.



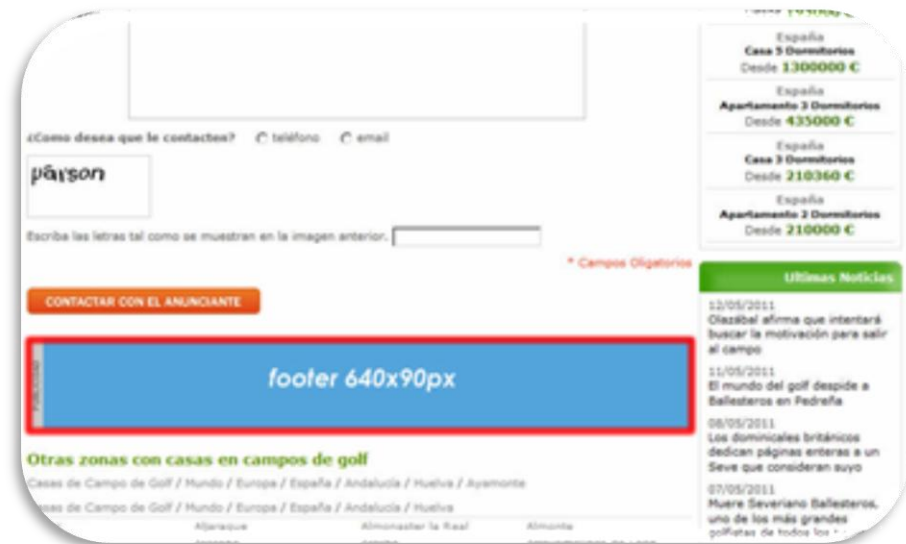
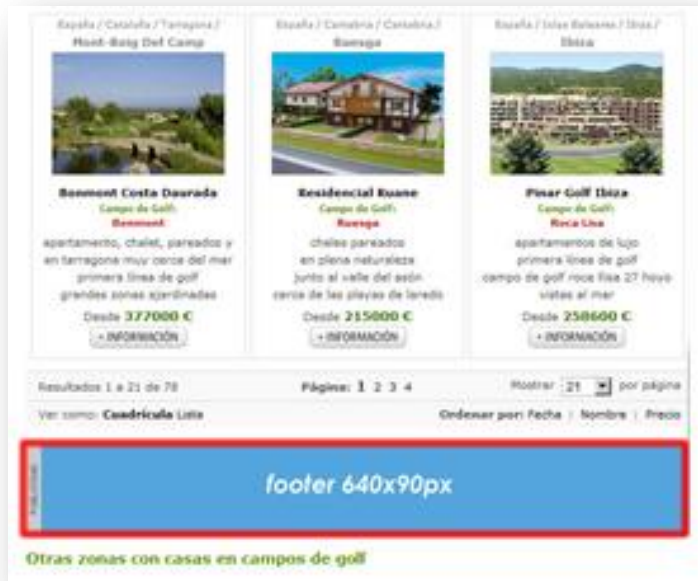
## Vertical Banner

- Dimensions: **170x600 pixels**
- Size: **50kb**
- Formats: **GIF, JPG, Flash**
- Segmented by: **geographical area or language.**
- Cost:
  - Home pages and Continents pages: from **25€/month.**
  - Other areas : **10€ CPM.**



## Footer Horizontal Banner

- Dimensions: **640x90 pixels**
- Size: **40kb**
- Formats: **GIF, JPG, Flash**
- Segmented by: **geographical area or language.**
- Cost:
  - Home pages and Continents pages: from **20€/month.**
  - Other areas : **8€ CPM.**



## Horizontal Banner Property Listing

- Dimensions: **620x90 pixels**
- Size: **40kb**
- Formats: **GIF, JPG, Flash**
- Segmented by: **geographical area or language.**
- Cost:
  - Home pages and Continents pages: from **40€/month.**
  - Other areas : **10€ CPM.**



## Buttons Property Page

- Dimensions: **125x60 pixels**
- Size: **10kb**
- Formats: **GIF, JPG, Flash**
- Segmented by: **language or specific property**
- Cost: **10€/mes**



## Services Buttons

- Dimensions: **210x90 pixels**
- Size: **15kb**
- Formats: **GIF, JPG, Flash**
- Segmented by: **language or specific property.**
- Cost: **10€/mes.**



Format	px	Kb	Geographical areas: World and Continents. *			Other areas **
			<b>FIXED MONTHLY COST</b>			<b>COST PER THOUSAND IMPRESSIONS (cpm)</b>
			golfresidencial.com (Spanish)	golfresidencial.net (English)	golfresidencial.fr (French)	golfresidencial.com / golfresidencial.net / golfresidencial.fr
Header MegaBanner	1020x90	50	150 €	150 €	75 €	15 €
Left Skyscraper	120x600	40	100 €	100 €	50 €	12 €
Right Skyscraper	120x600	40	100 €	100 €	50 €	12 €
Robapáginas	200x200	30	100 €	100 €	50 €	12 €
Premium Buttons Botones	200x90	15	50 €	50 €	25 €	10 €
Buttons	200x90	15	25 €	25 €	15 €	8 €
Vertical Banner Vertical	170x600	50	50 €	50 €	25 €	10 €
Footer Horizontal Banner	640x90	40	40 €	40 €	20 €	8 €
Horizontal Banner Property Listing	620x90	40	75 €	75 €	40 €	10 €
Buttons Property Page	125x60	10	-	-	-	10 € ***
Services Buttons	210x90	15	-	-	-	10 € ***

\* The ad will be displayed in the home page and in all pages of continents.

\*\* The ad will be displayed in the chosen geographical area and in all its sub-areas.

\*\*\* The ad will be only displayed in the page of new promotion or second hand property chosen.

In the pages of new promotions and second hand properties will be displayed the advertisements hired for the areas to which they belong and in its absence the advertisements hired for its parent zone and so on until you reach the World area (home page).

What is your goal?  
What budget do you have?  
What is your target audience?

**Tell us what you need and together  
we will find the best solution.**

GOLF  RESIDENTIAL

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