

# RETAILTRAFFIC 2011

## Retail Traffic Website Advertising Opportunities

The screenshot shows the RetailTraffic.com website interface. At the top, there's a navigation bar with 'DESIGN', 'DEVELOPMENT', 'RETAILING', 'MANAGEMENT/MARKETING', 'FINANCE & INVESTMENT', and 'TRAFFIC COURT BLOG'. A search bar is also present. The main content area is divided into several sections:

- Position 1 (728x90):** Located at the top left, above the main navigation.
- Position 2 (300x250):** A large purple box on the right side of the page.
- Position 3 (180x150):** A purple box at the bottom left of the page.
- Lead Item:** A large image of a shopping center interior with a glass dome.
- Latest News:** A list of recent articles with titles like 'CBL Opens Phase I of The Forum at Grandview' and 'Design Without Borders'.
- Deal Digest:** A section with the title 'Faris Lee Closes Seven Net Lease Deals'.
- Projects & People:** A section with the title 'CBL Opens Phase I of The Forum at Grandview'.
- Research Corner:** A section with the title 'Retail Investment Sales Climate Firmed Up in Third Quarter'.
- Chart of the Week:** A line graph showing 'Cap Rate Trends'.
- Research:** A section with the title 'Fall 2010 Real Estate Investment Outlook'.
- Site Optimizer SiteLines:** A section with the title 'LIVE Webinar (December 2nd): Going Local - How to Attract Customers in Fragmented Markets'.
- Free iPhone App:** A section promoting an iPhone app for accessing business analyst data.
- Resources:** A section with links to 'Blog', 'Rankings', 'Enews', 'Webinars', and 'Podcast'.
- Related Sites:** A list of related websites like 'National Real Estate Investor' and 'Lodging Hospitality'.
- David Bodamer RetailTraffic:** A section with a profile picture and a link to a blog post.
- Browse by Category:** A section at the bottom with sub-sections for 'Design' and 'Development'.

## RetailTraffic.com

### Banner Positions

Position 1: Leaderboard.....728x90

- Run of site
- \$45 net CPM

Position 2: Boom Box.....300x250

- Run of site
- \$55 net CPM

Position 3: Square.....180x150

- Home page only
- \$795 net/month

### One-Stop Category Sponsorship

• Leaderboard.....728x90

- Boom Box.....300x250
- \$1,975 net/month

### Specifications:

Run of site serves up to 125k ad impressions/position (Leaderboard & Boom Box). Four frames max, three loops max, URL (rich media accepted). File size limit: 36k

### Contact Information

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