

## ONLINE ADVERTISEMENT PROPOSAL



### MYREALTY.AM ONLINE CENTRILIZED REAL ESTATE MARKET

### FOR ALL INTERESTED COMPANIES

*Join the network of successful people*

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## MYREALTY.AM Website Profile

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With the explosive growth and accessibility of the Armenian World Wide Web, online advertising becoming one of the most cost-effective and popular methods of marketing a business. MyRealty.am is your best strategy for accessing your targeted customers in Armenian & World internet market.

The MyRealty.am website is the biggest real estate online service in the Armenia joined more the 30 real estate companies, who update database on daily bases.

Specifically, our website targeting is any person in the world who is looking for buying, renting or selling any type of properties in Armenia. We are working on maximizing users' choice and quality and minimize their time in dealing with property. ([See targeting & traffic statistics in appendix](#))

MyRealty.am is being updated frequently with the most up to date news from Real Estate, Banks, Insurance, Business & Economy and other related industries.

Joining all professional real estate companies and the users from more than 70 countries in the one big real estate b2c market we are providing professional service with great business and users opportunities.

 **MYREALTY.AM Online Advertisement**

Advertising on the MyRealty.am website allows you to reach your target audience using the latest technology. Our website is customized for the Real Estate, Construction industry as a first priority market and accordingly related financial & insurance areas.

- **For building developers:** The web-site offers separate advertisement of constructed buildings and apartments in the [new buildings category](#). Also you could place your building advertisement in the standard banner place, described below. [See offer prices and description below.](#)
- Ads take the form of a banner (static or dynamic, JPG;GIF;FLASH, etc. with size limitations till 50-100Kb, depending on the placement) (see below Advertisement Map)
- The website offers a short term and long term Banner Advertisement (1 -3 months; 6 to 1 year period)
- 2 types of ads banner, appear only on the "Home Page" and on "Home Page" plus inner content pages. These ad placements are constant and do not rotate with each click on the site ensuring maximum exposure.
- Separate 1 web page informational advertisement, where you could place your company information, describing your products or services, your URL and contact. Access (Link) to this separate page will be created from relevant category on MyRealty.am (e.g. Banks, Insurance, etc.), or in the partners category.
- **Bonus:** For any company who will order a banner for more than 3 months, separate 1 web page, will be created where you could place your company information, describing your products or services, your URL and contact. Access (Link) to this separate page will be created from relevant category on MyRealty.am (e.g. Banks, Insurance, etc.), or in the partners category.
- **Bonus: For banks and insurance companies** - in case total purchase amount will be to more than 100,000 AMD (i.e. purchasing A3 banner for 3 months) or you will purchase separate 1 web-page informational advertisement ([see below](#)) for 12 months, Your company logo/banner will be placed on the first page in the right column in the relevant section, linked to the page describing your company and/or your products.
- As mentioned, Ads are static so the permanent link can benefit you with your search engine ranking.(Our site has a high Page rank in Google)

**MYREALTY.AM Advertisement Pricing**

**Advertisement of constructed buildings and apartments in the new buildings category**

Detailed description of the building and apartments in it, any number of the pictures, plan of the building, full description with separate page. 3 languages	Prices mentioned for each building	From 1-3 months 10000 AMD per month per 1 building
		From 4-6 months 8500 AMD per month per 1 building
		From 7-12 months 7500 AMD per month per 1 building

**Banner Pricing**

Banner A1 Only Home page or home page + all internal pages (see ads map)	900 X 80 (Pixels)	From 1-3 months 79000 AMD per month	On all Pages
		From 1-3 months 49000 AMD per month	On home page
		From 3-6 months 71000 AMD per month	On all Pages
		From 3-6 months 44000 AMD per month	On home page
		From 6-12 months 63000 AMD per month	On all Pages
		From 6-12 months 39000 AMD per month	On home page
Banner A1-1 Home page + all internal pages	490 X 130 (Pixels)	From 1-3 months 61000 AMD per month	On all Pages
		From 1-3 months 41000 AMD per month	On home page
		From 3-6 months 54900 AMD per month	On all Pages
		From 3-6 months 36900 AMD per month	On home page
		From 6-12 months 48800 AMD per month	On all Pages
		From 6-12 months 32800 AMD per month	On home page
Banner A2 Home page (see ads map)	510 X 85 (Pixels)	From 1-3 months 35000 per month	On home page
Banner A3 Home page + all internal pages (see ads map)	200 X150 (Pixels)	From 1-3 months 40000 AMD per month	On all Pages
		From 1-3 months 20000 AMD per month	On home page
		From 3-6 months 36000 AMD per month	On all Pages
		From 3-6 months 18000 AMD per month	On home page
		From 6-12 months 32000 AMD per month	On all Pages
		From 6-12 months 16000 AMD per month	On home page
Banner A4 Home page (see ads map)	510x220 (Pixels)	From 1-3 months 35000 per month	On home page
Banner A5 Home page + 80% internal pages (see ads map)	175X150 (Pixels)	From 1-3 months 17000 per month	Home page + 80% internal pages
		From 3-6 months 16000 per month	
		From 6-12 months 15000 per month	

[See details on web-site.](#)

## Advertisement Map

**A1**

My.am Portals - Join the network of successful people **There are 4551 offers in our database!** [Sign In](#)  
(only for real estate agencies)

**BETA**  
**my.am**  
Real Estate  
Centralized Market

- Cooperate With Us
- Real Estate Agencies
- Articles and Analytic
- Real Estate News
- Exchange Rates in Armenia
- Legislation of Armenia
- Property Insurance in Armenia
- Banks & Mortgage in Armenia
- Architecture and Design
- Appraisal Companies of Armenia
- Armenia, Yerevan Map
- Law and Consulting Companies
- Contact Us

**Offers - 4551**  
 Apartments (3308)  
 New Buildings (94)  
 Private Houses (742)  
 Lands (244)  
 Commercials (161)

Welcome to My.am - Real Estate Centralized Market in Armenia.

**Hot offers** [See All Hot Offers >>>](#)

**Apartment**  
 Yerevan, Center, Abovyan str., 1 rooms, 45 m<sup>2</sup>, 65000 USD

**Private House**  
 Yerevan, Qanagat-Zeytun, Tsarav akhpyur str., 220 m<sup>2</sup>, 170000 USD

**Apartment**  
 Yerevan, Shengavit, Manandyan str., 2 rooms, 70 m<sup>2</sup>, 52000 USD

**Private House**  
 Yerevan, Center, Rostom str., 243 m<sup>2</sup>, 40000 USD

Exchange rates by 03 Aug 2009

USD	EUR	RUB
368.400	527.000	11.600

**Search for real estate in Yerevan**

City:  Total Spaces: from  to

District:  Rooms: from  to

**KENTRON**  
**KASKAD**  
**Aleksanyan & Partners**  
**RV**  
**ALL VIP**  
**MEGA REALTY**  
**D.G.A. Realty**  
**REALTY GROUP**  
**MEGAPOLIS**





**APPENDIX:**

## Target Groups & Traffic Description

### Which type of companies will benefit more - Main target groups on MyRealty.am

MyRealty.am target groups division is following (based on the last 2 months statistics):

- Monthly Users: 8,900
- Page views : 73500

### Targets by Location

Armenia	67 %
Other Countries	33%

### Targets by Social Status

Middle or high level of living people -75%

### Targets by Age

- 25 - 35 year old ~ 30%
- 35 or more year old ~ 70%

### Other Targets Criteria

- Armenians with middle or high income level, who want or able to buy/rent property.
- Foreigners who is planning to come to Armenia, rent or buy an apartment,
- Mostly people who are familiar with new technologies and internet.