



Advertiser Information

RetireNet.com



2013



1 introduction



SINCE 1995, RetireNet.com has been recognized as a leader in the Senior market, offering the first online directory of retirement communities on the Internet. Over the years, RetireNet.com has continued to evolve and expand, pushing the bar ever higher in an increasingly competitive market. The culmination of several years of research, design and analysis has resulted in the all-new RetireNet.com.

Take a look at what we offer:

- ***Community Showcases***
- ***Cube and Banner Advertisements***
- ***Lifestyle Articles***
- ***Experts on a variety of topics***

Your opportunity to showcase your community or business to our ever expanding family of RetireNet.com members and visitors. Using our online account manager, there are **no limits** on your creativity—photos, descriptions, and your logo, you can make a strong visual impact instantly.

your community showcase

WHEN VISITORS SEARCH for and find your Community Showcase, the **Overview** is the first thing your customer will see. This page opens the door to a wealth of information for your customer on which you can provide details as to the location, facilities, and amenities that set your community apart from others.

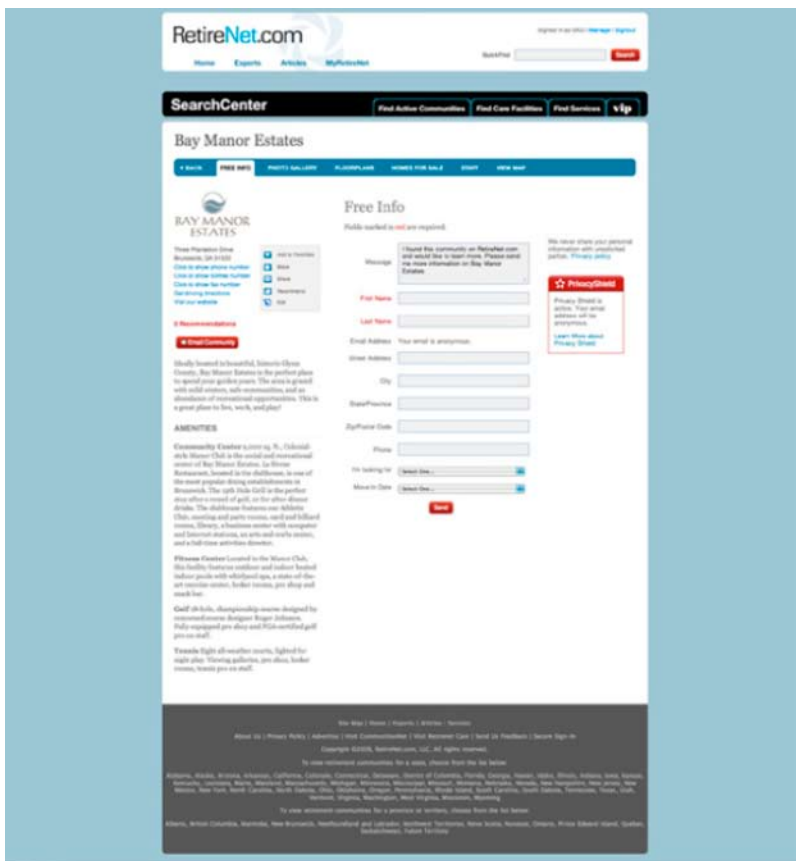
Tabbed navigation makes access to specific information easy for your customer. They can move back and forth easily between **Models** and

Homes for Sale, or go directly to the **Free Info** section—where the lead generation form resides. This provides a convenient way for visitors to request followup contact and additional information from you without leaving our site.

In addition, within your Overview, the customer is given the option of going directly to your website, generating a map to identify the exact location of your community, or saving your Showcase as one of their favorites, so they can quickly return for updates or additional information.

With unlimited photos, a custom **Amenities** list and the ability to add as much text as you wish, and make changes whenever you need to, your Showcase can function as your “online brochure” saving you countless dollars on wasted mailings. Your community photos can be viewed as slide-show, providing a dynamic presence to visitors. By including up to date and complete and detailed information for visitors to your Showcase allows them to self qualify—saving your sales staff valuable time as well.

Each community listing comes with its own Showcase...your own website within our website, with powerful tools to help you market your business.



In addition to the Main Showcase Page, the following tabbed sections are included in your Community Showcase or Top Showcase Package:

HOMES FOR SALE

This page offers a quick view of all available homes in your community. From this list of homes, prospective customers will be able to view individual listings for complete details.

other photo tours, you are not limited to photographs--any kind of image (floorplans, elevations, construction details, interiors, etc.) can be included. You can sort and arrange these homes in any order you wish, so you can display them by price, square footage, alphabetical, etc.

Any homes listed in this section of your Showcase are searchable from the home page, offering another contact point for visitors to the site.

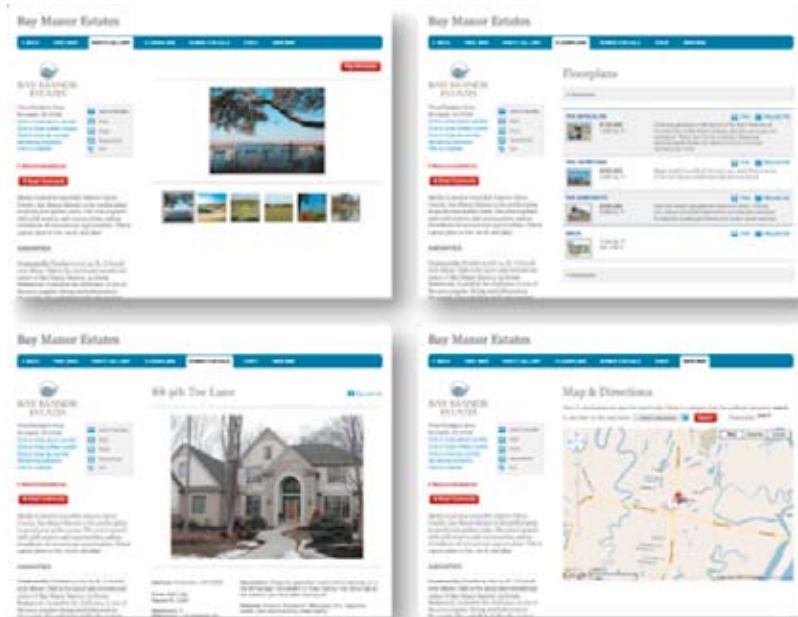
As an added bonus, we can provide a small snippet of code, allowing your Homes for Sale to be incorporated into your website. It is a quick and easy way to have searchable listings of resales on your corporate website. This feature is available at no charge to our clients.

MODELS

Your Models page is a convenient place for you to exhibit the various models of homes featured in your community.

Models allows you to post the most current information for each model on this page, including detailed specifications in a table format and with an automatically generated thumbnail of the main model photo. Models can also be arranged to display in the order you wish.

As is the case with Homes for Sale, visitors to your site can click on the "View Details" link to open a screen with multiple photos, descriptions and more info on your model home.



Every Showcase includes a full-featured Photo Gallery, listings for every model offered and every individual home for sale, an interactive location map, and a host of other features.

Individual listings can be as detailed as you want. In addition to a full description including such items as square footage, construction type, etc., you get an expandable photo tour of every home. Add as many photos as you wish. And as with our



STAFF

Staff allows you to post photos of your sales team, along with biographical and contact information. Using this feature, you can also link sales agents to your homes for sale, if you wish, streamlining the contact process for site visitors.

As with other elements of your Community Showcase, you may use this on your own website at no cost.

CONTACT FORM

There are several ways for visitors to RetireNet.com to reach you. The primary method is via our online forms, which deliver their contact information to you in an email.

Each Community Showcase contains a

contact form for the visitor to fill out to request information from you. The other online form is our “Info Express” form, which allows a visitor to fill out a single form and send it to communities with a specific area, or matching a specific search they have performed on the site.

You may filter the Info Express form leads from your online account administrator, and decide exactly what leads you wish to be sent. Your filter criteria include price, purchase timeframe, amenities and more.

Visitors to the site may also elect to call you directly to the numbers you have listed in your showcase, or link from your Showcase to your own website and contact you from there.

3 advertising opportunities

IN ADDITION TO our popular Showcases, RetireNet.com offers additional advertising options in the form of **Banner** and **Cube Ads**.

BANNER AND CUBE ADS

Display advertisements linking to your Showcase or to your website are available on local, regional or national pages, with a variety of delivery options. Choose from one of our pre-set packages, or opt for a custom package designed specifically for your business. 300x250 and 768x90 ad sizes are available. Packages are listed on

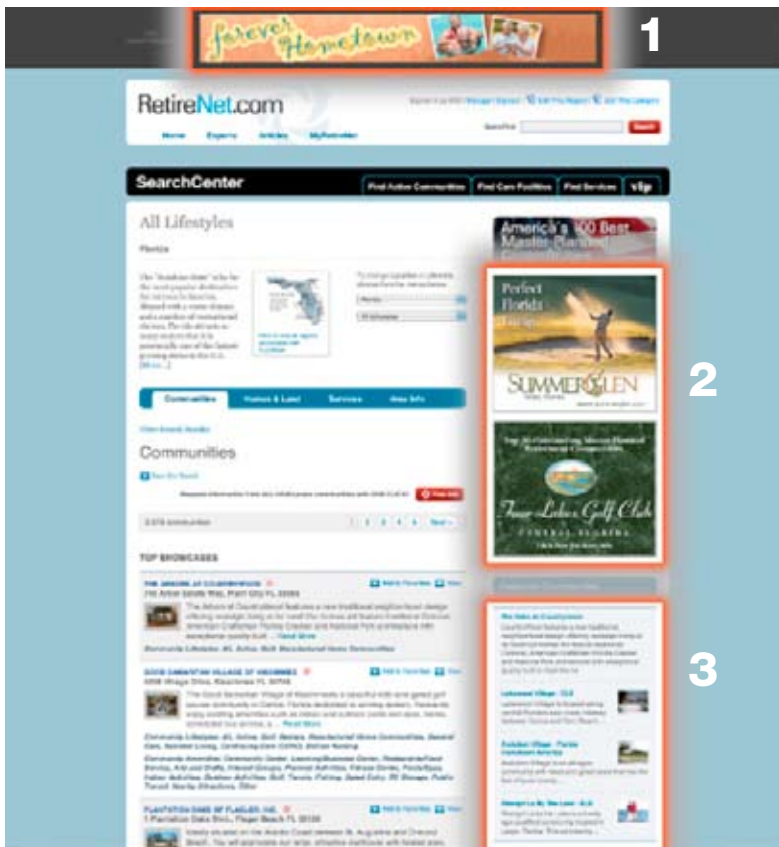
the Rate Card, or call your Account Representative for more information.

EXPERTS AND ARTICLES

RetireNet.com offers a vast array of experts on a variety of topics who offer their experience and knowledge to our visitors. Opportunities exist to become one of our recognized leaders and have your articles published. Please contact our Editorial Staff for more information.

FEATURED COMMUNITIES

Featured Community positions are available on key pages throughout RetireNet.com. They are located in the right-hand column, along with our Cube display ads. These special “advertorial” blocks are dynamically generated, and include a thumbnail photo and text block. Displaying prominently, they link visitors directly to your Community Showcase, increasing traffic and click-through rates considerably. Combination packages are available, allowing you to place your Featured Community block in specific states, regions, or lifestyles, with pricing to fit any budget.



RetireNet.com offers advertising positions throughout the site. You can specify a Banner (1), a Cube (2), or a listing in our Featured Communities (3) text ads.

4 usage & demographics

THE CURRENT SENIOR MARKET is the most expansive ever recorded: mature adults, aged 55 and older make up 21% of the population of the United States, equal to the entire populations of New York, California, and Massachusetts combined. (Source: US Census Bureau 2000 Census)

Persons 65 and up make up 12% of the population, and this share is expected to double by 2030. (Source: US Census Bureau 2000 Census)

Older Internet users now make up the fastest growing demographic in the US Internet market:

- 64% of those aged 50-64 online
- 38% of all Internet Users.

Of these, 84% reported using the Internet to search for specific information. The Internet has become the research tool of choice for those seeking more information on where to retire, and to research information on living the lifestyle they desire during their retirement.

Usage Data

13,800 Average Daily Page Views

3074 Unique Daily Visitors

Top-Ranked Online Retirement Community Site

Top-Ranked Online Retirement Lifestyle Site

Highest Frequency of Top Search Results

Sources of information: Quantcast.com, Google Analytics, Alexa.com, Ranking.com, Pew Internet & American Life Project, Google search of "retirement communities," "retirement," and "retirement living."

The average RetireNet.com user is looking for a place to retire, and is one of the more than 380,000 mature adults who move across state lines each year in that pursuit.

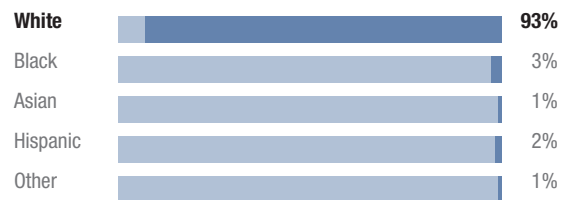
FEMALE



OLDER



WHITE



NO CHILDREN IN HOUSEHOLD



MORE AFFLUENT



GRADUATES & POST-GRADUATES



rate card

Showcase Packages	Per Month
Basic Showcase Listing Includes Community Name, Address, Phone Number, and Map	<i>Free</i>
Premier Community Showcase Our core advertising and lead generation package: includes your Community Overview page with dynamic photo tour, Homes For Sale, Featured Models, Our People and Send Me Info Tabs. Community Showcase subscribers receive leads delivered directly to their email address. This package also includes access our online account manager, which allows you to customize the content of your Community Showcase from any computer with Internet access, and monitor your stats and lead counts. This package includes e-Lead delivery via Info Express.	<i>\$79</i>
Top Showcase Our flagship advertising and lead generation package: includes all the features of the Community Showcase Package (your Community Overview page Photo Tour, Homes For Sale, Featured Models, Our People and Send Me Info Tabs plus e-Lead delivery and online account manager), plus guaranteed top section placement of your listing within any search results.	<i>\$129</i>

Special Advertising Options	Per Month
America's Top 100 Retirement Communities Exclusive position places your Community Showcase in RetireNet.com,'s Top 100 Retirement Communities. This price is in addition to your monthly Showcase rate. Subject to review and approval by the RetireNet.com Editorial Board.	<i>\$52.50</i>

Featured Community Positions	Per Month
Home, State page, and Region or Lifestyle page	\$350
State and Region page or Lifestyle combo	\$200
State or Region page or Lifestyle page alone	\$125

Display Ad Packages	Per Month	Per Month
<p>Gold Includes ad on the Home Page, your State Page, Region Page, and your choice of up to three Lifestyle Pages</p> <p>Silver State and Region Page along with your choice of up to three Lifestyle Pages</p> <p>Bronze Single State, Region or Lifestyle Page</p>	<p>Banner (728x90)</p> <p>\$600</p> <p>\$325</p> <p>\$150</p>	<p>Cube (300x250)</p> <p>\$500</p> <p>\$275</p> <p>\$125</p>

Additional banner ads and custom packages are available. Contact your account manager for details.

about retirenet.com

WIDELY RECOGNIZED SINCE 1995 as an Internet leader, RetireNet.com continues to develop new and exciting technologies to maximize your Internet marketing dollar. Founded by Stephen Shultz, RetireNet.com has focused on in-house programming to ensure rapid response to the ever-evolving online market. By concentrating on developing content-driven sites, and integrating with search-engine optimization, RetireNet.com has been able to maintain a strong presence and top value for advertisers.

RetireNet.com, in cooperation with The Open Companies, Inc., offers the best full service sales and marketing

websites available. Combined, we provide innovative technology and design solutions to leading companies across the networked economy. Our core services include expert, cost-effective website design, search engine registration and marketing services, content management solutions, and lead management software, plus a business-driven approach that measures everything against how well it affects your bottom line. Our core competence is to generate success. From website designs to create an online presence for your company, to a complete Internet portal engine to power your online enterprise, we provide the tools to achieve your goals.