

LIREALTOR.com Overlay Ad

Advertising is just like real estate. It's all about LOCATION, LOCATION, LOCATION.

Who: Reach an audience of over 20,000 local real estate professionals working in Nassau, Suffolk, Queens, and Brooklyn.



What: Up to (2) advertisers per week rotate in this premium ad spot that appears first when you log onto Lirealtor.com, the website our REALTOR members must log onto first to reach MLS Stratus.com. Larger ad units are known to generate higher click rates. An overlay ad on LIRealtor.com can provide you with both the right location and the right size to maximize your online advertising budget.

SAMPLE ADVERTISEMENT

Cost: \$500 per week, per advertisement. Space must be reserved in advance and is available on a first come first serve basis.



Template is provided for ad creation.

Performance: Based on numbers recorded on the Absolute Ad Software system, the average number of impressions of an ad that appeared in this position received about 450,000 impressions and about 5,000 clickthroughs.*

**Note that individual ad performance may vary.*

Long Island Board of REALTORS®/Multiple Listing Service of Long Island, Inc.
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