

MARKETING ON

myMOTHERLODE.com

YOUR GATEWAY TO CALIFORNIA'S GOLD COUNTRY

REAL ESTATE SECTION

myMotherLode.com is the area's online media powerhouse, attracting over 550,000 visits and over 2,000,000 page views every single month. This growing regional audience of educated and affluent consumers rely on myMotherLode.com to help them make buying decisions. Each ad zone in the Real Estate section is limited to a maximum of four (4) advertisers, providing high user engagement and branding power.

- More than 80% of home buyers use the Internet to search for a home.
- 8 out of 10 of those buyers used an agent to complete the transaction.
- KVML - KZSQ - KKBN will broadcast support of the Real Estate site.

The screenshot displays the myMOTHERLODE.com Real Estate section. At the top, there is a navigation bar with categories like News, Weather, Sports, Community, Entertainment, Dining Guide, Real Estate, Classifieds, and More... Below this is the myMOTHERLODE.com logo and a search bar. The main content area shows search results for real estate listings in Sonora, CA, with filters for price, location, and search criteria. On the right side, there are two advertisements: a 'Leaderboard Ad' for Berkshire Hathaway Home Services and a 'Blockbuster Ad' for Sterling Home Showcase. A red arrow points from the text on the right to the Blockbuster Ad.

Leaderboard Ad

Size: 720 x 90 pixels
Max File Weight: 40K

Blockbuster Ad

Size: 300 x 250 pixels
Max File Weight: 40K

Call Sales at
(209) 533-1450 ext. 24