

kdhhomefinder.com

In partnership with the Killeen Daily Herald's HomeFinder Publication
THE FORT HOOD AREA'S #1 PUBLICATION FOR BUYING, SELLING, RENTING AND HOME SERVICES INFORMATION

ONLINE RATES AND INFORMATION



Helping
Central Texans
find their way
HOME.

ONLINE SALES DEPARTMENT:

Phone: 254-501-7505 • Fax: 254-200-7614

netsales@kdhnews.com

kdhomefinder.com: facts & figures

Background

kdhomefinder.com is operated in partnership with the Killeen Daily Herald's Homefinder Magazine, the Fort Hood area's #1 real estate publication. The Homefinder Magazine consists of over 60 pages of local real estate listings, information and advertising. The publication is displayed in over 900 locations, printed an additional 31,000 times as the Homefinder Plus per week for free, mailed to every resident on Fort Hood, and placed for free on kdhomefinder.com and kdnews.com.

kdhomefinder.com has been relaunched as a new and improved real estate website, with up-to-date MLS listings, videos, open house locations, a realtor directory, links to helpful local information, and more. With kdnews.com's 250,000 strong visitors per month potentially searching for a new home, we are excited to push traffic to this newly redesigned site. We will promote it consistently in all of the Killeen Daily Herald products, throughout kdnews.com, and through social media and other promotions.

With your help, we can make this site the most successful and visited source for real estate information in the area; the goal being to grow your business by directing visitors to your offices and websites for more information about your homes and services.

Ad Serving & Reporting

kdnews.com uses Google Ad Manager to serve and track online advertising. All advertisements will be billed the rate for the page on which they are booked. Reports showing campaign delivery can be e-mailed weekly by request.

Demographics at a Glance

Placing your advertisement on kdhomefinder.com allows you to reach the very unique market that is Central Texas and beyond. The majority of our traffic comes from visitors in the Killeen area, but the site also receives visits from nearly every city in Central Texas, every state in America, our soldiers and their families based in Iraq, Germany, Kuwait, and other military posts around the world who may be looking to purchase a home.

Online Advertising Rates

Bundle your Homefinder Magazine advertisement with one of our kdhomefinder.com packages for the widest reach and discounted pricing.

HOMEFINDER PREMIERE PACKAGE

Duration: 12 months. MLS Listings in search feature, 300x250 or 728x90 banner advertisement, 3-minute Realtor Video or Virtual Tour, Realtor Directory, Featured Homefinder Advertisement

\$440 per month

Duration: 6 months \$452 per month

Duration: 3 months \$460 per month

No Contract \$500 per month

HOMEFINDER ADVANTAGE PACKAGE

Duration: 12 months. MLS Listings in search feature, 300x250 or 728x90 banner advertisement, Realtor Directory, Featured Homefinder Advertisement

\$255 per month

Duration: 6 months \$265 per month

Duration: 3 months \$270 per month

No Contract \$300 per month

HOMEFINDER BASIC PACKAGE

Duration: 12 months. MLS Listings in search feature, Featured Homefinder Advertisement

\$85 per month

Duration: 6 months \$100 per month

Duration: 3 months \$125 per month

No Contract \$150 per month

NON-PACKAGE OPTIONS

Homefinder Cover Feature \$200 per month

Coincides with cover of Homefinder magazine, Exclusive, non-rotating feature on homepage

Realtor Video/Virtual Tour \$200 per month

3 minute maximum informational video or tour

MLS Listings \$150 per month

Up-to-date listings from the MLS on our site

Banner Advertisement \$100 per month

300x250 or 728x90 on all site pages (up to 5 rotations)

Realtor Directory \$50 per month

Name, address, phone, website in directory

Featured Homefinder Ad \$50 per month

Your Homefinder publication ad featured on the homepage of kdhomefinder.com.

kdhomefinder.com: layout and features

The screenshot shows the kdhomefinder.com website layout with several key features highlighted:

- Banner Advertisement:** A banner for Jim Wright Company at the top of the page.
- Homefinder Cover Feature:** A featured home listing for 6005 Springbrook Dr., Killeen, TX, listed by Jack Smith and Donnie McMullin Realty.
- MLS Listings Powered by MarketLinx:** A search interface for homes with filters for price, type, square footage, bedrooms, and bathrooms.
- Realtor Videos/Tours:** A section featuring sample realtor videos and tours.
- Homefinder Magazine:** A section for featured advertisements in the Homefinder Magazine, including the Sunday Real Estate Guide.
- Sunday Real Estate Guide:** A section for featured advertisements in the Sunday Real Estate Guide.
- Banner Advertisement:** A banner for Killeen Real Estate Information, including a City & School Guide, Builder Showcase, and Employment opportunities.
- Howard Hensley:** A profile for Howard Hensley, Vice President of Sales for Copperas Cove, with contact information.