

Homes Midlands rate card

The screenshot shows the homepage of homes-midlands.com. Key features include a search bar, navigation tabs (Buying, Lettings, Find an estate agent, New homes), and several advertising sections:

- Top Banner:** A large banner for Jupiter Birmingham advertising '1 & 2 bedroom city centre apartments from £99,995*'. An arrow points to this banner from the 'Banner Ad' callout.
- Right Side Skyscraper:** A vertical banner for Jupiter Birmingham with the same apartment offer. An arrow points to it from the 'Skyscrapers' callout.
- Hot Homes Section:** A list of properties with images and prices. An arrow points to the 'Sutton Coldfield' listing from the 'Hot homes' callout.
- Featured Advertisers:** A section with logos for BENFIELD, TILE CHOICE, Cousins, and NORTHERN GAS HEATING. An arrow points to the Cousins logo from the 'Featured Advertisers' callout.
- Bottom Right Tile:** A large advertisement for 'The smarter way to find a new home' featuring a child in a kitchen. An arrow points to it from the 'Large Tile' callout.

Banner Ad
 Rotate with other advertisers
 £10 CPM**

Skyscrapers
 Rotate with other adverts.
 (direct click through to advertiser website)
 £14 CPM*

Small Banner
 £8 CPM **, Rotate with other advertisers

Hot homes
 Showcase one special property. Only available when signed up to Homes-midlands direct upload – £25 per week

Featured Advertisers
 Fixed Button advert linking directly to your website. £350 per month.*

Large Tile
 £8 CPM **, Rotate with other advertisers

Rates valid until July 2007.

**CPM = cost per thousand page impressions - can rotate with other advertisers. Delivery and click through reports available on request.

All prices quoted exclude VAT
 *limited availability

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