

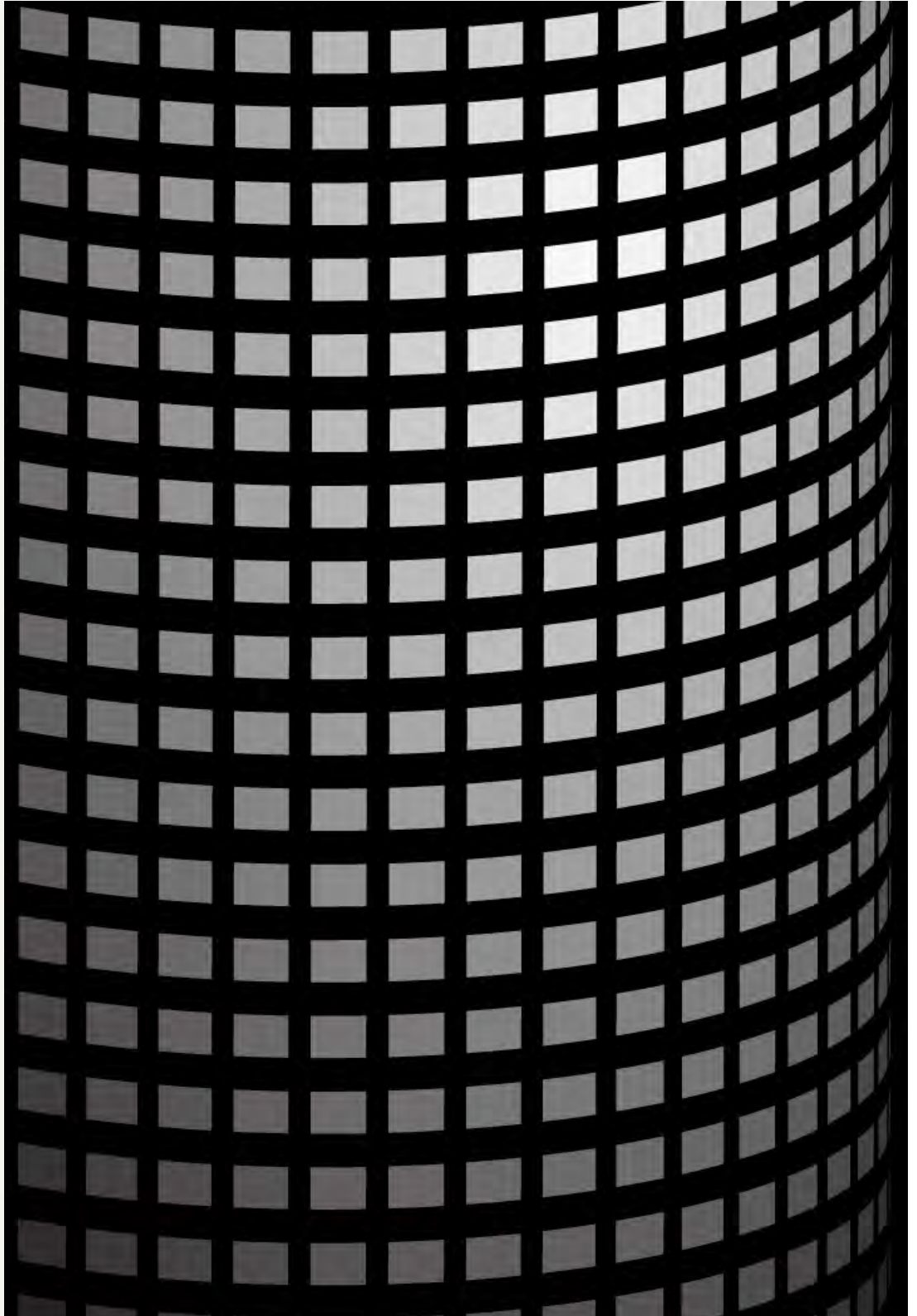
THE HOTEL INVENTORY

Connecting Hotel Buyers and Sellers

2013 Q2 Media Kit

The Hotel Inventory
1220 Howard Ave, Ste. 220
Burlingame, California
94010

Robert Prince
650-200-3068
rob@thehotelinventory.com



THE HOTEL INVENTORY

Web Traffic

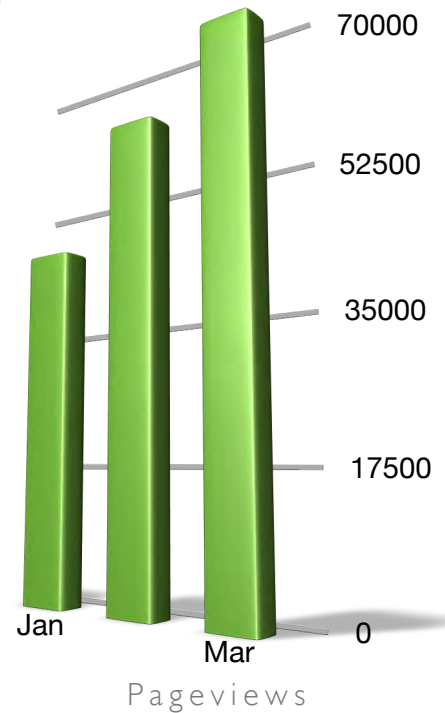
Powered by  Analytics

2013 First Quarter Stats

Pageviews:	175,459
Visits:	32,606
Avg. Visit Duration:	3m 59s

Monthly Pageviews Q1 2013

January:	45,246
February:	60,320 +33%
March:	69,893 +16%



Ad Traffic

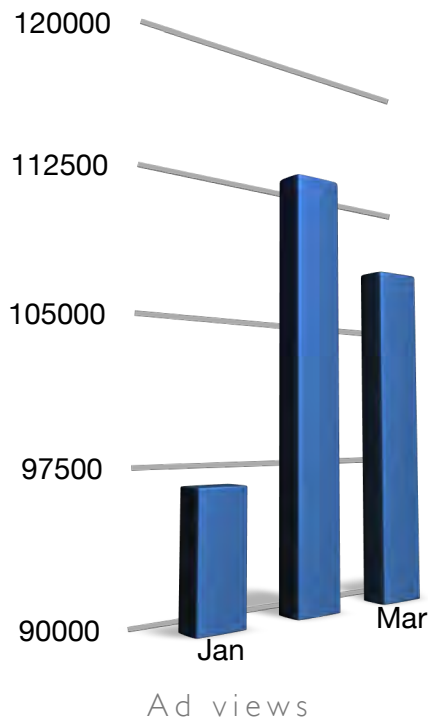
Powered by  AdSense

2013 First Quarter Stats

Ads Viewed:	317,283
Ad Page Impressions:	146,302

Monthly Ad Views Q1 2013

January:	96,661
February:	112,569 +16%
March:	108,053 -04%



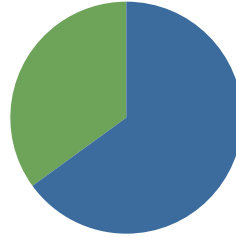
THE HOTEL INVENTORY

Demographics

Gender

Male: 65%

Female: 35%



Powered by

quxntcast

The index (THI vs total internet) represents the delivery of a specific audience segment compared to the internet average of 100. Any increase over 100 means that the property is "over indexed" and attracts a more concentrated group of a particular demographic group than in the general internet population.

Male Age

	THI	Internet Avg.	Quantcast Index
<18	13%	9%	1.37x
18-24	6%	7%	0.94x
25-34	12%	9%	1.34x
35-44	12%	10%	1.22x
45-54	11%	9%	1.31x
55-64	6%	5%	1.31x
65+	4%	2%	1.5x

Female Age

	THI	Internet Avg.	Quantcast Index
<18	10%	9%	1.09x
18-24	3%	6%	0.53x
25-34	5%	8%	0.65x
35-44	6%	9%	0.66x
45-54	6%	9%	0.69x
55-64	4%	5%	0.7x
65+	2%	3%	0.6x

Household Income

	THI	Internet Avg.
\$ 0 - 50k	43%	51%
\$ 50k - 100k	31%	29%
\$ 100k - 150k	15%	12%
\$ 150k +	11%	8%

Ethnicity

	THI	Internet Avg.
Caucasian	67%	76%
African American	9%	9%
Asian	9%	4%
Hispanic	13%	9%
Other	2%	1%

Education Level

	THI	Internet Avg.
No College	36%	45%
College	43%	41%
Grad School	20%	14%

The Hotel Inventory's audience is mostly comprised of:

Older, affluent, Asian males with graduate and post graduate degrees.

last updated on April 13, 2013

THE HOTEL INVENTORY

Web Advertisement Placement & Pricing

2013 Q2 Media Kit

1

Banner Advertisement \$750 (x5)

Banner ads are visible on the homepage, state page, search results page and the map page.

The state page is what we display when a user searches for a specific state. This allows our advertisers to target their advertising to parties interested in specific states.

This banner option will show in all states. See option three to learn about advertising only in specific states.

The search results page is the outcome of a search for anything other than a state location.

Banner ads measure 768 pixels wide by 90 pixels high.

2

Skyscraper Advertisement \$1,250 (x5)

Skyscraper ads are visible on the same page as banner ads. However, skyscraper ads take up more real estate on the page and are closer to the top of the page with the exception of the banner advertisement on the homepage.

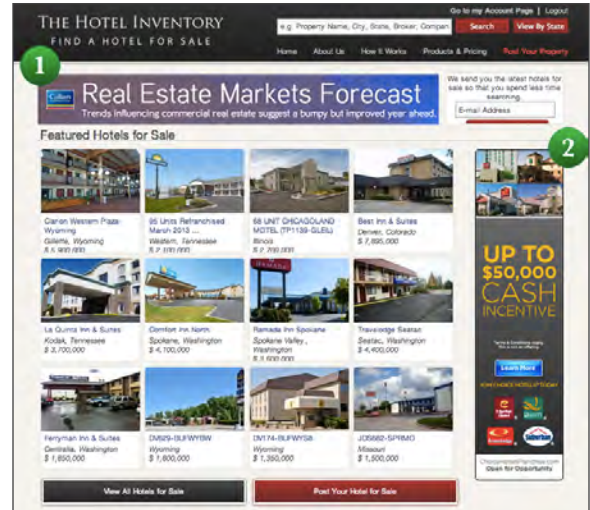
This skyscraper option will show in all states. See option four to learn about targeting specific states.

Skyscraper ads measure 160 pixels wide by 600 pixels high.

"The Hotel Inventory is the best out of all the internet marketing we use."
- founder of AMHB Network

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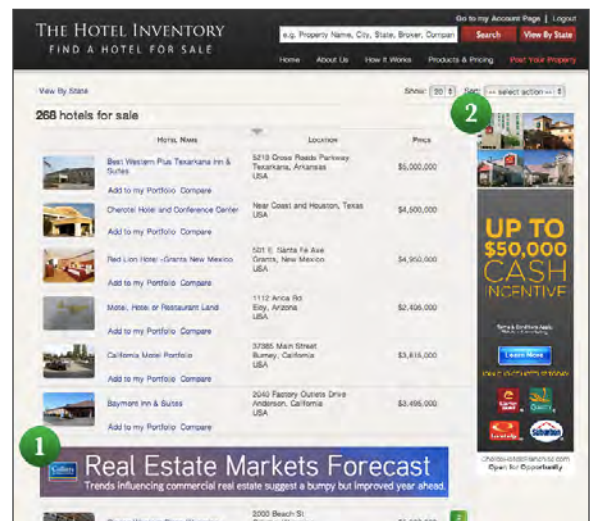
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Homepage



Map Search



Search Results

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The screenshot shows the 'THE HOTEL INVENTORY' website with the tagline 'FIND A HOTEL FOR SALE'. The page displays a list of 268 hotels for sale, with columns for Hotel Name, Location, and Price. A green circle with the number '3' highlights a 'Real Estate Markets Forecast' banner at the bottom of the list. Another green circle with the number '4' highlights a 'Skyscraper' advertisement on the right side of the page, which promotes a 'UP TO \$50,000 CASH INCENTIVE' for joining the hotel inventory today.

State Page

3 State Page Banner \$75 (x5 per state)

Our metrics show that many of our members search for states more often than they do for specific franchises. They know what state they want to invest in and they know what states they can operate in.

State ads make it affordable for advertisers to market their products and services to specific states. This option allows them to target a more localized market.

Banner ads measure 768 pixels wide by 90 pixels high.

4 State Page Skyscraper \$100 (x5 per state)

As with the general skyscraper ads, this advertising option takes up more real estate on the page and is closer to the top of the page.

Skyscraper ads measure 160 pixels wide by 600 pixels high.

"The Hotel Inventory is now an integral part of my advertising strategy."
- David Bowman,
Top Listing Agent at
Amber Hotel Company

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The screenshot shows the homepage of 'THE HOTEL INVENTORY' with the tagline 'FIND A HOTEL FOR SALE'. The navigation bar includes links for Home, About Us, How It Works, Products & Pricing, and Post Your Property. A search bar is located at the top right. Below the navigation bar, there is a banner for 'Real Estate Markets Forecast' with a sub-headline 'Trends influencing commercial real estate suggest a bumpy but improved year ahead.' To the right of this banner is a form to 'Send me hotels for sale' with an email address field. Below the banner, the main content area displays a property listing for 'Hampton Inn - SHORT SALE | 1008 Sheppard Road | Burkburnett Texas | USA'. The listing includes a contact information section for Subhash Naik, Hospitality Specialist, and a table of key metrics: # of Rooms (80), CAP Rate (N/A), Multiplier (N/A), Price Per Key (\$42,500), and Price (\$3,400,000). Below the table are links for 'Save to Portfolio', 'Compare', and 'Confidentiality Agreement'. To the right of the table is a section for 'Property Facts' including Year Built (2005), Interest (Fee-Simple), Number of Buildings (1), Number of Floors (3), Climate Control (Available), Posted By (Broker), Property Type (Select-Service), and Interior Corridor (Available). A photo of the Hampton Inn building is also shown.

Property Page



Property Page Banner
\$2,500 (x5)

The most popular pages on The Hotel Inventory are the property pages. There is only one ad and it is located at the top of the page. Only five advertising spaces are reserved for this ad space.

Banner ads measure 768 pixels wide by 90 pixels high.

Individual Property Page Banner
\$50 (per property)

Don't want advertisers marketing on your property page? For listings parties who would not want other companies to advertise on their property pages, it is possible to place your own ads only on your own pages.

This option is only available for your own postings.

"Advertising is totally unnecessary. Unless you want to make money."
- Jef I. Richards

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Equal Advertising Distribution

You may have noticed that each ad space allows for multiple advertisements. Many internet companies practice this model and inform you that the advertisements are chosen at random.

Our proprietary system chooses the advertisement based on the number of views the ad has already received compared to the other advertisements in the same distribution space. This means that we can assure you that your advertisement will receive an equal number of views as the other advertisements in the specific space. Whether there are two advertisements reserved for a space or five, our system will distribute the advertisements equally.

Note that this, in no way, will guarantee an equal success between the advertisements in the same space.