



Open the Door to

More Homebuyers!

Valuable real estate information is always just a click away at the new SFGate.com Real Estate web site. Visitors can find information from The Chronicle, as well as a host of bonus features and tools, including featured properties with virtual tours, neighborhood experts, mortgage calculators and search engines for sales, rentals and open houses. Combined with The Chronicle, SFGate.com increases your reach beyond that of any other local medium.

Introducing
**a valuable new
 resource at SFGate.com**

Reach potential home buyers around the clock from the Bay Area's premium online location — now packed with new traffic-building tools and features!



Online Real Estate Site

San Francisco Chronicle | **SFGate.com**

For more information, contact your Chronicle sales representative or call 415.777.7340

Online Real Estate Site

The Nation's Fourth-Ranked Newspaper Web Site

SFGate.com is the No. 1 content site in the San Francisco Bay Area. Combined with The Chronicle, SFGate.com increases your reach beyond that of any other local medium.

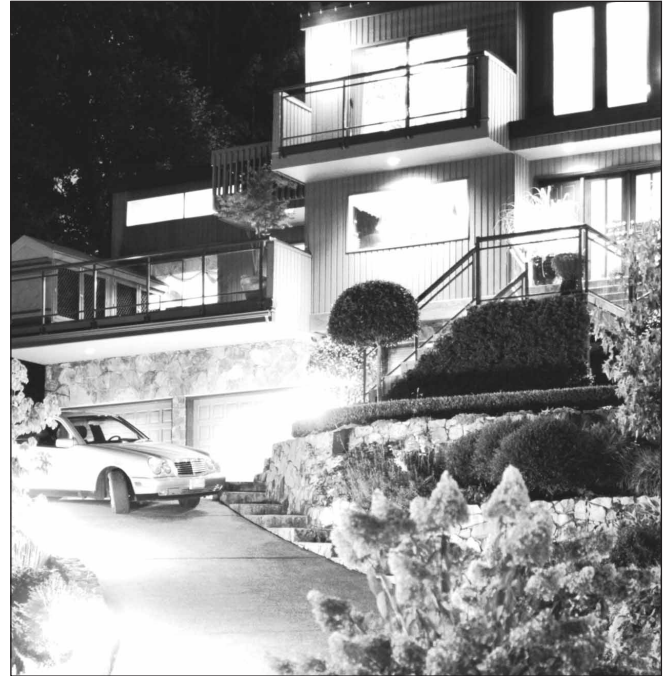
65 Million Page Views Per Month

SFGate.com accounts for 5.3 million unique monthly users around the globe and more than 325,000 daily users. Advertisers on SFGate.com achieve valuable added reach. Fifty-five percent of SFGate.com visitors are not daily Chronicle readers.

Dynamic Demographics

Of the visitors to SFGate.com in the past 30 days, 43 percent have household incomes of \$100,000 or more and 75 percent have white-collar jobs. These visitors have a median household income of \$92,500 (compared to \$66,600 for the total Bay Area.)

Sources: Scarborough Research, July 2003; AccessWatch, June 2004; ABCinteractive, March 2003



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Sales Search Engine

Allows users to search for homes for sale by a map and by selections that include price, location, amenities, features, keywords and neighborhoods.

E-mail Replies

Home shoppers can ask questions about a specific property listing through a simple window. The message is sent immediately to the sponsoring agent or broker.

Featured Properties, Neighborhood Experts, At Your Service

This feature allows highly targeted advertising within the search results of every consumer search.

Rental Search Engine

Provides powerful search capabilities with multiple filtering options.

Open House Search Engine

Provides search capabilities that include results of sale or rental listings that have an open house scheduled. Consumers can find homes available for sale that don't require an appointment to be seen.

My Portfolio

Allows consumers to set up an account in which they can save individual listings.

E-mail Alerts

Consumers can sign up to receive an e-mail whenever new listings meet specific search criteria: location, price, property type, amenities, etc.

Mortgage Calculator

Consumers can instantly calculate their total monthly costs for each listing.

Targeted Tile and Skyscraper Ads

Tiles, Textlinks and Skyscrapers ads will be featured throughout the site.

Activity Reports and Tracking

Advertisers can view site activity reports at any time through a convenient reporting site.



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