

YoChicago online media project has dual objectives

- to drive **targeted traffic and exposure** to a sponsor through organic search results in the categories where the sponsors' business operates
- to **enhance SEO and website traffic** by providing quality authoritative inbound links to a client's web site and related web destinations

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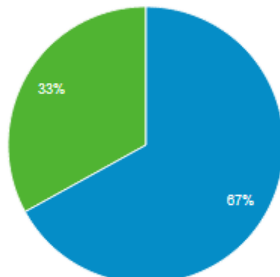
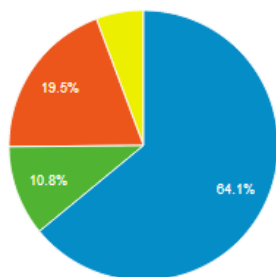
Significant web penetration**YoChicago.com**

Search accounts for an average 60% of YoChicago web traffic and a steady stream of new visitors who search specific content.



Search traffic – >60%

New visitors – 67%



unique visitors per month	> 100,000
unique visitors annually	>550,000

Specialty publications

Apartment lists | Apartment profiles
Apartment reviews | Rental guides

Annual unique visitors*	59,264
Annual pageviews*	293,168
Average visit duration	5 min 38 sec
Pages per visit	3.9
% found through search	62.1%

Source: Google Analytics
*8/1/13-7/31/14

YoChicago video**Chicagoland's #1 real estate video channel**

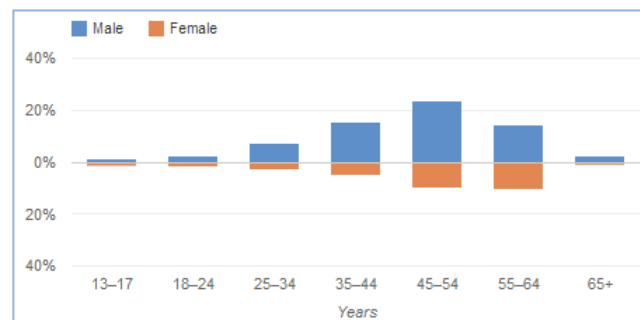
Videos online	2,600+
Video views	3,900,000+
Channel subscribers	3,000+
Videos watched daily on YoChicago	2,000+
Average view duration	> 2 minutes

TOP TRAFFIC SOURCES

View referrals from YouTube 49.2%

Mobile apps and direct traffic 42.1%

View referrals from outside YouTube 8.7%

**Demographics – 67% male, 33% female**

Source: YouTube analytics

Monthly online media programs

YoChicago provides editorial, third-party news/blog and video content that delivers traffic based on the content and subject matter of these posts and video.

This is not canned content. YoChicago works with our sponsors to craft the unique message, and then deliver it through media that is optimized for search and brings results.

Our standard program includes blog coverage, a monthly video, and an online press release; all featured on YoChicago, our networking sites, and our social media channels.

The YoChicago staff does all the filming, production and writing. The sponsor's responsibility is only to alert us to newsworthy events.

[View samples of our online media coverage](#)

Standard online media program	\$ 799 month
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- A monthly video shoot
- 2-3 monthly posts on our networks
- Organic search optimization
- Social media integration

Standard with 2 videos / month	\$ 1,199 month
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Standard with video only	\$ 459 month
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Individual sponsored blog post	\$ 199
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Individual video	\$ 399
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Video

[View latest videos](#)

Video is the defining medium for today's consumer.

Shooting an interesting video is one thing – getting views is what YoChicago does best.

YoChicago videos get more views than most for many reasons, among them our informal, conversational style, our frequently-visited high authority YouTube channel, our news and blogging platforms that generate quality search results for the videos they contain and our distribution into targeted social media.

The YoChicago YouTube channel is Chicagoland's [#1 real estate video channel](#), with nearly 2,400 videos and over 3.1 million views. Our viewers watch up over 15,000 videos in an average week.

Individual video	\$ 399
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Volume video	5th video free
4 videos in one calendar month	

Video is included in most online media programs and guide / profile sponsorships

Guide sponsorship

[View sample guides](#)

YoChicago Guides are designed to highlight an area of interest in sales, rentals or advice, typically in a particular community or neighborhood.

The guides are created to drive traffic to a particular topic and are written to garner search results for a sponsor, but never at the expense of readability and reader interest. Sponsor quotes and video can be featured as well as primary placement in comparative lists.

YoChicago will write a guide specific to a topic or niche that a real estate company, property manager or brokerage can use to target a specific audience.

Sponsors have the options of top **advertising** and **editorial** positions on the guides that attract their target audience.

Exclusive guide sponsors

- All ad positions – top & right
- Quoted references in the overview
- Primary video position
- 4 videos

Premium guide sponsor	\$ 3,000 annually
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Standard guide sponsor	\$ 1,500 annually
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Apartment video

[View apartment video feature](#)
[View case studies 1 | 2](#)

YoChicago apartment videos are circulated to our well-trafficked venues

- YoChicago YouTube channel
- Neighborhood apartment roundups
- Neighborhood rental guide
- Apartment lists
- Social media

Include your own site, other sites you advertise on and in your social media efforts.

Apartment video feature**\$ 599**

- Live custom apartment video
- YoChicago sponsored post
- Post / video featured on Neighborhood apartment video roundup
- Video linked on YoChicago apartment lists
- Extended social reach

Apartment list sponsorship

[View apartment lists](#)

YoChicago's at-a-glance apartment lists cover apartment availability in key neighborhoods with interactive maps, basic info about each building, links to websites, video and third-party reviews.

Apartment lists

Visits	24,466
Pageviews	125,503
Pages / visit	5.2
Bounce rate	14%
Average time on site	8 min

Source: Google Analytics 8/1/2012 - 7/31/2013

Sponsorship includes

- Premium position on list
- All ad positions – top & right
- Apartment video

Apartment list sponsorship**\$ 3,000** annually**Apartment Review sponsorship**

[View Apartment Reviews](#)

YoChicago's Apartment Reviews include building facts, history, photography, video and links to current availability.

Apartment Reviews

Visits	19,564
Pageviews	67,366
Pages / visit	3.4
Bounce rate	49%
Average time on site	4.5 min

Source: Google Analytics 10/1/2012 – 9/29/2013

Sponsorship includes

- Editorial incorporation
- Ad positions – right
- Optional video

Apartment Review sponsorshipFrom **\$ 895** annually**With video****\$1395** annually