

NATIONAL REAL ESTATE
Investor[®]

Integrated Marketing Services

2020 MEDIA
KIT



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National Real Estate Investor is the only media brand that follows the money in all classes of commercial real estate

Our audience

The widespread *NREI* community represents the best possible cross-section of commercial real estate corporate executives and senior-level managers, builders, owners, developers, financial firms, corporations and brokerages.

Our mission

National Real Estate Investor is the leading authority for analyzing trends within the commercial real estate sector. Our coverage focuses on the big picture with in-depth analysis of what's happening in commercial real estate finance and investment across every major property type and all the sub-sectors. Unlike other media outlets who cover the day-to-day announcements of leases and deals, *NREI* provides the market with a breakdown of what those deals mean and what to expect in the weeks and months ahead. Our coverage—informed by interviews with the leading experts—is complemented by insightful contributions from featured columnists and industry-submitted viewpoint pieces. In addition, our staff produces proprietary research on industry trends throughout the year.

Our unique benefits for marketers

- Extensive profiles from a community of more than 70,000 CRE executives we talk to on a regular basis
- Experts in customization and targeting
- Proven marketing solutions with measurable ROI
- Comprehensive digital platforms delivering information to commercial real estate professionals when, where and how they want to receive it — resulting in a highly engaged audience
 - 756,000+ monthly page views on NREIonline — and growing
 - 220,000+ unique monthly visitors
 - 96,300+ active email addresses
 - 80,400+ active enewsletter subscribers





The leading authority on trends in the commercial real estate markets for corporate executives and senior-level managers

In-depth analysis of important developments across all sectors of the commercial real estate industry

- + Finance and investment
- + Multifamily
- + Retail
- + Office
- + Industrial
- + Alternative properties
- + Real estate services

AUDIENCES SERVED

- Brokerages
- Builders/developers
- Building owners/managers
- Construction/general contractors
- Corporate real estate/holding company
- HNW investment advisors
- Investment bankers
- Leasing/investment sales/brokers
- Lenders
- Mortgage bankers
- Pension funds/institutional investors
- Private real estate investors/syndicators
- REITs
- Retailers

PRODUCTS & SERVICES

- Online advertising
- Magazine advertising
- White papers
- Podcasts
- Research
- Newsletters
- Email services
- eBook sponsorships
- Videos
- Events
- Custom marketing

MARKETING SOLUTIONS

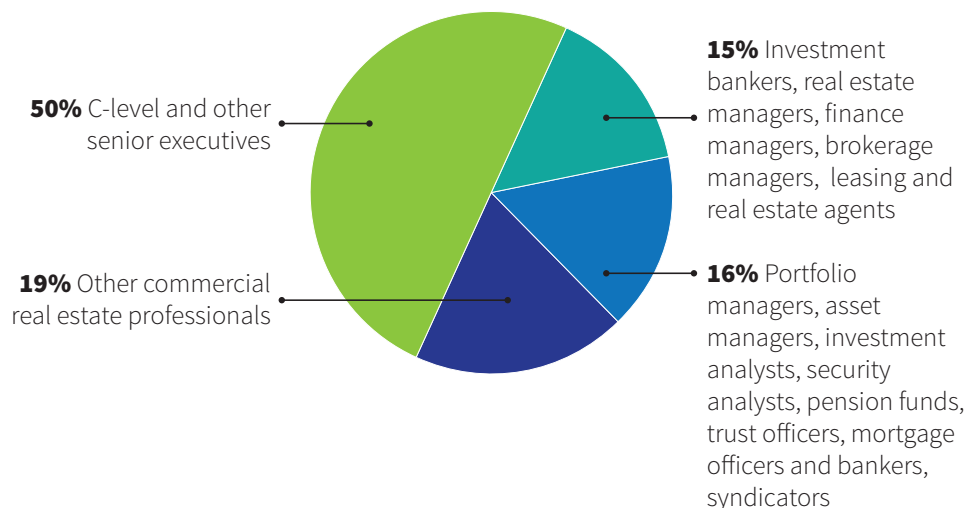
- Brand awareness
- Education/thought leadership
- Lead gen/lead nurturing
- Custom content
- Web traffic development
- High impact programs



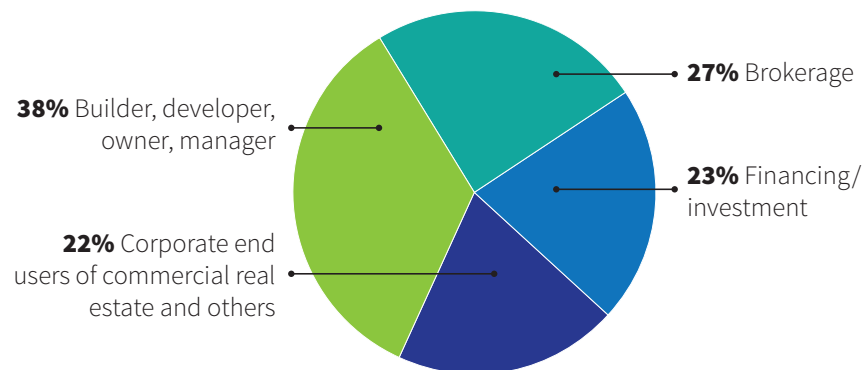


NREI provides unmatched access to the industry's most powerful audience of c-level and senior executives—the industry's key decision makers—across every major property type

By job title/function



By type of organization



Source: NREI 2019 Audience Profile Study

Audience profile summary

Builders, developers, owners and managers

Types of financing arranged

Fixed rate	57%
Construction	49%
Permanent loans	48%
Equity financing	44%
Adjustable rate	31%
Bridge financing	27%
Mezzanine	16%
Workouts/other	9%

Areas of business

Ownership of income-producing property	85%
Development of income-producing property	57%
Management of income-producing property	56%
Build to suit	32%

Finance

Types of projects they finance

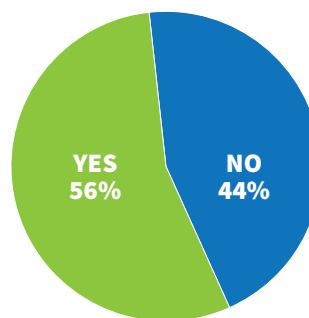
Multifamily properties	68%
Office space	54%
Mixed-use facilities	50%
Retail stores/shopping centers	46%
Industrial facilities	42%
Hotels	42%
Medical offices	38%
Self-storage units	34%
Seniors housing	30%
Single-family rentals	21%
Student housing	20%
Data centers	18%
Other	15%

Brokerage firms

Types of space their clients own, manage lease or purchase

Industrial facilities	56%
Retail stores/shopping centers	53%
Office space	52%
Multifamily properties	48%
Mixed-use facilities	40%
Medical offices	38%
Self-storage units	25%
Hotels	22%
Single-family rentals	20%
Data centers	15%
Seniors housing	12%
Student housing	10%
Other	9%

Plan to purchase or invest in additional CRE in the next twelve month



Types of tenants they represent

Multinational	71%
National	51%

Source: NREI 2019 Audience Profile Study



Marketing solutions designed around your specific goals and objectives

	Brand Awareness	Website Traffic	Lead Generation	Drip Marketing/ Lead Nurturing	Education/ Thought Leadership	Content Development	Content Distribution	High Impact	Program Launch
Website Banners (desktop/mobile)	✓	✓						✓	✓
Website Channel Sponsorships	✓	✓							✓
Native Advertising	✓	✓			✓	✓	✓		
Audience Extension (Account Based Marketing)	✓	✓							✓
Podcasting and Podcast Sponsorships	✓				✓		✓	✓	
Industry Research Sponsorships	✓	✓	✓		✓			✓	
Print Advertising	✓							✓	✓
Webinars	✓		✓		✓	✓	✓	✓	
Custom E-mail Blasts		✓	✓	✓	✓		✓		✓
E-newsletters	✓	✓							✓
Guaranteed Lead Programs			✓		✓		✓		
Lead Nurturing			✓	✓	✓		✓		
White Papers			✓	✓	✓	✓	✓		
eBooks			✓	✓	✓	✓	✓	✓	
Custom Research	✓				✓	✓			
Infographics					✓	✓	✓	✓	
Virtual Focus Groups					✓	✓			
Videos					✓	✓	✓		



How we advance the way commercial real estate professionals connect with your business

ADVERTISING

Reach your target audiences in environments they trust

RESEARCH

Discover what's on the minds of your target audiences

CONTENT MARKETING

Keep your brand top of mind while you educate and inform

LEAD SERVICES

Nurture relationships with prospects that matter most

WEBINARS

Make connections that matter

ADVERTISING

- Website
- Embedded video
- Audience extension
- Native content
- Enewsletters
- Social media
- Targeted newsletters
- Magazines



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NREIonline

Reach the largest audience of commercial real estate professionals available — on the website they trust most

Real estate executives connect with your brand at various stages of the buying cycle; so it's vital to give them opportunities to engage with your brand across multiple channels and devices. Our website digital advertising solutions are a great way to increase brand awareness, improve brand recall, drive traffic to your websites and build relationships with prospects as they research new product and solution purchases.

DETAILS

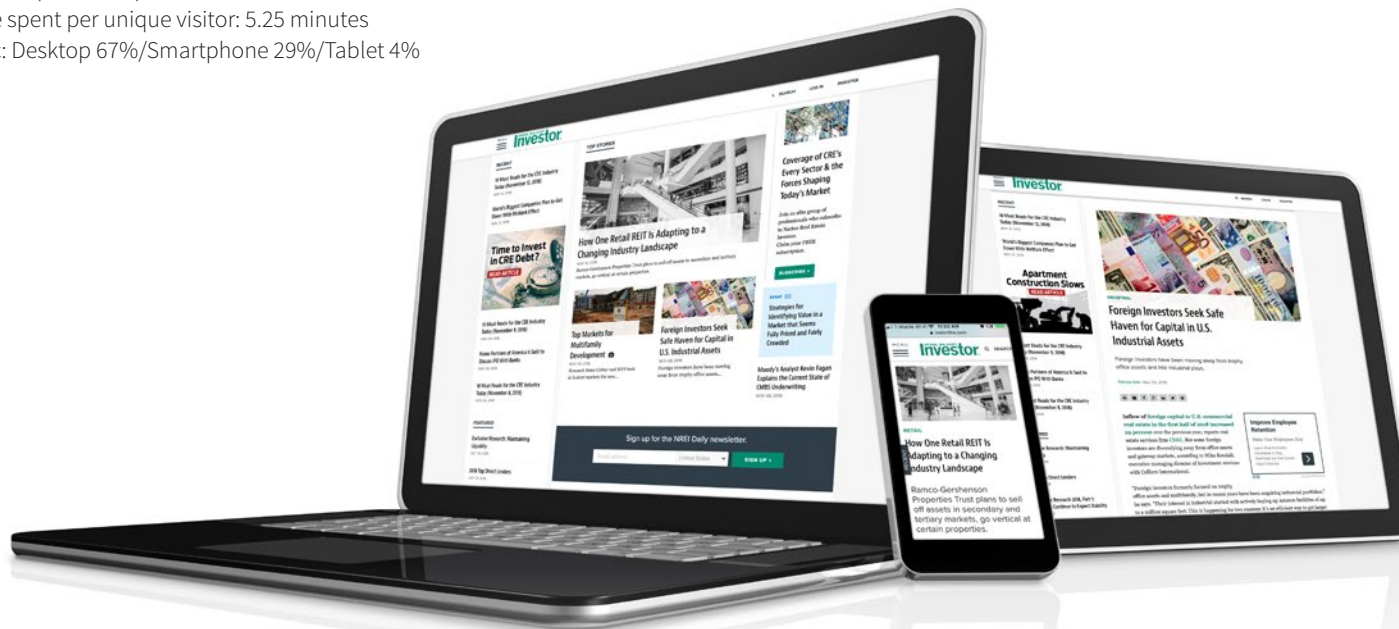
- 756,000+ views per month
- 220,000+ unique monthly visitors
- 3.5 million ad impressions per month
- Average time spent per unique visitor: 5.25 minutes
- Device traffic: Desktop 67%/Smartphone 29%/Tablet 4%

STANDARD AD UNITS

- 970x250
- 728x90 top leaderboard
- 728x90 interscroller
- 300x250 left (pinned unit)
- 300x250 right
- 300x600 right column
- 320x50 smartphone leaderboard

HIGH-IMPACT AD UNITS

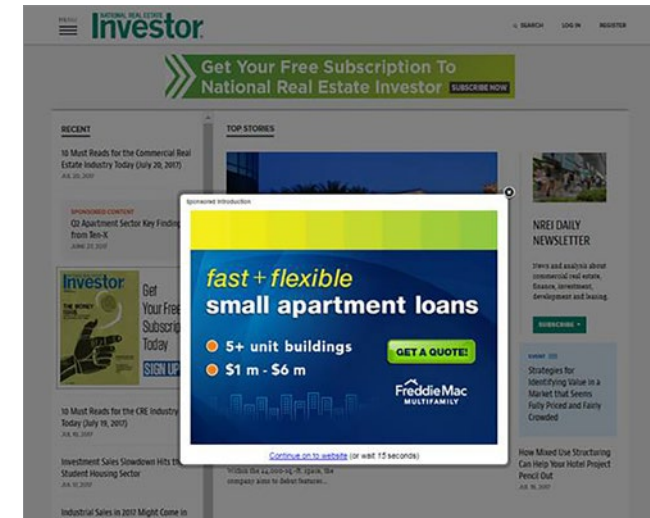
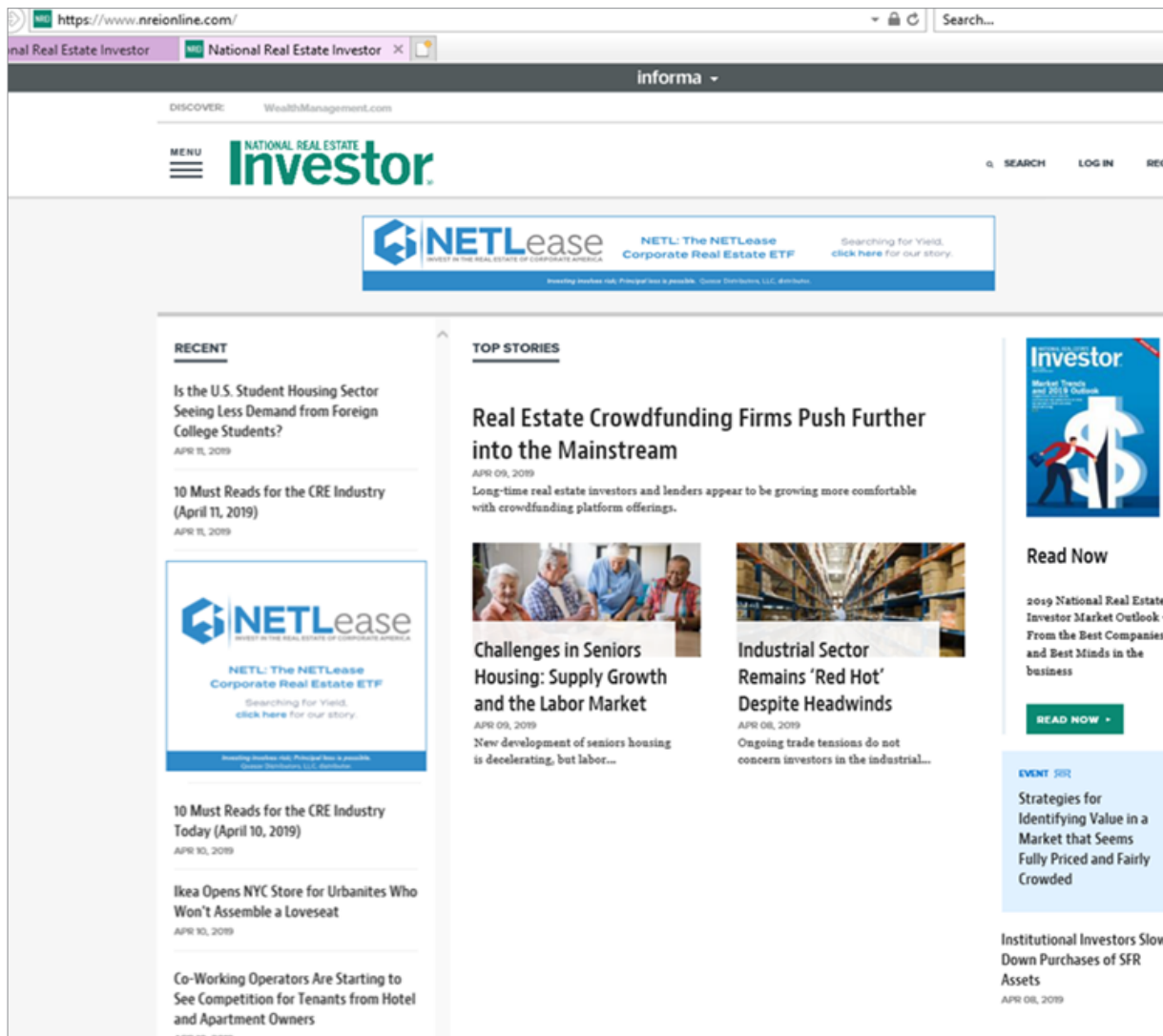
- 640x480 interstitial
- 970x40 locked floor ad
- In-article video
- Expandable units: in-article expander, mobile



NATIONAL REAL ESTATE
Investor

High-impact units

Home page takeover



Interstitial

- Welcome ads that appear when visitors first visit the site
- Advertisers receive 50% to 100% SOV



In-article video ad

High impact video marketing embedded in editorial articles

Place video directly within editorial article layout to put your message in front of advisors in a highly effective and user-friendly way.

OVERVIEW

- Plays when visible on user's screen, pauses when user can't see it onscreen; resumes when in view again
- Audio starts on mouse rollover
- Video disappears from body of article once played to completion, making it less intrusive to the user's experience
- Premium environment for short 30-60 second videos — below the fold between two paragraphs for more focused, attentive viewer engagement
- Guaranteed viewability — only plays when more than 50% in view on user's screen





Audience extension: Web

Extend your reach and stay in front of your most valuable prospects with audience-based targeting

Your banner ads are served on NREIonline plus a network of brand-safe sites:



SAMPLE OF NETWORK SITES

abc.com	cnn.com	foodnetwork.com	marketwatch.com	parents.com	weather.com
abcnews.com	cnet.com	forbes.com	marthastewart.com	pcmag.com	webmd.com
about.com	cnn.com	fortune.com	msn.com	reuters.com	whitepages.com
allrecipes.com	cnnmoney.com	fox.com	msnbc.com	si.com	wsj.com
aol.com	discovery.com	foxnews.com	nationalgeographic.com	theatlantic.com	yahoo.com
barrons.com	doityourself.com	foxsports.com	newsday.com	time.com	yellowpages.com
bloomberg.com	economist.com	inc.com	newsweek.com	tripadvisor.com	zillow.com
cbs.com	ehow.com	kiplinger.com	nytimes.com	usatoday.com	
cbsnews.com	entrepreneur.com	latimes.com	orbitz.com	usnews.com	
cbssports.com	espn.com	linkedin.com	pandora.com	washingtonpost.com	

EXCLUSIVE, PREMIUM NETWORKS



Serves targeted ads in your prospects' social space



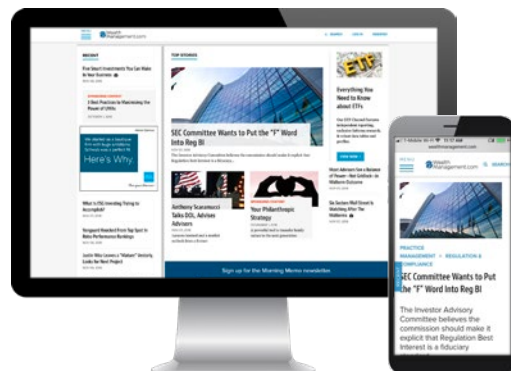
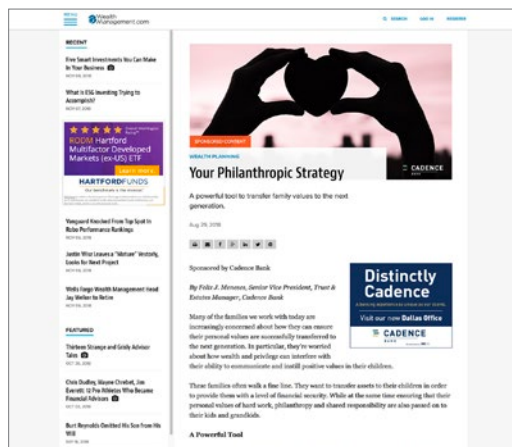
Reaches over 250 local business sites



Audience extension: In-feed native ads

Drive commercial real estate pros to your rich content. Simple. Smart. Effective.

You've made the investment to create high-value content. But, are you getting that content in front of the right commercial real estate executives? In-Feed Native Ads do just that by placing a compelling headline, image and link back to your content seamlessly into a site's content flow. Native ads on NREIOnline.com can also be placed across the web or on social platforms, where first-party data powers your campaign to help target prospects with precision.



- 3x higher retention rates than banners
- 20-60% higher engagement than banners



Brand In-Feed Native Ads

In-Feed Native Ads integrate seamlessly within our high-value editorial environments via ROS in-feed spots. More than ever, users are turning to trusted brands for news and information. A perfect way to get your rich content placed in front of commercial real estate professionals.

Network AX In-Feed Native Ads

It's all about audience and targeting. Using the power of NREIOnline's first-party data, you can target In-Feed Native Ads to your selected audience across the web. A perfect way to reach prospects multiple times per week.

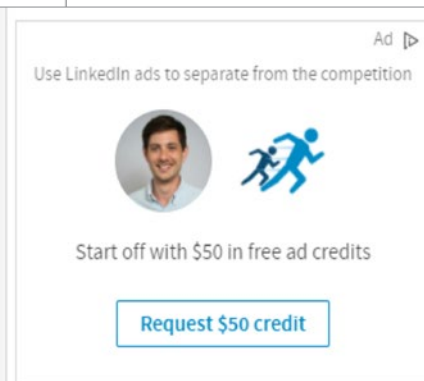
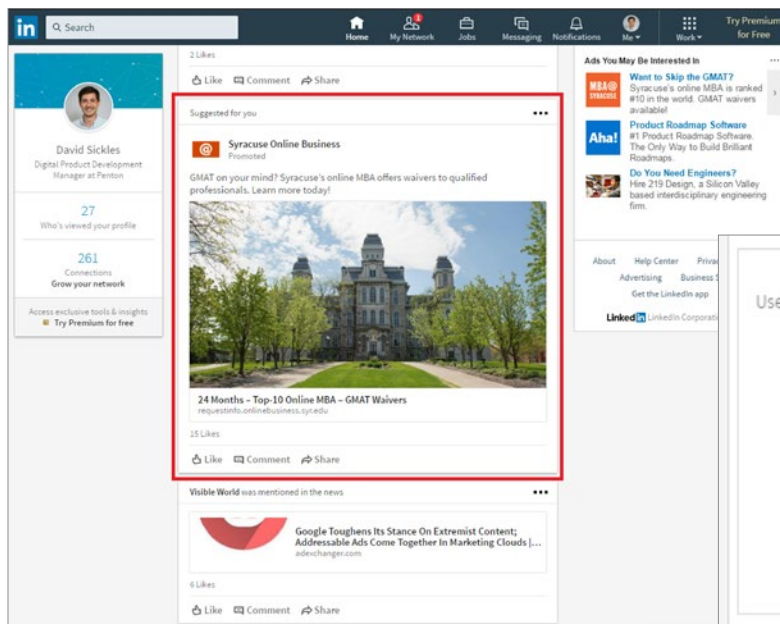
Social AX In-Feed Native Ads

Put the social giants to work for you. Your content promoted directly in-feed on Facebook and/or LinkedIn, powered by NREIOnline's first-party data. You pick the target segment and that's who will receive your content post in their feed. Premium location, large image or video, engagement options, social sharing, and more.



Audience extension: Social media

Audience-based targeting on LinkedIn or Facebook



Add to your feed



Outdoor Advertising
Topic

+ Follow



Manu Kumar Jain
Vice President, Xiaomi and Managing Direct...

+ Follow



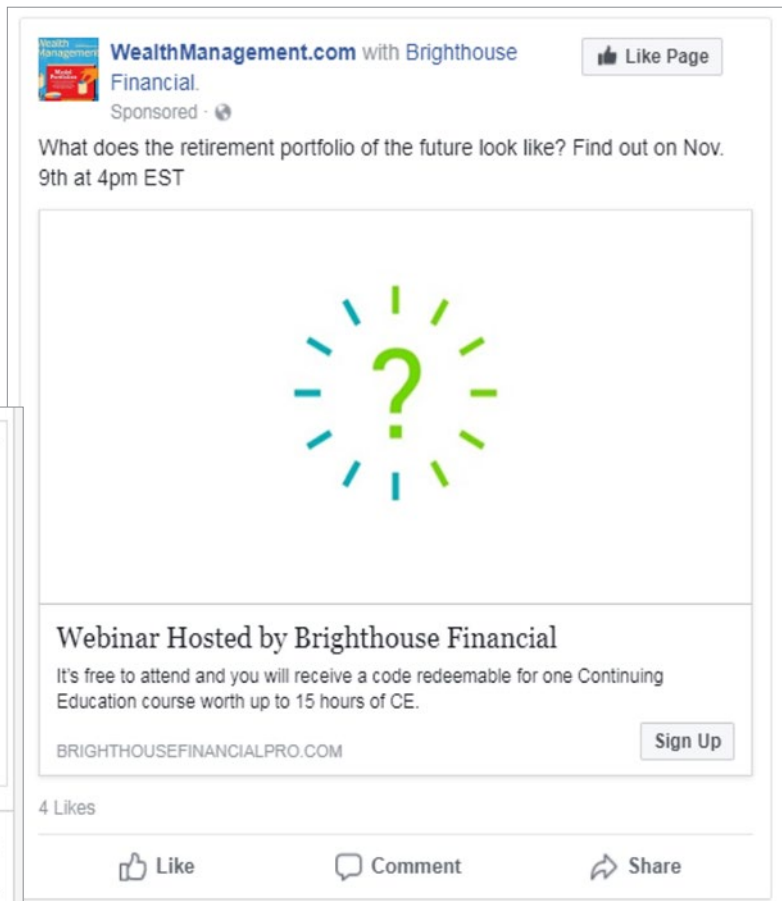
Simon Sinek
Optimist and Founder at Start With Why

+ Follow

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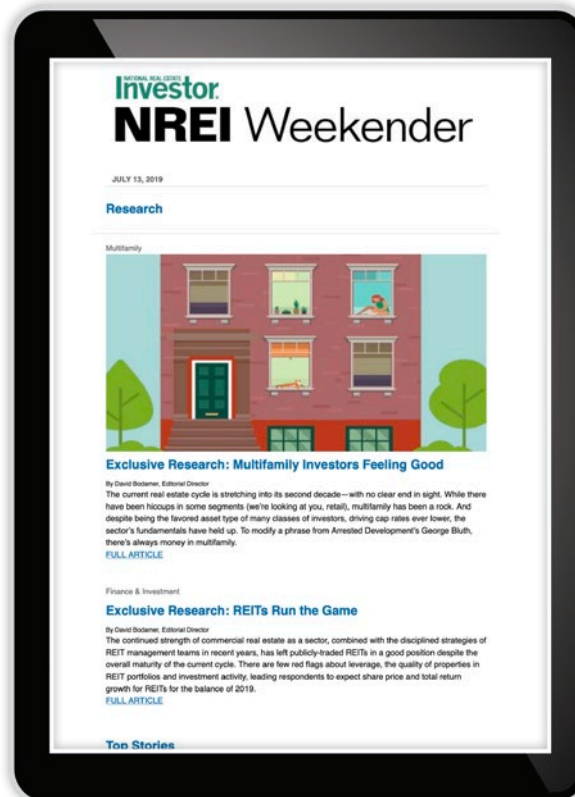
Enewsletters

Surround your message with content targeted to your thought leadership positioning

E-newsletter	Frequency	Circulation	Open Rates
NREI Daily	Daily	89,600	40%
NREI Weekender	Weekly	53,000	37%
High Net Worth	Weekly	104,415	22%

DETAILS

- Opt-in subscriber circulation
- Sponsored content promotions
- White paper distribution



AD UNITS
580x80 or
580x327



National Real Estate Investor

The leading authority on trends in the commercial real estate markets for corporate executives and senior-level managers

- As the leading authority for analyzing trends in the industry, we provide in-depth analysis of what's happening in commercial real estate finance and investment across every major property type and all the sub-sectors.
- Circulation: 78,000+ print and digital
- Frequency: 11x in 2020

Industry

Corporate Real Estate: Manufacturing/Non-Manufacturing	20%
Builder/Developer	17%
Building Owner/Manager	17%
Private Real Estate Investor/Syndicator	14%
Leasing/Investment Sales/Land Broker	13%
Mortgage Banker/Mortgage Broker/Financial Intermed	6%
Pension Fund/Institutional Investor/Asset Manager	4%
Direct Lender (including Banks and S&Ls)	3%
Publicly Held Real Estate Operating Company/REIT	2%
Construction/General Contractor	2%
Investment Banker	2%
Retailers	1%
Total	100%

Job Title

Owner/Partner/President/Chairman/CEO/CFO	53%
Vice President/Assistant VP/Executive Director/Dir	23%
Broker/Leasing Agent	11%
Pension Fund Manager/Advisor/Portfolio Manager	3%
Research Analyst	3%
Corporate Real Estate Manager	3%
Mortgage Broker/Banker/Syndicator	2%
Financial Manager	1%
Total	100%



THE ONLY INDUSTRY MAGAZINE THAT PROVIDES MARKETERS WITH MEASURABLE ROI FOR EVERY AD THEY RUN

National Real Estate Investor magazine conducts Ad Recall Studies in every issue. Advertisers also have the opportunity to submit proprietary custom questions of their own as part of our research. Open to all page or more advertisers who run a minimum of 3 magazine ads in 2020.

NATIONAL REAL ESTATE
Investor

Annual Midyear and Yearend Special Issues

A powerful thought leadership opportunity for marketers and PR professionals

Twice a year, the editors of *National Real Estate Investor* publish special editions designed to provide industry leaders with a platform to promote their thought leadership content.

DISTRIBUTION

- **89,600 CRE executives** who regularly read *National Real Estate Investor* magazine and the NREI Daily newsletter
- **30,000 HNW advisors** with an expressed interest in commercial real estate investments
- **More than 220,000 unique monthly visitors** to the NREIonline.com website (available for download)
- **Thousands of conference attendees** at major industry trade shows during 2020 (print overruns)

PUBLISHING SCHEDULE

Midyear Review and Outlook

Content submissions due: July 10

Ad closing: July 10 • Materials due: July 17

2021 Market Forecast

Content submissions due: November 4

Ad closing: December 3 • Materials due: December 11



See what we published in our [2019 Midyear Outlook](#)



You can run an ad adjacent to your firm's content in our Annual Midyear and Yearend Special Issues at a fraction of the cost of our regular page rate

2020 NREI Editorial Calendar

	JANUARY/FEBRUARY	MARCH	APRIL	MAY	JUNE
SPECIAL FEATURE	The Money Issue: State Of Investment And Financing			ICSC RECon Special Issue	
FINANCE AND INVESTMENT RESEARCH	Private Equity & Institutional Investors	Net Lease Strategies		CMBS	REIT Trends
PROPERTY TYPE RESEARCH	Industrial	Office	Single-Family Rentals		Hospitality
REGULARLY-SCHEDULED FEATURES	<ul style="list-style-type: none"> Datapoints Industry Viewpoints Coverage Across All Property Sectors Finance and Investment Trends 	<ul style="list-style-type: none"> Datapoints Industry Viewpoints Coverage Across All Property Sectors Finance and Investment Trends 	<ul style="list-style-type: none"> Datapoints Industry Viewpoints Coverage Across All Property Sectors Finance and Investment Trends 	<ul style="list-style-type: none"> Datapoints Industry Viewpoints Coverage Across All Property Sectors Finance and Investment Trends 	<ul style="list-style-type: none"> Datapoints Industry Viewpoints Coverage Across All Property Sectors Finance and Investment Trends
CONFERENCE COVERAGE	MBA CREF			RECon	NAREIT Investor Conference
BONUS TO ADVERTISERS*	Q1 Ad Recall Survey	Q1 Ad Recall Survey	Q2 Ad Recall Survey	Q2 Ad Recall Survey	Q2 Ad Recall Survey
AD CLOSING	January 2nd	February 4th	March 10th	April 8th	May 4th
MATERIALS DUE	January 6th	February 11th	March 17th	April 15th	May 11th

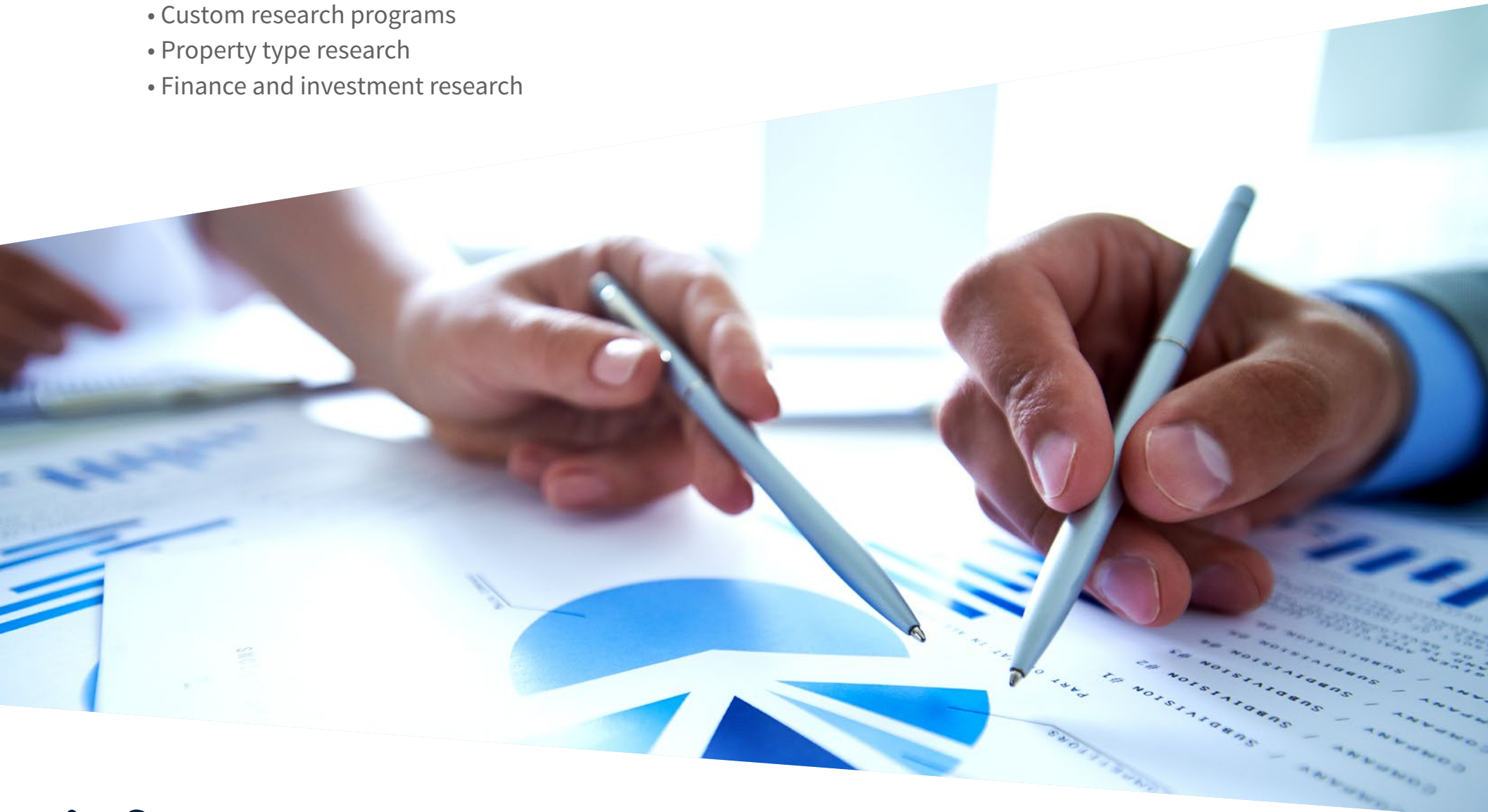
	JULY	SPECIAL MIDYEAR ISSUE	AUGUST/SEPTEMBER	OCTOBER	NOVEMBER/DECEMBER	SPECIAL YEAREND ISSUE
SPECIAL FEATURE		Midyear Review and Outlook— Company-Supplied Content on 2020 Review and Outlook	NIC NMHC Student Housing Special Supplement			2021 Market Forecast— Company-Supplied Content on 2021 Forecast
FINANCE AND INVESTMENT RESEARCH			Financing	Broker Trends	HNW Investment in CRE	
PROPERTY TYPE RESEARCH	Multifamily		Seniors Housing		Retail	
REGULARLY-SCHEDULED FEATURES	<ul style="list-style-type: none"> Datapoints Industry Viewpoints Coverage Across All Property Sectors Finance and Investment Trends 		<ul style="list-style-type: none"> Datapoints Industry Viewpoints Coverage Across All Property Sectors Finance and Investment Trends 	<ul style="list-style-type: none"> Datapoints Industry Viewpoints Coverage Across All Property Sectors Finance and Investment Trends 	<ul style="list-style-type: none"> Datapoints Industry Viewpoints Coverage Across All Property Sectors Finance and Investment Trends 	
CONFERENCE COVERAGE			NIC Fall Conference NMHC Student Housing Conference		NAREIT Annual Conference ICSC NY	
BONUS TO ADVERTISERS*	Q3 Ad Recall Survey		Q3 Ad Recall Survey	Q4 Ad Recall Survey	Q4 Ad Recall Survey	
AD CLOSING	June 8th	July 10th	July 21st	September 8th	October 22nd	December 3rd
MATERIALS DUE	June 15th	July 17th	July 28th	September 15th	October 29th	December 10th

*Available to advertisers who run 3 or more ads in NREI in 2020.

Note: Editorial calendar subject to change without notice.

RESEARCH

- Custom research programs
- Property type research
- Finance and investment research



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Custom research programs

NREI research study, underwritten by sponsor

- 15-question, editorially-driven survey
- 100+ respondents from target audience

Co-branded report

- Market-facing data report (10-15 pages)
- Graphical summary report for sales presentation decks
- Unlimited usage rights to share insights

Promotion and engagement

- Dedicated landing page featuring report to capture leads
- Turnkey, multi-channel marketing campaign (email, newsletter, site & social)
- 150 leads*, delivered over 3 months (adjust down for filters)
- Report includes contact info

Timing: 6-8 weeks from kickoff + promotional period

Client reporting

- Bi-weekly reporting (3 months)
- Lead breakout by asset (research report vs client assets) for "State of the Market"
- Geo & industry breakouts (where applicable)

Lead data included:

- ✓ Name
- ✓ Title
- ✓ Industry
- ✓ Email
- ✓ Phone
- ✓ Location



Industry research

Influence the industry's most powerful audience of CRE executives by sponsoring one of these essential real estate investment topics

Property type research

Property type research	Publication date
Industrial	January/February
Office	March
Single-Family Rentals	April
Hospitality	June
Multifamily	July
Seniors Housing	August/September
Retail	November/December

Finance and investment research

Finance and investment research	Publication date
Private Equity & Institutional Investors	January/February
Net Lease Strategies	March
CMBS	May
REIT Trends	June
Financing	August/September
Broker Trends	October
HNW Investment in CRE	November/December

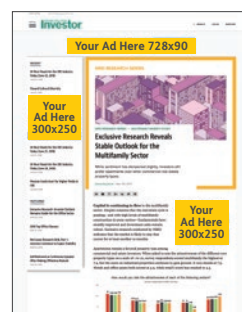


Choose the sponsorship opportunity best suited to match your specific marketing goals and objectives



SPONSORED WHITE PAPER

Receive qualified leads by sponsoring a White Paper downloaded from the NREIonline website — which averages more than 220,000 visits and 750,000 page views per month



SPONSORED CONTENT CHANNEL

Sponsor a content channel on NREIonline and surround your brand message with prominent content providing thought leadership along with qualified leads from white paper downloads



SPONSORED WEBINAR

Align your firm with industry experts while educating prospects, reinforcing your company's expertise and generating quality leads from webinar registrations

CONTENT MARKETING

- Content channels
- Custom content development
- Sponsored content
- White papers
- Infographics
- Custom newsletters





Custom content channels

Align your brand around focused commercial real estate industry topics

Our sponsored content channels help you generate awareness and position your company as a thought leader with commercial real estate professionals. *National Real Estate Investor* can create a new sponsored section on NREI.com that features your articles, blogs, videos, research or other content.

- You occupy all ads in that section.
- Your content is placed in relevant editorial sections (labeled as “Sponsored”)
- We place your content in our NREI Daily newsletter, or create a custom newsletter around your topic
- Custom channels can host company Twitter or Blog feeds
- We drive traffic to your landing page via e-blast and promotion of single sponsored content on our various e-newsletters.

DETAILS

- 100% exclusivity
- Customized channel design
- Mix of editorial and sponsor content (3 per month)
- Ability to surface your assets and social feeds
- Option to run banners across associated pages
- Promotional marketing campaign included
- Monthly performance metrics reporting
- Minimum 3 month commitment

ENHANCEMENT OPTIONS

- Custom newsletter to drive traffic
- Custom content development
- Incremental sponsored content posts
- Webinars
- Research
- In-feed native ads across web and social channels to promote your assets



SPONSORED CONTENT

REAL ESTATE SERVICES

(Preview) The Advantage of Technology in Recruiting Property Management Talent

The most important talent management strategy for retention is communication—communication with all of your employees.



Sponsored by IREM - Institute of Real Estate Management

One of the most challenging and vitally important aspects of property management is recruiting highly-qualified talent for your organization. Sometimes retaining those best-fit employees can be more difficult than finding them. Graduates fresh out of college or technical school have grown up in a technology-rich learning environment and are looking for careers that make use of their tech skills. What better way to find a pool of employees with the necessary skill set to run a modern business than by using technology as a draw?

LEVERAGE TECHNOLOGY TO SUPPORT TALENT RECRUITMENT

In the past, the interview process was an opportunity for applicants to present reasons a company should hire them. Today, employers often find themselves trying to convince desirable candidates to join their teams. Technology can help you put your best foot forward.

With a workforce unaccustomed to doing anything manually, modernizing your office may be essential to attract top talent. Stepping into a well-equipped property management environment is far more appealing to today's job seekers than learning how to manually screen tenants, update paper accounting records and reload the antiquated copier and fax machine with paper.

By now almost everyone knows that automation streamlines everything, from communicating with clients and staff to managing cash flow and issuing financial statements. If you aren't already up to date on current technology trends, invest some time finding out what is new or upcoming. Don't limit your research to emerging trends in the real estate sector; check out medical tech, time management tools and other devices that make life easier, more convenient or fun. The more you learn, the more likely it is your talent prospects will see you as a forward-thinking manager who values virtual document management with version control and heightened security.

RESOURCES

- Whitepaper: The Keys to Talent Retention
[DOWNLOAD NOW](#)
- Whitepaper: Succession Planning: A How-to Guide
[DOWNLOAD NOW](#)
- Webinar: Recruiting and Working with Millennials
[WATCH NOW](#)



Recognizing the next generation of real estate management leaders.
apply by April 1





Custom content development

Content marketing assets that capture attention

Leverage *National Real Estate Investor's* content experts, creative talent and marketing savvy to add a powerful advantage to your content marketing campaigns. We have the experience and know-how to develop content assets that resonate with your target audience — unique, custom content that offers long-term marketing value.

DETAILS

- Sponsored content boasts
- White papers
- Infographics
- Custom newsletters
- Content engagement center

NEW: ONE-PAGE ARTICLE CREATION

- We write an article on an assigned topic (500 – 800 words in length)
- We promote via single sponsored content distribution our Daily and Weekender newsletters
- Cost includes several rounds of revisions (marketing department, compliance department, etc.)
- You have final approval on copy and design and can provide your own design template
- Deliverable is a PDF
- Schedule: 1-2 weeks
- Averages 100 reads per newsletter promotion — open rate averages 30-35%



NATIONAL REAL ESTATE Investor

Sponsored content posts Inject your voice into our trusted editorial content on NREIonline.com and in targeted newsletters

Distribute your articles, infographics, videos and other educational materials seamlessly next to NREIonline.com expert content.

- Placements within pointed channels on NREIonline.com
- Traffic-driver placements in your choice of these targeted newsletters:
 - NREI Daily
 - NREI Weekender
 - High Net Worth

NATIONAL REAL ESTATE Investor NREI DAILY

DECEMBER 2, 2019

Top Story

NREI Research Series

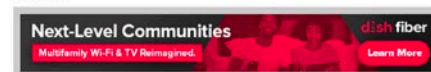


Exclusive Research: Caution Creeps In for HNW Investors

By Beth Mattson-Teg, Contributing Writer
High-net-worth individuals (HNWIs) have emerged as an avid group of commercial real estate investors in recent years. Yet even as allocations to the asset class remain strong, investors are treading carefully amid concerns about slowing growth and the near-term economic outlook.

[FULL ARTICLE](#)

Advertisement



Analysis

Finance & Investment

TD Bank's Head of CRE Business Gregg Gerken Offers an Outlook on 2020 Lending

By Beth Mattson-Teg, Contributing Writer
NREI recently spoke with Gregg Gerken, head of commercial real estate business at TD Bank, to hear his views on the current climate for bank lending and what's ahead for 2020.

[FULL ARTICLE](#)

Sponsored Content

Wi-Fi For Additional Rental Revenue

Sponsored by DISH Business
Multifamily owners explore ways to monetize high-speed connectivity.

[FULL SPONSOR ARTICLE](#)

NREI Wire

WeWork Rival RocketSpace to Leave U.K. in Co-Working Blow

Bloomberg
RocketSpace Inc., a San Francisco-based WeWork rival, is pulling out of its U.K. shared office business and will shut down the subsidiary by April in another blow to London's co-working scene.

[FULL ARTICLE](#)

Black Friday Becomes Blasé Friday as One-Time Frenzy Calms Down

Bloomberg
People still shop at physical stores on Black Friday, but it's a far cry from the frenzy that once spawned stampedes.

[FULL ARTICLE](#)

Multifamily Owners Explore Ways to Monetize High-Speed Connectivity

The Wi-Fi Advantage for Multi-Unit Property Owners

Nov 18, 2019

Sponsored by DISH Business

Providing high-speed internet is less of an added perk for renters these days, and more a standard part of a utility package. With more renters relying on quick and dependable online connections for work and play, a lack of high-speed internet access is often a deal breaker. This presents an opportunity for property owners to leverage Wi-Fi and create additional revenue streams, either by including high-speed internet into the rental rate or by including broadband costs into a separate technology fee. Read on to learn more about ways to monetize high-speed connectivity.

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By clicking above, I acknowledge and agree to informally transfer all of my personal information to the advertiser, who will use it for marketing purposes. I understand that my personal information will be shared with any number of the advertiser's affiliates and that my information may be used for other purposes. Please refer to the privacy policies of each advertiser for more details and how your information will be used by them.



White papers

Establish subject-matter expertise around key real estate industry topics

White papers are a great way to establish subject-matter expertise and thought leadership while generating qualified leads. We can provide writing, editing and design services before posting your finished white paper PDF in our online white paper library. White papers are promoted in special spotlight emails to 89,600+ commercial real estate professionals along with placements in our NREI Daily newsletter. You receive weekly leads from white paper download registrations.

DETAILS

- End-to-end program management including topic discovery, content development, design and production
- Our experienced subject-matter experts work closely with you during content creation process to ensure messaging is on target
- Can include text, images, graphs/charts, embedded links, and sidebar with existing client content (e.g. testimonials or case history)
- Own the content asset and use across various content marketing initiatives

Promote your existing whitepapers [here](#) on NREIonline

- White papers reside within the NREI.com White Paper Library for six months
- Inclusion in two (2) White Paper Spotlights in the NREI Daily Newsletter (77,000+ subscribers)
- Registration form includes your company logo
- Include a custom question to gain additional intel on individuals downloading your whitepaper
- Receive leads weekly



Infographics

Provide a captivating experience for commercial real estate professionals with information that's easily, clearly and quickly understandable at a glance

Infographics are one of the most popular forms of content on the web today, driving more traffic than most traditional content due to their highly-visual and easy-to-digest format that helps real estate pros translate data into meaningful insights. Infographics draw a wider viewing audience into information that might otherwise be hidden in long-form content. And they also encourage social sharing of your content.

DETAILS

- Custom design based on content by our subject-matter experts and designers
- Optimized images for sharing, social media and organic search
- Own the asset and use in parallel marketing programs





Custom newsletters

Engaging and educational content sent directly to your target audience

Content for your custom newsletters can consist of materials supplied by you, *National Real Estate Investor* editorial articles on aligned topics — or a combination of both. You choose the target audience and frequency best suited for your custom newsletter.

DETAILS

- Sponsor-supplied content can include charts, videos, infographics, etc.
- Exclusive sponsorship (all ad units)
- Reporting provided includes emails sent, emails opened, content clicks, banner ad/logo clicks

Technology Trends

Exclusively Sponsored By **avidxchange** **NATIONAL REAL ESTATE Investor**

OCTOBER 23, 2019

Advertisement

REDUCE YOUR COSTS OF APPROVING & PAYING INVOICES BY 60%. **avidxchange** **LIBERATE YOUR AP.** **LEARN MORE**

The Guide to Creating a Paperless Property Management Company

Many pains facing finance teams — lack of visibility, long approval cycles, security concerns — can be tracked back to a common culprit: paper.

Global Proptech Investment Hits Record High in First Half of 2019

Venture capital investment in proptech companies hit \$14 billion globally at mid-year 2019.

View Web Version | Add to Safe Sender List

Senior Housing Newsletter

Exclusively Sponsored by: **PNC REAL ESTATE** **NATIONAL REAL ESTATE Investor**

September 26, 2018

Exclusive NREI Research: Building to a Crescendo?

High construction levels are tempering some of the enthusiasm in the seniors housing sector.

FULL ARTICLE

U.S. Skilled Nursing Occupancy Rate Continues to Slide

The national occupancy rate dropped to 81.7 percent during the months of April to June, a 79 basis point drop from the quarter before, according to a quarterly report from the NIC.

FULL ARTICLE

A Discussion on Risk in the Seniors Housing Sector

What are the risks facing operators and financiers of seniors housing and care facilities?

FULL ARTICLE

CONNECT WITH US

MANAGE SUBSCRIPTION **SUBSCRIBE TO PRINT** **ARCHIVES**

ABOUT THIS NEWSLETTER

You are subscribed to this newsletter as susan.durishin@penton.com

For questions concerning delivery of this newsletter, please contact our Customer Service Department at:
 National Real Estate Investor
 US Toll Free: 866-505-7173
 International: 847-763-0504
 Email: Customer.Service

NREI | 1166 Avenue of the Americas, 10th Floor | New York, NY 10036

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NATIONAL REAL ESTATE Investor

an informa business [About Us](#) [Privacy Statement](#)

LEAD SERVICES

- Lead generation
- Guaranteed lead programs
- Email services



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Lead generation

Leverage our audience and trusted platforms to distribute your valuable content assets and generate high-quality leads

Leading real estate executives rely on *National Real Estate Investor* for information that will help them stay on top of important industry trends. Our lead generation programs can distribute your valuable thought leadership content to targeted audiences with keen interest in your message. Registration is required to view the content so you receive regular reports with contact information for each qualified lead.

LEAD GENERATION PROGRAMS INCLUDE:

- Guaranteed lead programs
- Research sponsorships
- Webinars
- White papers
- Email





Guaranteed lead program

National Real Estate Investor can provide you with an agreed upon number of highly-qualified leads based on your specific goals and requirements. In short, you determine the parameters and pay a fixed price-per-lead delivered.

FIELDS COLLECTED

Contact name, company name, title, full business address, email and phone.

CUSTOM QUESTIONS

We allow up to three (3) custom questions per offer.

TARGETING

Achieved at a brand level, as well as through custom questions.

VALIDATION

The network validates business address, email and phone.

DELIVERY

Leads are delivered in real time, daily feeds or weekly feeds.

(60 lead minimum)





Targeted email services

Message directly to the inboxes of those commercial real estate professionals you're trying to reach

Target your best prospects by using the National Real Estate Investor qualified databases. You can choose from a broad range of criteria—including industry and job title—to pinpoint the exact commercial real estate professionals you're looking for.

You give us the HTML; We send it to an email list that you specify.

Average Metrics for dedicated e-mails:

Unique Open rate: 8.25%

Unique CTR: .67%

SEE YOUR
POTENTIAL.
SEE RED.



Your real estate portfolio is tailored to the needs of your business. Shouldn't the insights it generates be as well?

Meet REDSM, JLL's revolutionary data and insights platform for the real estate industry. Completely open and entirely scalable, RED combines master data governance, knowledge management and advanced analytics with a suite of cutting-edge tools that allow businesses to uncover unique performance-enhancing insights hidden in their data - from planning to portfolio management to personnel.

Companies are 5% more productive and 6% more profitable (on average) when they make data-driven decisions, and RED is built to unlock your unique potential.

Join us on the journey at www.jll.com/red

PRUDENTIAL REAL ESTATE INVESTORS



SUSTAINABLE REAL ESTATE INVESTMENT. GOOD FOR OUR ENVIRONMENT, GOOD FOR OUR INVESTORS.

Creating value for our investors—that's what drives PREI's [sustainable real estate practices](#).

You see it in our [value-added initiatives](#), which since 2012 have enhanced our portfolio by more than \$100 million.

You see it in our nearly 60 LEED-certified buildings, worth \$8.1 billion.

And you see it in our LEED Platinum Madison, New Jersey headquarters.

See how it can [add value to your portfolio](#).



Attend an informative webinar focusing on PREI and sustainable real estate practices: <http://tinyurl.com/loqlthw>

LIVE EVENTS

- Webinars
- Podcasts



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Webinars (including lead touch)

Elevate your experts, generate qualified leads and maximize ROI

Your best prospects are individuals who are actively looking for solutions and education. Our webinars allow you to generate hundreds of qualified leads while aligning your company with industry experts.

DETAILS

- Attracts a high-quality group of real estate pros you can't reach anywhere else
- Address specific product and service questions in the interactive Q&A
- Easily analyze overall event performance with detailed reports
- Post-webinar lead touch/lead nurturing program also available

Gain even greater return on your webinar investment by engaging leads immediately after your event to maintain a conversation with executives. The program includes creation of an executive summary along with a series of three emails to registrants to encourage sharing, drive on-demand views, and expose advisors to related content.

DETAILS

- Co-branded marketing piece included that summarizing key highlights from webinar
- 3-touch email follow-up strategy
- Customized messaging depending on registrant action
- Summary reporting at close
- Useful for nurturing webinar leads, extending the life of your webinar, and repurposing your webinar content

[View sample](#)





Custom Podcasts

A turnkey solution to help you create and distribute your very own podcasts

We produce your podcast from start to finish — including professional audio equipment, graphics and coaching

- We supply the moderator
- We provide onsite recording and post-production
- We produce your podcast in streaming format and as a transcript for compliance review

We publish your podcast on NREI.com, the leading site for commercial real estate professionals

- Choose the relevant channel on our site to host your sponsored content podcast
- Receive a copy of your podcast to post on your own website

We promote your podcast to the targeted advisor audiences you choose to reach

- 25,000 ROS native post impressions on our site
- Promoted three times with sponsored posts in the NREI Daily newsletter
- Syndicated on major podcast channels including iTunes, Stitcher, Podbean, Spotify, AppleTV, YouTube and Google Podcasts.

Each podcast includes monthly “plays and clicks” performance metrics



Commercial real estate professionals are fast recognizing podcasts as a convenient and time-efficient way to consume information



Common Area Editorial Podcast

Our weekly dose of the week's top stories for corporate executives and senior-level managers in commercial real estate

The Common Area podcast is an adaptation of our popular NREI Weekender newsletter. It's a conversation about some of the week's highlights from our daily coverage at NREI. Each weekly podcast is designed to be a quick way for industry professionals to catch up in a discussion of highlights and takeaways from our week's coverage, along with special guests and interviews.

DETAILS

- Hosts: NREI editor-in-chief David Bodamer and co-host Aric Johnson
- Broadcast frequency: Every Friday
- Broadcast length: About 25 minutes
- Sponsorship deliverables:
 - Sponsor logo posted on the Common Area podcast landing page
 - Sponsor mentions in the intro, midway and end of each broadcast
 - Promoted with three sponsored posts in the NREI Daily newsletters and on our social media channels
 - Syndicated on major podcast channels including iTunes, Stitcher, Podbean, Spotify, AppleTV, YouTube and Google Podcasts
 - One email promotion to the NREI audience of 70,000 commercial real estate professionals

Each podcast includes “plays and clicks” performance metrics

[Sample an episode](#) 



Commercial real estate executives are fast recognizing podcasts as a convenient and time-efficient way to consume information

DIGITAL PRODUCTION SPECS



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2020 Digital Specifications, Terms & Conditions

Effective January 2020

1. WEBSITE AD SPECIFICATIONS

a. Website Ad Positions & Dimensions:

728x90.....	Leaderboard
300x250 (Expandable to 300x600).....	Standard Unit (right)
300x250 (Fixed)	Standard Unit (left)
320x50 (Mobile Phone)	Leaderboard

b. Site Skin Ad Requirements

Website site skin ads allow an advertiser to brand the margins of a website for various campaign durations. It can be served in conjunction with ROS banners or with a sponsorship campaign to create the appearance that site or area is “owned” by the advertiser.

Option #1: Home Page Site Skin Ads

Position: Home page

Availability: One advertiser per contracted period, 5,000 impressions minimum

Ad Size: Live area (per side):

160 pixels wide (minimum) x 700 pixels deep

Special Instructions:

- Creative should be delivered as a single image, separated by 970 pixels
- Lead time: 10 days
- Maximum file size: 200k
- Accepted formats: GIF, JPEG or PNG

Option #2: Channel Targeting Wallpaper Ads

Position: Channel run of site

Availability: One advertiser per channel, 5,000 impressions minimum

Channel Options:

- Finance & Investment
- Multifamily
- Retail
- Office
- Industrial
- Alternative Properties

Ad Size: Live area (per side):

160 pixels wide (minimum) x 700 pixels deep

Special Instructions:

- Creative should be delivered as a single image, separated by 970 pixels
- Lead time: 10 days
- Maximum file size: 200k
- Accepted formats: GIF, JPEG or PNG

Maximum Banner Size: 200k

Banner Formats:

Currently Accepted: GIF, Animated GIF, JPEG, HTML, PNG, Most 3rd Party Tags

Rich Media: All Rich Media must be accompanied by a standard GIF for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich Media. More may be required for testing of new media formats. All Rich Media must include a target=blank command that will launch a new browser; this is especially important for any file with JavaScript language. All enhanced content Rich Media (expanding window, audio, etc.) must be user-initiated. Automatic play or pre-expand are not allowed.

HTML: The following guidelines must be observed: Informa utilizes Javascript ad tags on its pages. HTML banners must be constructed to work within these tags. HTML banners may either call to the client's server for component images or the component images may be submitted along with the HTML code directly to Informa. All component images must observe file size restriction and total combined file size of component images should not exceed maximum specified file sizes for the appropriate banner size. In order for DART to track clicks on HTML banner with a 'form action' field (such as pull down menus, or typed search entry banners) you MUST use the form method=get and NOT form method=post. Informa will then be able to track clicks on your banner, though we may not be able to track clicks to multiple URLs separately. <HTML> and <BODY> tags are not required. If you need to use <BODY> for your formatting you should substitute <TABLE> tags instead.

File Sizes and Looping: (File size applies to direct upload/initial load only, not redirect or polite downloads. Polite downloads may be up to 100K after initial load. Looping and frames do not apply to Flash):

Max File Size: 200k Max Frames: 4 Max Looping: 3 times



2020 Digital Specifications, Terms & Conditions

2. NEWSLETTER AD POSITIONS & DIMENSIONS:

Newsletters text sponsorships include 60 words of text, including headline, plus linking URL. Logo and banner specs are as follows:

NREI Daily and NREI Weekender

(With optional text — 60 words max)

- 580x327
- 580x80
- 180x150
- 300x416 or 300x250 (mobile)

Accepted Banner Formats: GIF, JPEG or PNG. No Rich Media.

File Sizes and Looping:

Max File Size: 200k Max Frames: 4 Max Looping: 3 times

NOTE: Not all sizes are available on all Informa Web sites. Please confirm the exact size for each contracted unit with your sales representative. Banner positions and static graphics specified may not be available for all positions in all newsletters. Please verify the allowed materials.

3. EBLAST (CUSTOM) REQUIREMENTS

- a. Size:** Maximum of 600 pixels wide by 400 pixels high; 50K limit
- b.** Generally an eblast is text only. If a graphic is included, the total files size cannot exceed 50k.
- c.** Materials are due a minimum of 7 business days prior to email deployment date.

d. Provide creative in final form. If you are hosting the images in your HTML email, please verify that they are linked correctly. If we are hosting the images, please provide the supporting files separately, but be sure to provide HTML file with graphics linked in relative format (i.e. put both the graphic files and HTML file in the same folder and link to the images in your HTML like . Do not use cascading style sheets when creating your file. In-line styling is acceptable.

e. Graphic formats currently accepted: GIF, Animated GIF, and JPEG (not accepting rich media at this time).

f. Provide the URLs that are included in your HTML, a subject line and the company name as it should to appear in the from line.

g. Client must provide email suppression file (if they have one) of email addresses from people that have opted-out of email communications from the client. *National Real Estate Investor* takes this file and suppresses it from our list so that no one who has opted out from communications from the client will receive their promotional email (in compliance with the CAN-SPAM Act). If the client doesn't have one, and the client is using their own insertion order and not a standard *National Real Estate Investor* insertion order, it is necessary to sign a third-party letter of indemnification.

h. No eblast can be deployed without a suppression file, a signed *National Real Estate Investor* insertion order and a signed third-party letter of indemnification on file.

4. EXPANDABLE AD UNIT REQUIREMENTS

This format is available in all in-page units. The advertisement expands either in width or height (not both) when the user hovers over or clicks on the ad. This unit must be provided as a third party ad tag and meet the specifications below. Both the top 728x90 and the top 300x250 expand on this page.

Specs and acceptable formats:

- **Max banner size:** 200k initial; 100K polite download
- **Max # of panels:** 4
- **Panel activation/closing:** On mouse over or click with clear and obvious "close" text
- **Max panel expansion dimensions:** In general, the expansion should not exceed twice the original width or height. However, 300x250 units expanding to the left or right should not to exceed 500x250
- **Expand direction:** Top leaderboards should expand down only; left rail units should expand to the right; and right rail units should only expand to the left. Bottom leaderboards should expand up only, if utilized
- **Audio/Video acceptance:** User initiated only; controls should include "Close X", "Play", "Pause", "Rewind" and "Volume"
- **Maximum video weight:** 1.2MB streaming video max

5. HOME PAGE TAKEOVER REQUIREMENTS

The site or home page takeover provides advertisers with the ultimate exposure. Every ad unit on the site or home page will belong to the advertiser for a specified campaign duration (24 hours, a week, etc.). In addition, advertisers may also choose to add a skin to the takeover for greater impact. Consult your rep to confirm creative options.

6. INTERSTITIAL AD REQUIREMENTS

This format is designed to deliver an advertisement to the user no matter what point of entry they take to arrive at the *National Real Estate Investor* website and is generally capped at a frequency of one per 24 hours, but it can be vary. The user will see this advertisement "hover" over the site's content for a specified duration, with the option to close it at any time. This unit must be provided as a third party ad tag and meet the specifications below.



2020 Digital Specifications, Terms & Conditions

7. PRE-ROLL REQUIREMENTS

National Real Estate Investor accepts video pre-roll advertisements. A pre-roll video is a short clip that precedes the video that a user has chosen to watch. The duration of pre-roll videos will vary from site to site but is typically between 10 to 15 seconds in length.

Specs and acceptable formats

- **File Format:** FLV (Streaming Flash)
- **Size:** 640x360 at 16:9 ratio
- **Minimum bit rate:** 700kbps
- **Maximum bit rate:** 1500 kbps
- **Lead time:** 10 days

8. ROADBLOCK/INTERSTITIAL/WELCOME AD

A roadblock (sometimes referred to as a sponsored site introduction) is designed to display an ad to the user upon his or her first visit to the website for a specified length of time. It is typically capped at a frequency of one per day per unique user, but these settings are variable. The site's content can be covered completely by a white box or displays faintly beneath a semi-transparent white box and the advertisement is displayed with the message "Sponsored Introduction." The duration for site intros is generally 10 to 15 seconds. A "continue" link is included to ensure optimal user experience.

Specs and acceptable formats:

- **Sizes:** Ad sizes vary, but optimal dimensions are 640x480
- **Time:** 10 - 15 seconds
- **File size for standard formats:** 200k. Formats: JPEGs, GIFs, PNG, SWF, Java, IFrame, and most third-party tag
- **Third-party Specs:** 200K initial, 100K polite
- **Close button:** not required

9. VIDEO (IN-BANNER) REQUIREMENTS

National Real Estate Investor accepts in-banner video units for in-page units. These rich media advertisements allow for user-interaction to play within traditional ad placements. This unit must be provided as a third party ad tag. Video plays in both the 728x90 and 300x250 units.

Specs and acceptable formats:

- **Audio:** user-initiated only
- **Controls:** "Close X", "Play", "Pause", "Rewind", and "Volume" are generally required
- **Lead time:** 5 days
- **Initial file size:** 200k
- **Additional File Weight:** 1.2 MB
- **Most third-party tags accepted**

10. WEBINAR REQUIREMENTS

a. Title and description of the webinar

Description should be in paragraph form AND include bullet points of what attendees will learn.

b. Sponsor logo

Photoshop or other high-resolution format (.JPEG/.tif/.eps).

c. Registration page custom questions

Up to three custom questions to go at the end of the regular business card questions that are asked during registration. These questions can help you score the leads so you know which ones are "hotter" than others.

d. Speaker information

To produce materials and effectively market your webinar, we will need a digital photo of each speaker, their full name, official title and company, along with a brief bio (no more than three paragraphs). We will also need their contact information to distribute meeting information to them.

11. WHITEPAPER REQUIREMENTS

a. Whitepapers should be delivered as PDF files

b. Be sure to include:

- A high-resolution company logo (JPEG 595x335px)
- A one-two paragraph description of the whitepaper
- All information fields you would like to use for lead generation (first name/last name, job title, company, etc.)
- Email addresses of the people who should receive the leads each week

MAGAZINE PRODUCTION SPECS



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2020 Magazine Ad Production Specifications, Terms & Conditions

Effective January 2020

1. DISPLAY ADVERTISING

As used in this section, the term "Publisher" shall refer to *National Real Estate Investor*.

a. Frequency:

Number of units within 12 months from date of first insertion in contract period determines frequency rate.

b. Spit Runs and Combinations:

Consult Publisher.

c. Supplied Inserts and Business Reply Cards (BRCs):

Accepted in all issues on a space-available basis. Special charges in addition to space rates are non-commissionable. For more information, contact your local sales representative.

d. Special Position:

Cover 2	45% premium
Cover 3	35% premium
Cover 4	45% premium

All other special positions: 15% premium. Special positions are subject to availability. For more information, contact your local sales representative.

e. Short Rates: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

2. COMMISSIONS AND CASH DISCOUNTS

a. Commissions: 15% of the gross billing allowed to recognize advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be camera-ready to qualify for agency commission. Accounts payable within 30 (thirty) days. No cash discounts allowed.

b. Sequential Liability: Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

3. TERMS AND CONDITIONS

a. Terms of Sale: Net thirty days from date of the invoice. No cash discounts allowed. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

b. Indemnity: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials. The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy materials. Advertising rates, terms and conditions set forth in the 2020 rate cards shall govern all transactions and supersede any other

information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card.

c. Cancellations: Cancellations must be submitted in writing, accepted up to 45 days prior to closing date published on the editorial calendar for ROB space and 90 days advance notice for Preferred or Specified positions. Cover positions are non-cancelable. Verbal cancellations will not be accepted.

d. Lines of Credit: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

e. Past Due Accounts: Orders may be held at the Publisher's sole discretion.

f. Collection-related Issues: If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

g. Jurisdiction: Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

h. Notification to Publisher: If the Advertising Agency and/or Advertiser change their address or there is a change of ownership or control of their company, please notify the publisher of this change within ten working days.

i. Definitions: As used in this section, the term "Publisher" shall refer to *National Real Estate Investor*.



2020 Magazine Ad Production Specifications, Terms & Conditions

4. DIGITAL EDITION VIDEO REQUIREMENTS

File types accepted: AVI, F4V, FLV, MOV, MP4, MPG, MPEG, SWF and WMV

Size requirements: Videos files should not exceed 25MB in size and Adobe Flash content (SWF) files should not exceed 700KS in size.

YouTube files: YouTube URLs can be embedded if the advertiser has already posted a video to their YouTube page.

Video files due date: No later than 5 days prior to publication mailing date.

5. MECHANICAL REQUIREMENTS

Visit <https://informa.sendmyad.com> for more info and guidelines — look under the FAQ and Ad Sizes tabs. All advertising materials can be uploaded as a PDF. Your PDF should conform to the PDF/X-1a specification—however, this is not always possible. If you have questions regarding acceptable file formats, please contact your production coordinator, Lauren Loya at lauren.loya@informa.com or 913-967-1817

a. Type or Page Size: Space is available in the following units. Advertisements exceeding type size in any dimension are considered bleed or oversize except for gutter bleed in spreads, and are subject to a 10% surcharge.

b. Specs

Full Page Specs

Full Page Trim	7.5" wide x 10.5" tall
Full Page Live Area	7" wide x 10" tall
Bleed	Extend bleed 0.125" beyond trim

Spread Specs

Trim	15" wide x 10.5" tall
Live Area	14.5" wide x 10" tall
Bleed	Extend Bleed 0.125" beyond trim

Fractionals Specs

2/3 Page	4.5" x 9.75"
1/2 Page (Horizontal)	7" x 4.625"
1/3 Page (Square)	4.5" x 4.625"
1/4 page (Vertical)	3.375" x 4.625"

* All live matter not intended to bleed should be kept 0.25" from trim. Spread ads should allow a total of 0.1875" safety in gutter.

Print ad specs and guidelines: assets.penton.com/sma/PASG_2017.pdf

Contact Ad Production Coordinator for special project specs.

c. Printing: Web offset.

d. Binding: Perfect

6. SUBMISSION SPECIFICATIONS

Please refrain from emailing print ad material directly to the production department. Informa publications now use an ad portal called SendMyAd to collect print ads. Please upload your print ads via <https://informa.sendmyad.com>. It takes one minute to create an account and log in. Then, sending your ad is easy.

The advantages of the ad portal include instant file analysis and troubleshooting suggestions. The ad portal allows you to check the ad, reposition the ad, and revise and re-upload the ad one time. When the ad looks like it is ready to print as intended, click Approve to sign off on the ad. If a revision has not resolved the issue with the ad, or if you would like assistance, contact your print production coordinator, Lauren Loya at lauren.loya@informa.com or 913-967-1817.

This demo shows how to upload, reposition and approve an ad. Find more how-to videos, ad sizes, InDesign templates and frequently asked questions under the Get Help tab in the ad portal or contact the production coordinator.

We thank you for submitting your print ad via <https://informa.sendmyad.com>

a. Any files received that do not meet our requirements will result in a request for resubmission.

b. The Publisher will not alter or edit any ad materials. If you are unable to meet the specifications as outlined above, contact your Ad Coordinator to make special arrangements.

c. For more information on rates, see the rates section in the 2020 *National Real Estate Investor* Media Kit.

Shipping Addresses:

Informa does not anticipate manufacturing problems but we cannot guarantee 100% accurate color reproduction without a SWOP-certified color proof. If you choose to send them please send color proofs by the print material deadline to:

E-mail: lauren.loya@informa.com

Phone: 913-967-1817

Informa

Attn: Lauren Loya

9800 Metcalf Ave.

Overland Park, KS 66212

Online & Newsletter Materials

Qamar Tariq, Client Services Coordinator

E-mail: Qamar.Tariq@informa.com

Phone: 913-967-1688

7. PRINT FREQUENCY AND CLOSING DATES

a. *National Real Estate Investor* will publish 11x in 2020.

b. Ad closing date is approximately 30 days prior to publication date. Materials due approximately one week after ad closing date. Refer to 2020 Editorial Calendar for precise ad closing and material due dates.

c. Publisher reserves the right to change publication frequency, circulation and editorial calendar content.

8. SUBSCRIPTION INFORMATION

United States: 1 year—\$129

Canada: 1 year—\$141

All other: 1 year—\$153



Advertising contacts

PUBLISHER

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