

# 2012 Media Kit

[WWW.REJOURNALS.COM](http://WWW.REJOURNALS.COM)



The Illinois Real Estate Journal is the only community newspaper for the local commercial real estate industry. Each issue of IREJ covers multiple features and geographical focuses. IREJ features cover the hottest topics and trends pertaining to a specific commercial real estate sector.

The geographic focus gives an in-depth look at major markets throughout Illinois, highlighting the important stories and trends in each area.

In addition to the main sections, IREJ includes several regular departments.

**Company Profile:** An in-depth look at commercial real estate firms making an impact in Illinois. Whether it is corporate giants, successful private firms, or new ventures, we highlight firms with a unique story to tell.

**Professional Profile:** A look at a successful commercial real estate professional, highlighting the reasons for the person's success.

**Development Profile:** The Illinois Real Estate Journal gets the story behind marquee developments and examines what makes them a success.

**Q&A:** The editor of the Illinois Real Estate Journal often sits down with a highly successful professional with a unique story to tell.

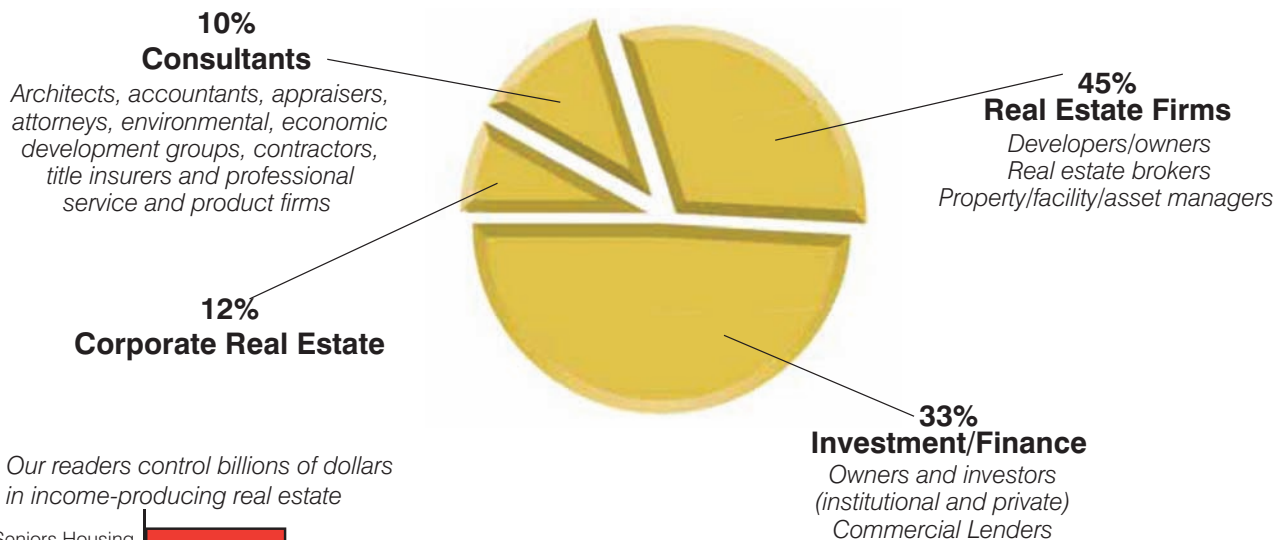
**News Briefs:** Our Briefs sections highlight the deals and dealmakers that make the commercial real estate industry such a vibrant business.

**Weekly eBlast:** Every Wednesday, the Illinois Real Estate Journal sends its weekly eBlast to more than 12,000 subscribers. The eBlast is filled with the latest breaking news, industry profiles and company announcements.

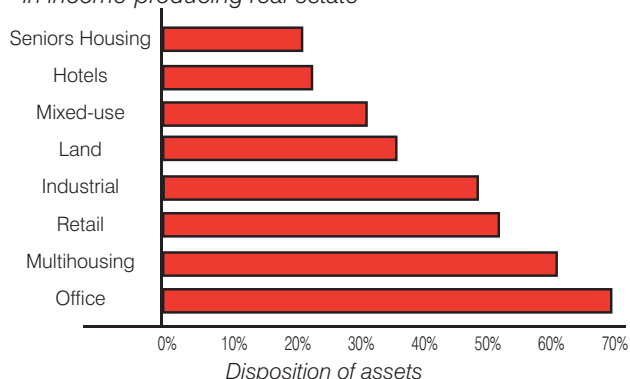
	Feature	Area Focus/ Market Report	Directories	Ad Close/Materials
<b>January/ February</b>	<ul style="list-style-type: none"> <li>• Multifamily</li> <li>• Healthcare</li> <li>• Finance</li> </ul>	East-West Corridor	<ul style="list-style-type: none"> <li>-Advanced Degrees/ Real Estate Schools</li> <li>-Auction Companies</li> <li>-REITs</li> <li>-Business &amp; Industrial Parks</li> </ul>	1/17 1/24
<b>March/ April</b>	<ul style="list-style-type: none"> <li>• Office</li> <li>• Green/Sustainable</li> <li>• Industrial</li> </ul>	I-39 Corridor	<ul style="list-style-type: none"> <li>-EDC</li> <li>-Green Building/ Products &amp; Services</li> <li>-Financial Institutions</li> <li>-Business Parks</li> </ul>	3/16 3/21
<b>May/ June</b>	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Senior Housing</li> <li>• Hospitality</li> </ul>	Kankakee I-55	<ul style="list-style-type: none"> <li>-Top Contractors</li> <li>-Sub- Contractors</li> <li>-Top Developers</li> <li>-Union/TradeGroups/Assoc. Special Supplement*</li> <li>Women in Real Estate</li> <li>-Business &amp; Industrial Parks</li> </ul>	5/18 5/23
<b>July/ August</b>	<ul style="list-style-type: none"> <li>• Industrial</li> <li>• Property Management</li> <li>• Construction Trends</li> </ul>	Chicago Northwest Indiana	<ul style="list-style-type: none"> <li>-Architects specializing in Healthcare</li> <li>-Utility Consultants</li> <li>-Multi-Family Finance</li> <li>-Property Management Firms</li> <li>-Business &amp; Industrial Parks</li> </ul>	7/20 7/25
<b>September/ October</b>	<ul style="list-style-type: none"> <li>• Office</li> <li>• Healthcare</li> <li>• Retail</li> </ul>	Southeast Wisconsin I-80	<ul style="list-style-type: none"> <li>-Real Estate Law Firms</li> <li>-Green Building/ Products &amp; Services</li> <li>-Top Brokerage Firms</li> <li>-Business &amp; Industrial Parks</li> </ul>	9/14 9/19
<b>November/ December</b>	<ul style="list-style-type: none"> <li>• Industrial</li> <li>• Legal issues</li> <li>• Finance</li> </ul>	O'Hare	<ul style="list-style-type: none"> <li>-Resource Guide</li> <li>-Business &amp; Industrial Parks</li> </ul> <p><i>*Bonus Distribution @ Forecast Conference</i></p>	11/16 11/21

The *Illinois Real Estate Journal* is the only community newspaper for the local commercial real estate industry. Each Issue provides comprehensive coverage of the deals that have happened and insight on the trends shaping deals about to happen.

### Senior-Level Decision-Makers



Our readers control billions of dollars in income-producing real estate

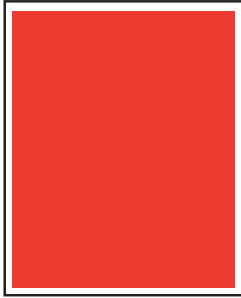


**Approximately  
15,000 Readers**

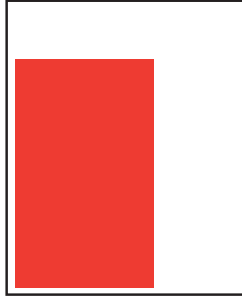
### Our readers include members of the following major industry organizations and associations:

- The Appraisal Institute
- Association of Industrial Real Estate Brokers (AIRE)
- Association of Subcontractors and Affiliates (ASA)
- Building Owners and Managers Association (BOMA)
- Certified Commercial Investment Members (CCIM)
- Chicago Building Congress (CBC)
- Commercial Real Estate Executive Women (CREW)
- Commercial Real Estate Organization (CREO)
- Corporate Real Estate Network (CORENET)
- Counselors of Real Estate (CRE)
- Hotel/Motel Brokers of America (HMBA)
- Illinois CPA Society (ICPAS)
- Illinois Development Council (IDC)
- Illinois Mortgage Brokers Association (IMBA)

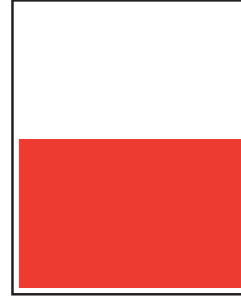
- Institute of Real Estate Management (IREM)
- International Association of Attorneys and Executives in Corporate Real Estate (AECRE)
- International Council of Shopping Centers (ICSC)
- International Facility Management Association (IFMA)
- Leading Lawyers Network
- National Association of Industrial and Office Properties (NAIOF)
- National Association of Real Estate Investment Trusts (NAREIT)
- National Multi Housing Council (NHMC)
- Northern Illinois Commercial Association of Realtors (NICAR)
- Pension Real Estate Association (PREA)
- Real Estate Investment Association (REIA)
- Society of Industrial and Office Realtors (SIOR)
- Urban Land Institute (ULI)



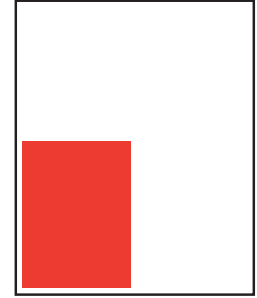
Full page  
10" x 13 1/2"



Junior page  
7 1/2" x 10 1/2"



Half Page  
10" x 7"



Quarter page  
4 7/8" x 7"

Web offset/tabloid size  
Four-column format  
Trim size: 11" x 14 1/2"

Paper stock: 35 lb. HBX newsprint

**Color (Net)**

Four-color: add \$550

Two-color: add \$175

\*Weekly newsblast banner ads available. Add \$250  
Weekly Side Banners (280 x 70) - Reaches 13,000+ people  
Full Service Marketing Available.

**Menu of services includes:** *press release mangement, newsletter development, byline article contribution, direct mailers, web consulting, search engine optimization, property marketing & video advertising.*

**Online advertising**

To advertise on REJournals.com or weekly newsblasts, contact your sales representative for rates, options and general information.

**Submitting advertising**

Macintosh platform only. All materials should be submitted at 100 percent of print size. Applications supported: QuarkXpress 6.5 or lower, Adobe Photoshop CS or lower and Adobe Acrobat print-optimized pdf files. Include all fonts and graphics. Images should be saved in TIF or high-resolution PDF (300 dpi resolution) format. JPG and EPS formats are acceptable but not preferred.  
**Submit artwork to Frank Biondo • fbiondo@rejournals.com**  
P: 312.644.7168 • F: 312.416.1864

**Production charges**

Typesetting, artwork, camera and creative/design services are available at additional cost.



**For advertising information, contact**

Mark Menzies, Publisher  
312.644.4610 • menziesl@rejournals.com

Ernest Abood, Advertising Director  
312.644.7119 • eabood@rejournals.com

John Mickey, Senior Account Executive  
312.644.6942 • jmickey@rejournals.com

**For advertising & to inquire about Directories, contact:**

Frank Biondo, Marketing Coordinator  
312.644.7168 • fbiondo@rejournals.com

**415 North State St., Chicago, IL 60654**

Net Rates (black and white)	1x	6x
Full page	*\$3,030	*\$2,425
Junior Page	*\$2,310	*\$1,840
Half Page	*\$1,870	*\$1,495
Quarter Page	*\$1,245	*\$1,000

<b>Directory Listing</b>	<b>\$250</b>
<b>Women in Real Estate Profiles</b>	<b>\$275</b>

**Terms of billing**

Net 30 days. A finance charge of 1.5% per month (18% annum) is computed on amounts more than 30 days past due. No new advertising will be sold to customers with an account balance over 60 days past due.

**Special services**

Premium placements are available at a 20% surcharge for page 2 and back cover; 10% surcharge for pages 5, 7 and inside back cover. The Publisher makes final decision on placement. If a paid special placement request can't be honored, the surcharge will be eliminated or refunded. Premium placement requests may be via contract or on a first-come, first-serve basis when no contract is in place.

**Pre-printed inserts**

Inserts available for advertisers. Please contact the Associate Publisher for rates at least one month prior to insert date. Size restrictions: max: 10" x 13 1/2"/min: 5" x 3 1/2".

# 2012 WEBSITE OPPORTUNITIES

## Illinois Real Estate News E-Newsblasts:

- Weekly newsblasts to **13,000+** real estate professionals
- Sent out every Wednesday

**Top Horizontal Banner:** 650w x 100h

\$1000 net per eblast (Limit 2)

**Side Banner:** 220w x 220h

\$750 net per eblast

**Lower Banner:** 650w x 60h

\$500 net per eblast

JPG or GIF Format

## WEBSITE: ([www.rejournals.com](http://www.rejournals.com))

Updated daily with columns, in-depth feature stories, company news and interviews. Our blog, too, attracts readers with its mix of analysis and anecdote from the industry's top pros.

**Top Banner:** 480w x 60h

\$1,500 net per month **SOLD**

**Right Banner:** 310w x 240h

\$1000 net per month (\$400 weekly)

**Left Banner:** 150w x 300h

\$800 net per month (\$250 weekly)

**Featured Video**

*3 minutes or less \$500 net. (weekly)*

Contact: Ernest Abood • 312-644-7119 • [eabood@rejournals.com](mailto:eabood@rejournals.com)

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