

MINNESOTA

REjournals.com

REAL ESTATE JOURNAL

2012

Media Planning Kit



Minnesota Real Estate Journal

1907 Wayzata Blvd. #110, Wayzata MN 55391 • www.rejournals.com • 952.885.0815

2012 Media Planning Guide

January **Green Buildings**

Ad Closing: January 12
Materials Due: January 14

February **Real Estate Investing**

Ad Closing: February 2
Materials Due: February 11

March **Industrial**

Ad Closing: March 9
Materials Due: March 11

April **Office**

Ad Closing: April 6
Materials Due: April 8

May **Energy**

Ad Closing: May 11
Materials Due: May 13

June **Multifamily**

Ad Closing: June 8
Materials Due: June 10

July **Green Buildings**

Ad Closing: July 6
Materials Due: July 8

August **Land Development**

Ad Closing: August 10
Materials Due: August 12

September **Women in Real Estate**

Ad Closing: September 7
Materials Due: September 9

October **Energy**

Ad Closing: October 5
Materials Due: October 7

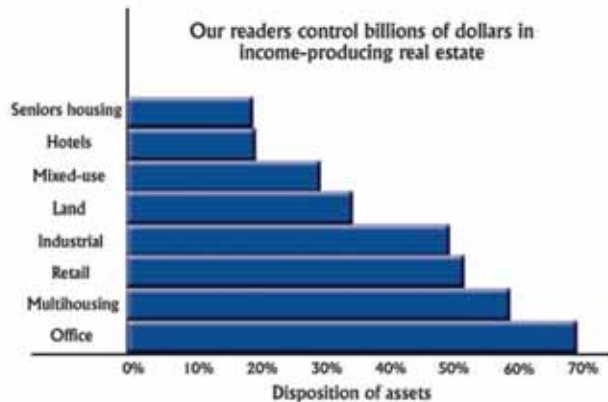
November **Retail**

Ad Closing: November 9
Materials Due: November 11

December **Year in Review**

Ad Closing: December 7
Materials Due: December 9

Senior-level decision-makers...



Did you know...

More than 15,000 decision-makers read the Minnesota Real Estate Journal?

These decision-makers represent billions of dollars in purchasing power and are vested with the authority to buy, sell, lease, invest, finance and develop income-producing real estate

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

- American Institute of Architects of Minnesota (AIA)
- The Appraisal Institute
- Association of General Contractors (AGC)
- Building Owners and Managers Association (BOMA)
- Certified Commercial Investment Members (CCIM)
- Contractors Specifications Association (CSA)
- CORENET Global Corporate Real Estate Network
- Economic Development Association of Minnesota (EDAM)
- Institute of Real Estate Management (IREM)
- International Facility Management Association (IFMA)
- Minnesota Commercial Association of Realtors (MNCAR)
- Minnesota Multi Housing Association (MHA)
- Minnesota Shopping Center Association (MSCA)
- Mortgage Bankers Association (MBA)
- National Association of Industrial and Office Properties (NAIOP)
- Pension Real Estate Association (PREA)
- Real Estate Investment Association (REIA)
- Society For Marketing Professional Services (SMPS)
- Society of Industrial and Office Realtors (SIOR)
- Wendover Report

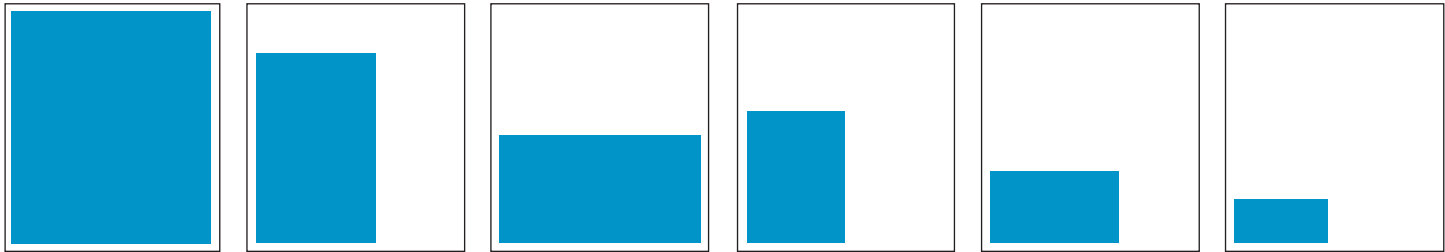
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Full page
10" x 13 1/2"

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

Half page
10" x 7"

Quarter page
4 7/8" x 7"

Eighth page
4 7/8" x 3 1/2"

Business Card
3 1/4" x 2"

Net rates (black and white)	1x	6x	12x
Full page	\$2,250	\$1,850	\$1,250
Junior page	\$1,700	\$1,450	\$1,000
Half page	\$1,500	\$1,250	\$850
Quarter page	\$995	\$800	\$550
Eighth page	\$675	\$500	\$350
Business Card	\$250	\$200	\$100

Web offset/tabloid size
 Four-column format
 Trim size: 11" x 14 1/2" no bleed
 Paper stock: 35 lb. HBX newsprint

Color
 Four-color: \$575
 Spot Color: \$300

Classified
 Per column inch: \$70
 Contact sales representative for details.

Photolisting
 Listing: \$300 each
 Provide photograph, clean logo and copy.

Online advertising

To advertise on www.rejournals.com, contact your sales representative for rates, options and general information.

Electronic file formats

Ads should include all fonts and graphics, and images should be saved in either .EPS or .TIF formats at 300dpi resolution. Only high-resolution Adobe PDFs will be accepted.

Production charges

Creative/design services are available at additional cost.

Commissions

Only recognized advertising agencies with three or more accounts will receive a 15% discount, provided payment is received within 30 days of invoice date. Discount applies to display advertising space, color and position only. Agency commissions not applicable on ads not camera-ready.

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 cannot 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 contractual 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".