



CHICAGO INDUSTRIAL PROPERTIES



MEDIA PLANNER

2018

RE journals

# 2018 Readership

For 31 years, CIP has been the premier source of industrial market news covering Illinois, Northern Indiana and Southern Wisconsin.



## Senior-Level Decision-Makers

Owner/investors  
Developers  
Brokers  
Corporate real estate service providers  
Property & Facility Managers  
Finance sources  
Design-build firms  
Economic development and government agencies  
Product and service suppliers

## Transportation and logistics specialists, including:

- Warehousers
- Distributors
- Third-party logistics providers
- Transportation executives

## Consultants, including:

- Architectural
- Environmental
- Engineering
- Legal
- Energy

## Members of Major Industry Organizations

AIRE: Association of Industrial Real Estate Brokers  
SIOR: Society of Industrial and Office Realtors  
NAIOP: National Association of Industrial and Office Parks  
NICAR: Northern Illinois Commercial Association of Realtors  
IMA: Illinois Manufacturing Association  
BOMA: Building Owners and Managers Association  
IDC: Illinois Development Council  
ITA/GC: International Trade Association of Greater Chicago  
IFMA: International Facility Management Association  
BAGC: Builders Association of Greater Chicago  
ASA: Association of Subcontractors and Affiliates  
CLM: The Council of Logistics Management  
WERC: Warehousing Education and Research Council  
NAREIT: National Association of Real Estate Investment Trusts  
CORENET: Corporate Real Estate Network  
ULI: Urban Land Institute  
CREW: Commercial Real Estate Executive Women  
AIA: Association Institute of Architects  
YREP: Young Real Estate Professionals  
WIRE: Women in Commercial Real Estate

# 2018 Editorial Calendar

## Editorial Contributions to CIP

Email our editor, Matt Baker at [mbaker@rejournal.com](mailto:mbaker@rejournal.com) with industry news and trends; new hires or promotions; sales and leases, and upcoming events. In addition to appearing in print, news will also appear at [www.rejournal.com](http://www.rejournal.com) and will be distributed via broadcast email every Tuesday and Friday. For byline article submission and direction please contact the editor prior to writing the article. All articles must be exclusive to CIP. All art and photography attachments should be 300 dpi pdf or jpg files (see advertising specifications).

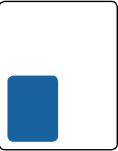
Editorial attachments are preferred as Word documents. Please do not embed photos in copy. Deadline for bylined articles: 2nd Friday of the month for consideration in following month's edition.

For editorial direction, please contact:

**Matt Baker, editor, p 312.644.7114, [mbaker@rejournal.com](mailto:mbaker@rejournal.com)**

ISSUE	EDITORIAL FEATURE	AREA FOCUS/ DIRECTORIES	AD CLOSE/ ART DUE
February	<p><b>2018 Forecast:</b> What will the new year bring? Market leaders give us their predictions and expectations.</p> <p><b>Investment &amp; Finance:</b> Current state of capital markets. Where is the capital coming from and who are the active players?</p>	<p><b>SOUTHERN WISCONSIN I-94 CORRIDOR</b> Construction, Sub-contractors, Finance</p>	2/2
April	<p><b>Development &amp; Construction:</b> Trends in build-to-suit, spec, and land development.</p>	<p><b>I-88 CORRIDOR</b> Brokerage Firms, Contractors, RE Attorneys/Appraisers, REITs</p>	3/23
June	<p><b>Green Building &amp; Technology:</b> What are the latest trends in green development and technology?</p> <p><b>REITs:</b> We take a look at the area's largest REITs and find out what they are up to.</p>	<p><b>NORTHWEST INDIANA, I-80 CORRIDOR</b> REITs, Developers, Environmental/Engineering Firms, CRE Finance, Roofing Companies</p>	5/25
August	<p><b>Mid-year Review:</b> A check on the state of the local industrial market.</p> <p><b>Property Management:</b> A growing revenue source, CIP talks with property managers to find out how their businesses have changed.</p> <p><b>Special Supplement:</b> 4th Annual BTS, SPEC, Business Parks Guide</p>	<p><b>I-55 CORRIDOR</b> Construction Companies, Asset/Property Management Firm, Brokerage Firms, Architecture/Design-Build Firms</p>	7/27
October	<p><b>Distribution:</b> Latest trends in the distribution industry.</p> <p><b>Corporate Real Estate:</b> Consolidate, relocate, reconfigure supply chains? What are corporate execs deciding and why?</p>	<p><b>ROCKFORD, I-39 CORRIDOR</b> RE Attorneys/Appraisers, Contractors, CRE Finance, Environmental/Engineering Firms</p>	9/28
December	<p><b>Transportation &amp; Logistics:</b> What are the latest trends in the logistics industry?</p>	<p><b>O'HARE, I-90 CORRIDOR</b> Annual Resource Guide</p>	11/23

# 2018 Print Advertising Rates

WIDTH X HEIGHT	1X	3X	6X
 <b>Full Page</b> 10" x 13"	\$3,030	\$2,550	\$2,425
 <b>Junior Page</b> 7-1/2 " x 10-1/2"	\$2,310	\$2,080	\$1,840
 <b>Half Page</b> 10" x 7"	\$1,850	\$1,665	\$1,440
 <b>Quarter Page</b> 4-7/8" x 7"	\$1,055	\$950	\$930
 <b>Photolisting</b> 4-3/4" x 3"	\$350	\$315	\$210
<b>Directory Listing</b>	\$275	\$275* <small>includes 2 banner ads</small>	\$275* <small>includes 3 banner ads</small>

## Submitting advertising

All materials should be submitted at 100 percent of print size. Images should be saved in TIF, EPS, or PDF format at a resolution of 300 PPI (CMYK). RGB files will be converted to CMYK. Files in JPEG format are acceptable but not preferred.

## Production charges

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

## 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 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".

## For advertising info, contact

**John Mickey**  
Senior Account Executive  
312.644.6942  
jmickey@rejournals.com

**Ernest Abood**  
Advertising Director  
312.644.7119  
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Publisher  
312.644.4610  
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**Susan Mickey**  
Account Executive  
773.575.9030  
smickey@rejournals.com



# 2018 Digital Advertising Rates

## Website ads

YOUR AD HERE

REJOURNALS

THE LEAD

YOUR AD HERE

YOUR AD HERE

Modern apartments bring new bustle to Midwest downtowns

**33K**  
SESSIONS P/MONTH

**25K**  
USERS P/MONTH

**69.5**  
PAGEVIEWS P/MONTH

## Website Rates (Net)

**Top Horizontal Banner (\$1250/month)**

Desktop : 728px (w) x 90px (h)

w/Mobile: 320px (w) x 50px (h)

**Side Banner (\$975/month)**

300px (w) x 250px (h)

PREMIUM Position : **TOP** Side Banner

**(Add 10% Surcharge for PREMIUM POSITION)**

## Dedicated "Spotlight" Blast

TEN-X COMMERCIAL

Upcoming Commercial Properties For Sale

SAMPLE

Office | Lombard, IL

Starting Bid: \$2,000,000

## Dedicated "Spotlight" Blast Rates (Net)

Our Dedicated "Spotlight" blast reaches approximately 23,000 eSubscribers per blast.

Client provides: Subject line, HTML or JPEG with designated link.

**1-2x \$1000 per blast**

**3-4x \$750 per blast**

**5+ \$650 per blast**

**Contact your sales rep for additional advertising packages and frequency discounts.**

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# 2018 Digital Advertising Rates

## E-Newsletter ads

**RE journals** The latest headlines from Chicago Industrial Properties

**YOUR AD HERE**

**YOUR AD HERE**

**THE LEAD**

**Sterling Bay's Lincoln Yards reimagines Chicago's former industrial site with talent-packed team**  
Sterling Bay's master planning team for the massive redevelopment of the Finkl Steel site boasts a roster of powerhouse talent. The 30-plus acre site also got a new name—Lincoln Yards.

**IOV's Tom Barbera finds a competitive edge in the industrial sector**  
Tom Barbera, CEO of Industrial Outdoor Ventures, believes success comes when you have a firm grasp on what you want to achieve. And he takes this concept seriously not only applying to his business but also his health and his family.

**Report: Illinois trades 3.7 msqft in top 20 transactions in first half of 2017**  
The top transaction to close in the first half of 2017 was Cabot Properties' sale of its 19.8 million square foot portfolio of 184 properties across 21 U.S. markets, which went for \$1.7 billion, according to a report from Commercial Cafe. Illinois appeared 4 times on the top 20 transaction list with a total of 3.7 million square feet.

**YOUR AD HERE**

**YOUR AD HERE**

## E-Newsletter Rates (Net)

### Top Horizontal Banner (\$750 per e-newsletter)

Desktop : 728px (w) x 90px (h)

w/Mobile: 320px (w) x 50px (h)

### BOX banner (\$500 per e-newsletter)

300px (w) x 250px (h)

## Increase Frequency @ More Savings (E-Newsletter)

### 2-4x Horizontal Banner (\$500 per e-newsletter)

Desktop : 728px (w) x 90px (h)

Mobile: 320px (w) x 50px (h)

### 5+ Horizontal Banner (\$400 per e-newsletter)

Desktop : 728px (w) x 90px (h)

Mobile: 320px (w) x 50px (h)

### 2-4x Box Banner (\$400 per e-newsletter)

300px (w) x 250px (h)

### 5+ Box Banner (\$350 per e-newsletter)

300px (w) x 250px (h)

## Submission Guidelines

- For **E-Newsletters**, Creative must be submitted as a JPEG, PNG, or GIF format with a resolution of 96 DPI (pixels/dots per inch) at actual size (see above for banner dimensions). We will NOT except PDF files or Microsoft Word documents.
- For **Website**, All banner file submissions should be in JPEG, PNG, or GIF format and have a resolution of 96 DPI (pixels/dots per inch). Contact your sales representative for file information regarding video submissions (HTML5 only).
- For **Dedicated "Spotlight" blasts**, All file submissions must be HTML or JPEG with designated link.

**Contact your sales rep for additional advertising packages and frequency discounts.**

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# 2018 Directory Listing Opportunities

## Midwest Real Estate News



FEB/MAR ISSUE	APR/MAY ISSUE	JUN/JUL ISSUE	AUG/SEPT ISSUE	OCT/NOV ISSUE	DEC/JAN ISSUE
DUE 2/5	DUE 4/1	DUE 6/3	DUE 8/5	DUE 10/7	DUE 12/2
Developers	Healthcare MOB	Construction Companies	Top Project/Construction Management	Asset/Property Management Firms	Annual Resource Guide
CRE Finance	Top Brokerage Firms	Contractors		Construction Companies	
Architects / Design-Build	Asset/Property Management Firms	Finance	RE Attorneys/Appraisers	CRE Finance	
Project/Construction Management	RE Attorneys/Appraisers	Environmental/Engineering Firms	Developers Top Brokerage Firms	REITs	

## Illinois Real Estate Journal



FEBRUARY ISSUE	APRIL ISSUE	JUNE ISSUE	AUGUST ISSUE	OCTOBER ISSUE	DECEMBER ISSUE
DUE 1/25	DUE 3/21	DUE 5/23	DUE 7/25	DUE 9/19	DUE 11/21
RE Attorneys/Appraisers	EDCs	Asset/Property Management Firms	Developers	Environmental/Engineering Firms	Annual Resource Guide
Brokerage Firms	CRE Finance	Contractors	CRE Finance	Construction Companies	
Architecture & Design Firms	Environmental/Engineering Firms	Demolition Companies	RE Attorneys/Appraisers	Asset/Property Management	
REITs	Construction Companies	Architecture/Design-Build Firms	Brokerage Firms Healthcare MOB		

## Chicago Industrial Properties



FEBRUARY ISSUE	APRIL ISSUE	JUNE ISSUE	AUGUST ISSUE	OCTOBER ISSUE	DECEMBER ISSUE
DUE 1/29	DUE 3/25	DUE 5/27	DUE 7/29	DUE 9/30	DUE 11/25
Construction Companies	Brokerage Firms	REITs	Construction Companies	RE Attorneys/Appraisers	Annual Resource Guide
Asset/Property Management	Contractors	Developers	Asset/Property Management Firm	Contractors	
CRE Finance	RE Attorneys/Appraisers	Environmental/Engineering Firms	Brokerage Firms	CRE Finance	
EDCs	REITs	CRE Finance Roofing Companies	Architecture/Design-Build Firms	Environmental/Engineering Firms	

## Directory Listing Details

Each issue will feature directories that include a company logo, company contact info, key contacts, 35 word services provided, 35 word description.

**COST: \$275 per Listing**

### TO PLACE YOUR DIRECTORY LISTING CONTACT:

**Susan Mickey**

Account Executive/Classifieds Manager

773.575.9030

smickey@rejournal.com



**Cushman & Wakefield**  
 200 South Wacker Drive, Ste. 2800  
 Chicago, IL 60606  
 P: 312.470.1800 • F: 312.470.3800  
 Website: www.cushmanwakefield.com

**Key Contacts:** Randal Waites, Managing Director, randal.waites@cushwake.com; Shawn Mobley, Executive Vice President - Chicago Market Leader, shawn.mobley@cushwake.com

**Services Provided:** Cushman & Wakefield provides a complete range of real estate services, including: Transaction Services - lease and landlord representation in office, industrial and retail real estate; Capital Markets - property sales, investment management, valuation services, investment banking, debt and equity financing; Client Solutions - strategies for large corporations and property owners; and Consulting Services.

**Company Profile:** Cushman & Wakefield is the world's largest privately-held commercial real estate services firm. Founded in 1917, it has 235 offices in 60 countries and 14,000+ employees. C&W delivers integrated solutions for every stage of the real estate process.