ILLINOIS

REAL ESTATE JOURNAL

REjournals.com

★ ★ ★ ★

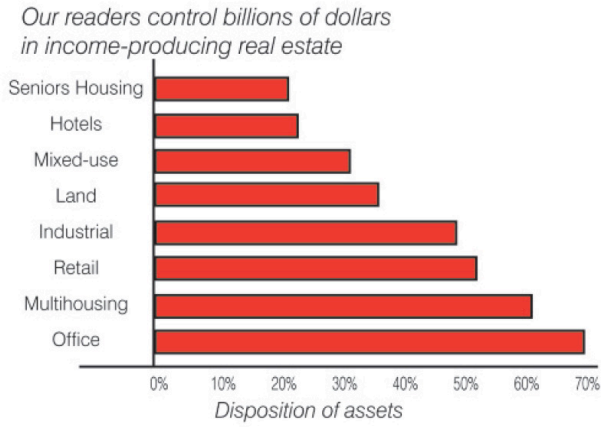
2018

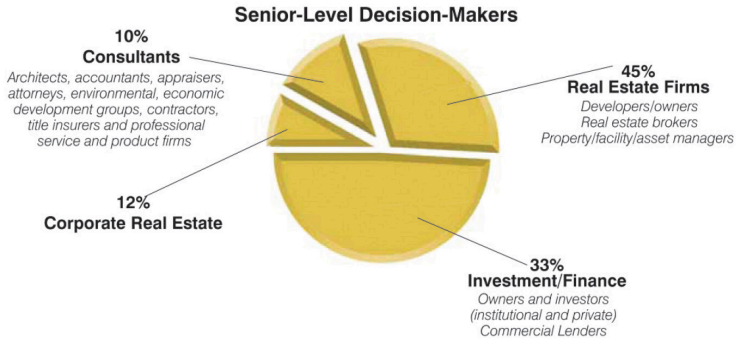
MEDIA PLANNER

★ ★ ★ ★

2018 Media Readership

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.





Our 15,000+ Readers Include:

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 (NAIOP)
National Association of Real Estate Investment Trusts (NAREIT)
National Multi Housing Council (NHMC)
Northern Illinois Commercial Association of Realtors (NICAR)
Pension Real Estate Associatoin (PREA)
Real Estate Investment Association (REIA)
Society of Industrial and Office Realtors (SIOR)
Urban Land Institute (ULI)

2018 Editorial Calendar

Editorial Contributions to IREJ

Email our editor, Dan Rafter at **drafter@rejournals.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.rejournals.com and will be distributed via broadcast email every Wednesday and Friday. For byline article submission and direction please contact the editor prior to writing the article. All articles must be exclusive to IREJ. 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:
Dan Rafter, editor, p 630.444.0477, drafter@rejournals.com

The Illinois Real Estate Journal is the only community newspaper for the local commercial real estate industry. Each issue of IREJ covers 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.

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.

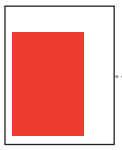
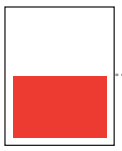
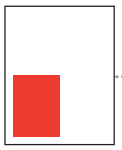
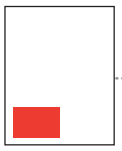
Q&A: The editor of the Illinois Real Estate Journal often sits down with a highly successful professional with a unique story to tell.

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 and Friday, the Illinois Real Estate Journal sends its weekly eBlast to approximately 13,000 subscribers. The eBlast is filled with the latest breaking

ISSUE	EDITORIAL FEATURE	AREA FOCUS/ DIRECTORIES	AD CLOSE/ ART DUE
February	**Multifamily, Healthcare, Finance, Construction Trends**	**EAST-WEST CORRIDOR** RE Attorneys/Appraisers, Brokerage Firms, Architecture & Design Firms, REITs	**1/26**
April	**Office, Green/Sustainable, Industrial, Student Housing**	**I-39 CORRIDOR** EDCs, CRE Finance, Environmental/ Engineering Firms, Construction Companies	**3/16**
June	**Retail, Senior Housing, Hospitality**	**KANKAKEE, I-55** Asset/Property Management Firms, Contractors, Demolition Companies, Architecture/Design-Build Firms	**5/18**
August	**Multifamily, Industrial, Property Management, Construction Trends, Finance**	**CHICAGO, NORTHWEST INDIANA** Developers, CRE Finance, RE Attorneys/Appraisers, Brokerage Firms, Healthcare MOB	**7/20**
October	**Office, Affordable Housing, Retail**	**SOUTHEAST WISCONSIN, I-80** Environmental/Engineering Firms, Construction Companies, Asset/ Property Management	**9/21**
December	**Industrial, Legal Issues, Finance**	**O'HARE** Annual Resource Guide	**11/16**

2018 Print Advertising Rates

	WIDTH X HEIGHT	1X (Net Rates)	3X (Net Rates)	6X (Net Rates)
	Full Page 10” x 13”	$3,030	$2550	$2,425
	**Junior Page** 7-1/2 “ x 10-1/2”	$2,310	$2,080	$1,840
	**Half Page** 10” x 7”	$1,870	$1,590	$1,495
	**Quarter Page** 4-7/8” x 7”	$1,245	$1058	$1000
	**Directory Listing**	$275	$275	$275
	Women in Real Estate Profiles	$325		

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 tocustomers 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

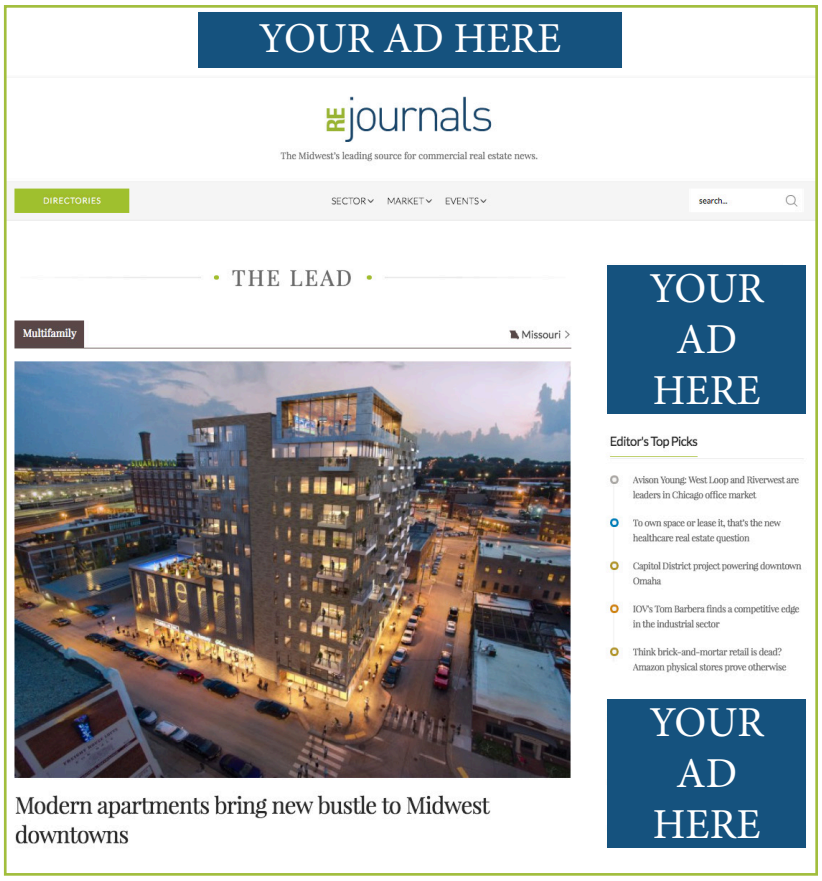
Ernest Abood
Advertising Director
312.644.7119
eabood@rejournals.com

Mark Menzies
Publisher
312.644.4610
menzies@rejournals.com

Susan Mickey
Account Executive
773.575.9030
smickey@rejournals.com

2018 Digital Advertising Rates

Website ads



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

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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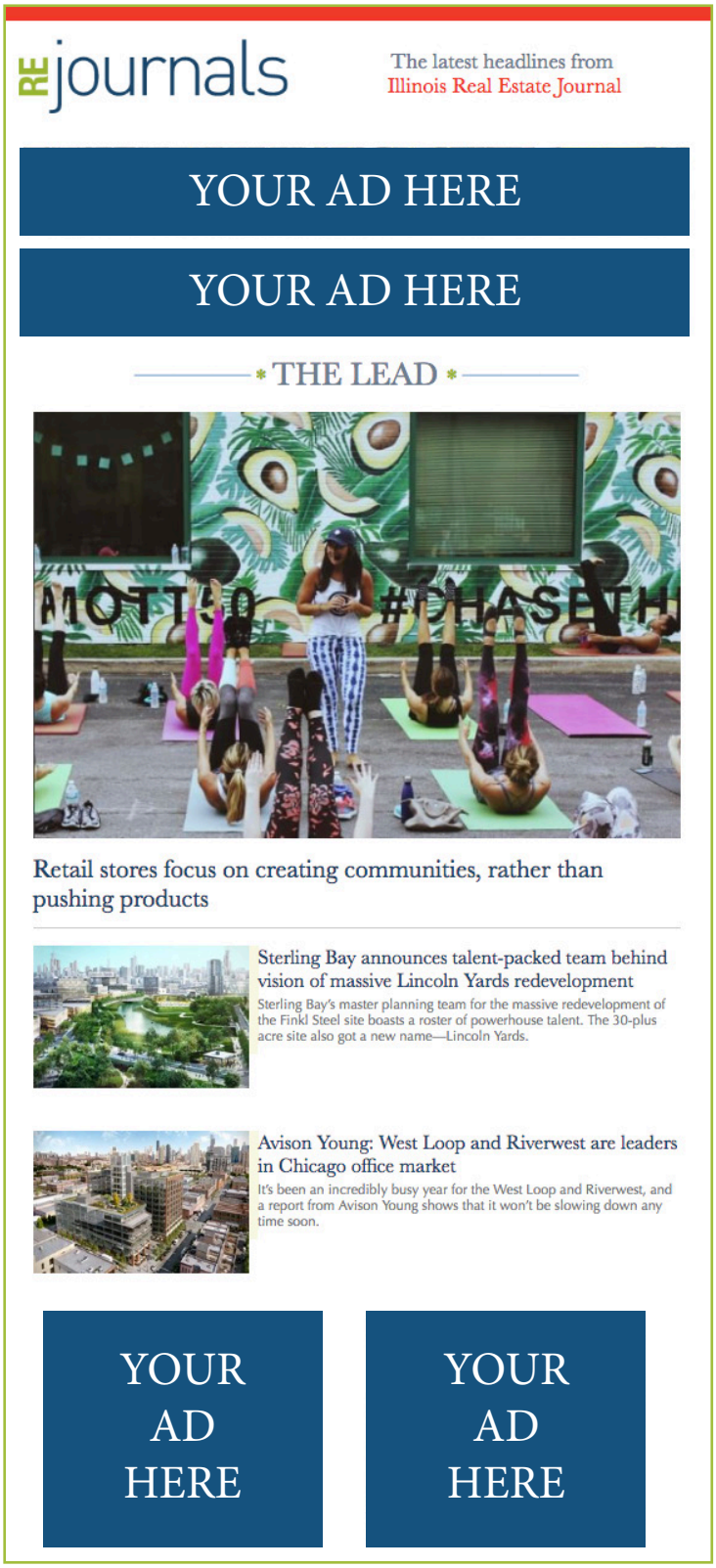
2018 Digital Advertising Rates

E-Newsletter ads



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	RE Attorneys/ Appraisers	Construction Companies	
Architects / Design-Build	Asset/Property Management Firms	Finance	Developers	CRE Finance	
Project/Construction Management	RE Attorneys/ Appraisers	Environmental/ Engineering FIrms	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	Architecture/Design-Build Firms	Environmental/ Engineering Firms	
		Roofing Companies			

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@rejournals.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: Randel Waites, Managing Director, randel.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 - tenant 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.

SAMPLE LISTING