

NREIonline.com Advertising Opportunities

Rates & Specifications

Banner Positions

Run-of-site banners appear on the home page of the Web site, search result pages and interior run-of site articles.

Position 1: Leaderboard (728x90)

- Run of site
- \$45 net CPM

Position 2: Boom Box (300x250)

- Run of site
- \$50 net CPM

Position 3: First Square (180x150)

- Home page only \$695 per month
- Run of Site \$40 net CPM

Position 4: Second Square (300x250)

- Run of site
- \$40 net CPM

One-Stop Category Sponsorship

- Leaderboard
- Boom Box
- Second Square
- \$2,000 net/month

Specifications: Run of site serves up to 150+ ad impressions/month. Four frames max, three loops max, URL (rich media accepted). File size limit: 36k

Sales Contacts

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The screenshot shows the NREI website interface with a navigation bar at the top containing links for ABOUT US, CONTACT US, MEDIA KIT, NREI BOOKSTORE, SUBSCRIBE, LOGIN, RSS, and SEARCH. Below the navigation is a main banner area with a blue background and the text "Position 1: 728 x 90".

The main content area is divided into several sections:

- Property Types**: Finance & Investment, Brokerage, Research, City Reviews, Environment, Seniors Housing, Columns, Technology.
- SPECIAL REPORT**: "Special Report: NREI Names 10 Outstanding Women for 2010". Text: "For many women who have reached the highest levels in the commercial real estate industry, gender is irrelevant when it comes to leadership..."
- LATEST NEWS**:
 - October Jobs Report 'Not a Blowout Number', Says Bach (Nov 5, 2010 2:22 PM, By Matt Valley, NREI Editor)
 - Passco Acquires Luxury Apartment Complex Near Atlanta for \$18 Million (Nov 4, 2010 5:32 PM, By NREI Staff)
 - The Bulls vs. The Bears: Who Do You Trust? (Nov 4, 2010 3:41 PM, Interview with Robert Khakal)
 - Cole Acquires 32 Albertsons Grocery Stores for \$266 Million (Nov 4, 2010 1:01 PM)
 - Quantitative Easing: Are the Consequences Worth the Benefits? (Nov 3, 2010 11:11 AM, By Matt Hudgins, NREI Contributor)
 - Why Las Vegas Property Tax Assessments Will Exceed Market Value (Nov 3, 2010 10:30 AM, By Paul Bancroft, Esq., NREI Contributing Writer)
 - Harrison Street Real Estate Capital Sells Three Student Housing Communities (Nov 2, 2010 4:50 PM, By NREI Staff)
 - Q3 Results Showing Signs of Life (Nov 1, 2010 11:56 AM, By Ben Johnson, A Special to NREI from Okreview.)
- RESEARCH & SPECIAL REPORTS**:
 - Fall 2010 Real Estate Investment Outlook (Sep 30, 2010 12:57 PM): "Although the U.S. economy continues to take two steps forward and one step back, more commercial real estate investors are going on offense these days as property fundamentals increasingly show signs of stabilization..."
 - 2010 ASHA 50 (Aug 1, 2010 12:00 AM): "The 2010 Best of the Best Rankings National Real Estate Investor presents its 10th annual rankings of leading commercial real estate companies..."
 - 2010 National Multi Housing Council's Top 50 (National Real Estate Investor is pleased to present the 21st annual NMHC 50, the National Multi Housing Council's authoritative ranking of the nation's 50 largest apartment owners and 50 largest apartment managers...)
- CHART OF THE WEEK**: "Retail Completions Fall, Vacancies Rise" (Nov 4, 2010 9:22 AM). Includes a bar chart showing completions and vacancies from 2008 to 2010.
- HOT DEALS**:
 - Chatham Acquires Homewood Suites Hotel Near San Diego for \$32 Million (Chatham Lodging Trust (NYSE: CLD), a hotel real estate investment trust focused on upscale extended-stay hotels as well as select-service hotels, has completed the acquisition of the 140-suite Homewood Suites by Hilton in suburban San Diego for approximately \$32 million...)
 - Behringer Harvard Buys Luxury Apartments in Atlanta (Behringer Harvard, the Dallas-based global investment firm, has bought The Reserve at Lavista Walk, an upscale apartment community of 283 units south of Buckhead in Atlanta. The purchase price was not disclosed...)
 - RED Closes Major FHA LEAN Portfolio Purchase (Red Mortgage Capital LLC, a high-volume FHA multifamily lender and the mortgage banking arm of Red Capital Group, based in Columbus, Ohio, has provided FHA acquisition financing to Keystone Our House LLC for a 27-facility portfolio of assisted living and memory care properties...)
- BURNING ISSUES OF THE DAY**: "As a commercial real estate professional, which of the following issues is most likely to keep you up at night? (You can pick more than one)"
 - Fate of Fannie Mae and Freddie Mac
 - New financial industry regulation
 - Possibility of higher tax rates, particularly on capital gains
 - Impact of a weak dollar
 - Ongoing bank failures
 - Tepid pace of job growth
 - Depressed building valuations
 - Changes in lease accounting
 - I'm sleeping just fine, thank you.
- FEATURED COLUMNS**:
 - FIRST WORD: Wall Street Takes its Lumps at Lodging Conference (By Matt Valley)
 - FINANCING TODAY: Commentary: CMBS Excitement Bubbling Up (By W. Joseph Caton)
 - MONEY & REAL ESTATE: Overbuilding and High Debt Could Cause Real Estate to Obstruct Economic Growth for Years (By Anthony Downs)
 - CAPITAL TRENDS: Commentary: Emerging Markets Exit the Recession with Confidence and Credibility (By David Lynn, Ph.D)
- DISTRESSED REAL ESTATE COMMUNITY**: Distress is a Global Phenomenon with Few Solutions
- SENIORS HOUSING COMMUNITY**: Assisted Living Takes the Lead in Seniors Housing Recovery, Says NIC

Additional banner positions are shown in blue boxes:

- Position 2: 300 x 250
- Position 3: 180 x 150
- Position 4: 300 x 250