

National Real Estate Investor

2008 Editorial Calendar

JANUARY Ad Closing: December 6

Hotel Investment Climate: Just How Hot Is It?
Apartment Rehab Heats Up
Charting Luxury Condo Construction Downtown
Mega Deals of 2007 • Big Fights over Air Rights
Next Generation of Skyscrapers
Area Review: Raleigh-Durham

BONUS DISTRIBUTION

- NMHC Annual Meeting
- Americas Lodging Investment Summit
- CMBS Investors Conference

FEBRUARY Ad Closing: January 2

The Money Issue • Institutional Investor Outlook
Fourth-Annual Borrower Trends Survey
Is Small-Balance Lending Still in High Gear?
Timely Issues in Mortgage Banking
International Investment Magnets
Seniors Housing Strategies
Asset Management: Rejuvenating Aging Hotels
Area Review: Albuquerque, N.M.

BONUS DISTRIBUTION

- MBA/CREF Convention & Expo

MARCH Ad Closing: February 6

Annual Ten to Watch
What's Ticking with TICS?
Will the REIT Bull Run Return?
Taking the Pulse of Private Equity
Airport Expansion Takes Flight
Office Development Hot Spots
Minority Power Players in Real Estate
Area Review: The Bronx Borough

50th Anniversary Preview: 50 Years of Shifting Demographics and their Impact on the Industry

BONUS DISTRIBUTION

- ICSC Carolinas Exchange
- ICSC Mid-Atlantic
- PREA Spring Conference
- TICA Conference
- Hotel Investment Conference

APRIL Ad Closing: March 6

Hospital Triage • Broker Scorecard • NMHC 50
Bed & Breakfasts and the Business Traveler
Art and Accuracy of Building Valuations
Moveable Walls Divide Corporate America
Top Job Markets Alter Office Landscape
Area Review: Dallas

BONUS TO ADVERTISERS

- Ad Recall Study

BONUS DISTRIBUTION

- SIOR Spring Convention

MAY Ad Closing: April 4

Special Shopping Center Package
Restaurants Spice Up Centers
Case Studies in Mall Redevelopment
Retail Architecture and the Greening of America
Top Lenders Survey: Class of '08
Reclaiming Waterfronts • Area Review: Louisville

BONUS DISTRIBUTION

- RECon The Global Retail Real Estate Convention (formerly ICSC Spring Convention)

JUNE Ad Closing: May 6

What's New in Net-Lease Financing?
CMBS Update • Charting the Biotech Boom
Emergence of the Civic-Minded Company
Industrial Ports Come Calling
Area Review: Kansas City

50th Anniversary Preview: Innovators from Wall St. to Main St. that Revolutionized the Business

BONUS DISTRIBUTION

- NAREIT Institutional Investors Forum
- CMBS Annual Convention
- NYU Hospitality Investment Conference

JULY Ad Closing: June 6

Mid-Year Market Report • Best of the Best
The Anatomy of a Young Entrepreneur
The Myths of Risk Modeling
Trends in Mortgage Banking
Area Review: Richmond, Va.

BONUS DISTRIBUTION

- BOMA Annual Conference, The North America Commercial Real Estate Congress & The Office Building Show
- ICSC New England Idea Exchange
- 2008 Midwest Lodging Investors Summit

AUGUST Ad Closing: July 7

International Investing Package
Eastern Europe: Life After the Iron Curtain
Self Storage Update
Measuring Mezzanine Financing Activity
The Art of the Sale-Leaseback
Checking In With Opportunity Funds
Impact of Time Shares on Hotel Revenues
Area Review: South Florida

BONUS DISTRIBUTION

- ICSC Florida Conference

SEPTEMBER Ad Closing: August 6

Charting Hotel M&A Activity • ASHA 50
Apartments Wired for the Future
Real Estate Technology Gurus
Pension Fund Allocations: A Look Ahead
Outstanding Women in Real Estate
Area Review: Los Angeles

50th Anniversary Preview: America's Real Estate Family Dynasties that Are Still Growing Strong

BONUS DISTRIBUTION

- ASHA Fall Meeting
- 17th Annual NIC
- Multi-Housing World
- CREW Network Convention
- Pension Real Estate Association Plan Sponsor Real Estate Conference
- Lodging Conference
- ICSC Western Division Conference

OCTOBER Ad Closing: September 5

Seniors Housing Investment Trends
Foreign Capital Comes Calling
Executive Relocations: Angst and Opportunity
The Influence of High-Net-Worth Investors
The High Cost of Insurance
Green Building Strategies
Special TIC Supplement • Area Review: Chicago

BONUS DISTRIBUTION

- ICSC Chicago Dealmaking
- ICSC Southeast
- TICA Conference

NOVEMBER Ad Closing: October 6

REIT Report Card • Special Retail Report
Department Store Consolidation • Chasing China
Urban Retail Redevelopment
Original Research: 2008 Investor Outlook
Student Housing Investment Magnet
Area Review: Boston

BONUS TO ADVERTISERS

- Ad Recall Study

BONUS DISTRIBUTION

- SIOR Fall Conference
- NAREIT Annual Convention

DECEMBER Ad Closing: November 6

50th Anniversary Special Issue

The Forecast Issue: What's in store for 2009?
Annual Top Developers Survey
The Art of Building Valuations
Betting Big on Casino Hotels
Sports Stadiums as Economic Catalysts
Area Review: New York

BONUS DISTRIBUTION

- ICSC New York Idea Exchange

National Real Estate Investor

2008 Rate Card

Number 50

2008 Display Advertising Rates (rates include color)

Size	1x	3x	6x	12x	18x	24x
Full page	10,720	9,649	9,165	8,874	8,397	8,010
2/3 page	8,556	7,702	7,315	7,086	6,699	6,392
1/2 island	6,631	5,968	5,670	5,490	5,193	4,954
1/2 horizontal	6,000	5,411	5,140	4,981	4,705	4,493
1/3 page	4,695	4,222	4,010	3,883	3,676	3,506
1/4 page	3,941	3,548	3,373	3,267	3,087	2,944

For higher frequency discount rates, contact your local sales representative.

GROSS ADVERTISING RATES EFFECTIVE JANUARY 2008

DISPLAY RATES

Number of units within 12 months from date of first insertion in contract period determines frequency rate. As used in this section and this rate card, the term "Publisher" shall refer to *National Real Estate Investor*.

Special Positions

Cover 2 25% premium
Cover 3 20% premium
Cover 4 33% premium

All other special positions: 15% premium. Special positions subject to availability. For more information, contact your local sales representative.

a. Rates for Special Inks: Call Production.
Rates for Combinations: Consult Publisher.

b. Supplied Inserts and Business Reply Cards: Accepted in all issues. For information, contact your sales representative. Special charges in addition to space rates are non-commissionable.

CLASSIFIED ADVERTISING

a. Sold by the Column Inch (Column Width 2-1/8"):

	1x	4x	8x	13x
Marketplace/ Classified	\$250	\$195	\$165	\$140

Not subject to agency commission. Add \$150 for standard color. Special half- and full-page rates are available.

SEQUENTIAL LIABILITY

Advertiser and Advertising Agency are jointly and severally liable for payment. *National Real Estate Investor* will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

MECHANICAL REQUIREMENTS

Please visit www.pentonads.com for additional information.

a. Type or Page Size: Space is available in the following units. Advertisements exceeding type size in any dimension are considered bleed or oversize except for gutter bleed in spreads.

Units	Width	Depth
Spread	15-1/2" X	10-3/4"
Full Page	7" X	10"
2/3 Page	4-1/2" X	10"
1/2 Page (Island)	4-1/2" X	7-3/8"
1/2 Page (Horizontal)	7" X	4-7/8"
1/3 Page (Vertical)	2-1/8" X	10"
1/3 Page (Square)	4-1/2" X	4-7/8"
1/4 Page (Vertical)	3-3/8" X	4-7/8"

b. Specifications for Bleed

Units	Width	Depth
Full Page Trim Size	7-3/4" X	10-3/4"
Full Page Live Area	7-1/4" X	10-1/4"
Full Page Bleed	8" X	11"
Spread Trim Size	15-1/2" X	10-3/4"
Spread Bleed	15-3/4" X	11"

Keep text and vital graphics 1/2" from binding side (gutter) and at least 1/4" from all trim edges. For best results on spreads, we suggest that words and critical information are not split over the crossover.

c. Trim Size: 7-3/4" x 10-3/4"
Live Area: 7-1/4" x 10-1/4"
Bleed Size: 8" x 11"

d. Columns to Page: 3. Column Width = 2-1/16".
Column Depth = 8-13/16".

e. Printing: Web offset.

f. Binding: Perfect

DIGITAL SPECIFICATIONS

a. Color Mode: CMYK Images must be high resolution, 266 to 300 dpi for halftone images, 600 ppi or more for line-art scans. Metafiles and graphics captured from the Internet are discouraged. Use only PostScript Type 1 fonts.

When sending us the application file, include a copy of the placed graphic elements and a copy of the screen and printer fonts used. A color proof of the file is required.

b. Accepted File Formats: QuarkXpress, Adobe PageMaker, InDesign, Illustrator or Photoshop: eps, tiff or PDF files saved for high-end printing. Electronic Media: CDs and DVDs.

File Transfer Protocol Files: FTP files should be sent in raw data format using a compression program. Phone or e-mail the Ad Coordinator at the time of ad/art transmission to notify of the name(s) of the files sent. FTP server address: [ftp://ftpserver2.penton.com](http://ftpserver2.penton.com)

c. Any files received that do not meet our requirements will result in a request for resubmission.

d. *National Real Estate Investor* will not alter or edit any ad materials. If you are unable to meet the specifications as outlined above, contact your Ad Coordinator to make special arrangements.

e. Proofs: Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

f. If you prefer to upload a file to our ftp server, please visit <http://www.pentonads.com> where you will find information on accepted software file types, file transfer information, and a section on where you can preflight your ad to see if there could be any potential problems. Please contact Michelle Goetzl at michelle.goetzl@penton.com with any production questions.

g. Shipping Address:

Please send a disk and SWOP certified proof to:
National Real Estate Investor
Attn: Michelle Goetzl, Ad Production Manager
9800 Metcalf Avenue
Overland Park, KS 66212
Phone: 913-967-1746
Fax: 913-514-6573
E-mail: michelle.goetzl@penton.com

FREQUENCY AND CLOSING DATES

a. Published 12x in 2008.

b. Ad closing date is approximately 30 days prior to publication date.

c. Materials due one week after ad closing date.

For more information about rates, specifications and production requirements, consult our 2008 Media Kit.