

NATIONAL REAL ESTATE
Investor®

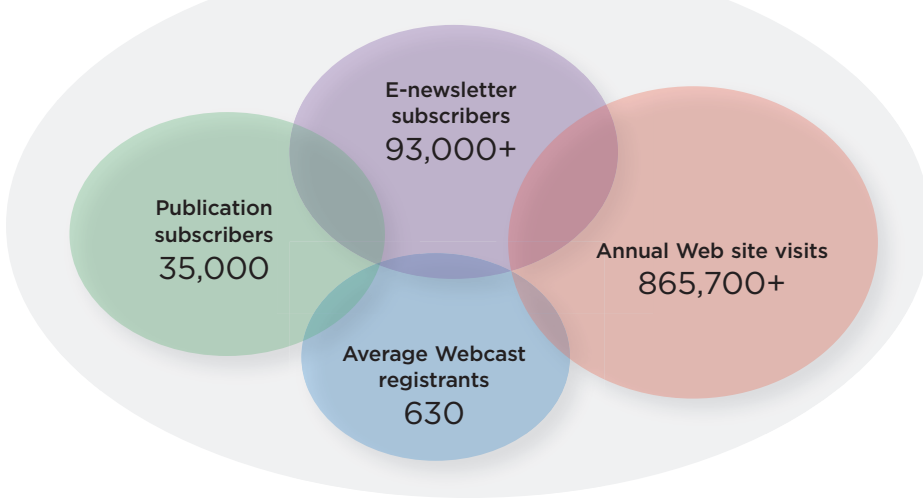
2011

Guide To Integrated
Marketing Services

National Real Estate Investor is the media brand that follows the money in all classes of commercial real estate

National Real Estate Investor is the leading authority on trends in the commercial real estate markets, providing top-level executives with in-depth analysis of important developments in the industry. Our broad community represents a cross-section of corporate executives and senior-level managers, builders, owners, developers, financial firms, corporations and brokerages. And our suite of print, online and event products and services provides this unique audience with the targeted information they need whenever and wherever they're looking for it.

Points Of Contact With Members Of The National Real Estate Investor Community



Publication Subscribers

Business & industry

Financing/ Investment.....	10,125
Builder/Developer/Owner.....	12,088
Corporation.....	6,854
Brokerage.....	5,933

TOTAL: 35,000

Job title

Executive Management.....	10,560
Corporate Management.....	18,296
Financial Management/Brokerage.....	6,144

TOTAL: 35,000

Source June 2010 BPA

Property Types Served

- Multifamily
- Retail
- Industrial
- Hotel
- Office
- Mixed-use

List And Data Services

Postal records.....	35,000+
Records with phone numbers.....	31,200+
Records with email names.....	23,100+

Lists managed by



What we cover

Our experienced commercial real estate journalists provide our community members—your best customers and prospects—with the latest industry stats, news analysis, sector focuses, brokerage insights, case studies, expert analysis and area reviews, including:

- Architectural trends
- Building security
- Capital markets/lending
- Deals and transactions
- Demographics and trends
- Green/environmental issues and trends
- Hotels
- Industrial space
- Institutional investment in real estate
- International developments/investment
- Leasing
- Medical office
- Mezzanine financing
- Mixed-use real estate
- Multifamily
- Net-lease financing
- Office space
- Private equity
- Project development
- Property management
- REITs
- Research
- Retail
- Seniors housing
- Technology/software
- Tenant-in-common

Providing Unique Integrated Solutions Tailored To Achieving Your Targeted Marketing Objectives

Objective

Market Positioning

Tailored solutions

- Print publication advertising
- Custom supplements
- White papers
- Webcast sponsorships
- Podcast sponsorships
- Video sponsorships
- Seminars
- Event sponsorships

Objective

Market Intelligence

Tailored solutions

- Market research services
- Customer research services
- Brand awareness and recognition
- Consultations with industry experts (editors & others)
- Product pretest marketing services

Objective

Web Traffic Development

Tailored solutions

- Email services
- Whitepapers
- Webcasts
- Podcasts
- Video
- List rental

Objective

Branding

Tailored solutions

- Print publication advertising
- Website advertising
- Newsletter advertising
- Webcast sponsorships
- Podcast sponsorships
- Video sponsorships
- Event sponsorships

Objective

Database Management

Tailored solutions

- List management
- Database development
- Deployment services
- List append services
- Data enhancement services
- Data hygiene services

Objective

Face-To-Face Customer Engagement

Tailored solutions

- Road shows
- Receptions
- Focus groups
- Trade show traffic development

Objective

Thought Leadership Positioning

Tailored solutions

- Print publication advertising
- Custom newsletters
- Educational services
- Whitepaper services
- Webcasts
- Podcasts
- Videos
- Event sponsorships

Objective

Custom Marketing Ideas

Tailored solutions

- Custom print publications
- Custom newsletters
- Custom research services
- Custom microsites
- Custom seminars
- Community development services
- Event services

Objective

Lead Generation

Tailored solutions

- Print publication advertising
- Website advertising
- Newsletter advertising
- Whitepaper services
- Webcasts
- Podcasts
- Video
- List rental

Objective

Direct Marketing

Tailored solutions

- Printing services
- Mailing services
- Email services
- Reprint services
- List rental
- List management
- Database development/management

Objective

Trade Show Support

Tailored solutions

- Preshow advertising services
- Show appointment scheduling
- Show video services
- Show Webcasts
- Show Podcasts

Objective

Public Relations

Tailored solutions

- Print publications
- Websites
- Newsletters
- Writing services

National Real Estate Investor is the foremost authority for commercial real estate professionals

Our award-winning editorial staff helps community members in brokerage, construction, development, finance/investment, property management, corporate real estate and real estate services perform their jobs more effectively. And no other media brand provides as much independent research on the topics that pertain to the office, industrial, retail, hotel, multifamily and mixed-use markets.

Custom publishing

Our custom publishing capability is an important marketing tool for building your company's brand loyalty, allowing you to create and maintain an effective, personalized relationship with your customers. By utilizing our member database we can conduct custom research and produce white papers and supplements that can expand your business possibilities by providing specific insight about customers or prospects. And we provide more opportunities for you to target exactly the types of commercial real estate professionals you want to reach with demographic and geographic inserts and supplements.

Market research

Market research is a valuable tool that can help you better understand the markets you serve while creating greater opportunities to position your products and services. *National Real Estate Investor* can help you leverage the power of market research through a variety of programs that are custom-tailored to your specific objectives. These exclusive research programs can range from proprietary projects—concerning your market perceptions, new product launches, or competitors—to surveys that can result in white papers or company-sponsored marketing materials and conferences.

Reprints

Our custom article reprints are high-quality reproductions of the original article reformatted to meet your special needs. You can add your company's logo or brief marketing copy to create a one-of-a-kind promotional piece that will impress your clients and prospects. Both paper and electronic versions of print articles are available at attractive rates.

In 2011, the editors of *National Real Estate Investor* will publish eight issues providing in-depth analysis of important industry developments



Regular editorial sections in NREI

Data Points: Charts and graphs depicting the performance of individual property sectors and the capital markets.

Developments: The impact of important deals, projects and trends in office, industrial, retail, multifamily and hotel properties.

Strategies: Features, case studies and company profiles that provide a “how-to” guide for owners, investors and other professionals.

Financing Today: The hot deals in the commercial mortgage-backed securities market and the health of transaction volume.

Brokerage Insights: Goes beyond the big deals to explore the undercurrents in the brokerage industry, from leasing and sales to technology.

Area Reviews: In-depth overviews of primary and secondary markets that spotlight development and investment activity and analyze local economic trends.

Views From The NMHC: The National Multi-Housing Council tackles a variety of sensitive issues affecting its membership.

Money And Real Estate: An analysis of investment trends in commercial real estate, including how public policy and social change influence the industry.

Washington Wire: Industry experts focus on the impact of hot-button legislative issues emanating from Capitol Hill.

Sector Focus: A close look at trends that determine the state of play in a particular property type.

Last Word: Experts analyze trends and issues and discuss their impact on the industry from an insider's point of view.

Mortgage Bankers Association: Updates from the MBA, the industry's voice on legislative and regulatory issues.

National Real Estate Investor 2011 Editorial Calendar

January/February The Money Issue

- **CMBS 2.0:** After a lengthy hiatus, securitization has returned. Will this revamped debt-financing vehicle be able to win back borrowers and investors following an epic meltdown?
- **The State of U.S. Banks:** Has the recapitalization of small and regional banks been sufficient to jump-start lending to commercial real estate owners and developers? If not, what are the ramifications for borrowers?
- **The Rise of Non-Traded REITs:** The Securities and Exchange Commission declared five new non-traded REITs effective in the third quarter of 2010, and several more have been launched. Why are investors today pouring billions of dollars into this burgeoning investment vehicle?
- **7th Annual Borrower Trends Survey:** Exclusive research taps into the sentiment of borrowers and their strategies for the year ahead. Lenders and financial intermediaries also are surveyed.

Stellar Apartment Markets: Based on data from Reis, NREI zeroes in on the top apartment markets nationally to determine the common thread. Some of the worst performers also will be noted.

City Review: San Diego

Show Distribution

- NMHC Annual Meeting
- CRE Financial Council
- MBA's CREF/Multifamily Convention & Expo
- ICSC Mid-Atlantic

Ad Closing: December 20

Materials Due: December 27

March

Ten to Watch: Profiles of standouts from a variety of commercial real estate disciplines who are having a significant impact on the industry.

Assessing FinReg: What does financial regulation reform mean for commercial real estate finance and who will be the potential winners and losers? Will it drive up the cost of borrowing, and will it deliver as much transparency as advertised?

Hotel Receivers Check In: With net operating income still depressed for many hotel owners and financial problems mounting, lenders increasingly are turning to court-appointed hotelreceivers to help stabilize properties. These turnaround specialists will discuss the severity of the problem today and offer solutions.

Institutional Investors: Bears or Bulls? Many pension funds got burned on real estate during the latest downturn and came under fire. Are these giants once bitten and twice shy, or have they gone from being bearish to bullish again?

Lifestyle Center Pioneers: Over the last decade, retail lifestyle centers have taken the industry by storm, but has this once highly popular concept hit a wall? NREI talks with the founding fathers of lifestyle centers about the challenges facing the industry today.

City Review: Charlotte

Show Distribution

- Hunter Hotel Investment Conference
- ICSC Carolina's Exchange Idea
- PREA Spring Conference

Ad Closing: February 7

Materials Due: February 11

April

Broker Scorecard: Annual ranking of U.S. brokerages by the total dollar value of leasing transactions and investment sales globally during 2010.

The Morphing Brokerage: Commercial real estate services firms are increasingly diversifying their business lines, from mortgage banking to asset management to value recovery, all in an effort to generate fees.

Office Blues: The longer the job growth engine continues to sputter, the more pressure it puts on underperforming properties. Who's buying distressed office properties and what are their turnaround strategies?

The Property Valuations Divide: Not only are today's buyers and sellers in a big standoff on the pricing of assets, but researchers can't even seem to agree on whether prices are on the mend. Such divergent views have created confusion in the marketplace.

Self-Storage Stacking Up Well: Through mid-October 2010, total returns were up 27% for self-storage real estate investment trusts. What are the factors making this property sector so attractive and how long can this run last?

NMHC 50: Annual ranking of the top 50 owners and managers in the apartment sector.

City Review: Dallas

Show Distribution

- CCIM Spring
- SIOR Spring Convention
- NMHC Research Forum

Bonus To Advertisers

Ad Recall Survey

Ad Closing: March 9

Materials Due: March 14

May Special Retail Report

Charting Retail REITs: With consumer debt still high, housing foreclosures rampant and economic growth somewhat tepid, how are these giants of the shopping center industry faring? REIT owners and analysts weigh in.

Distressed Retail Buying Opportunities: As centers go dark and prices plummet, opportunistic investors are circling like vultures.

Risks and Rewards of Global Expansion:

Some of the largest mall REITs have developed a global footprint over the past several years, including Simon Property Group, Taubman Centers, and General Growth Properties. What are the pitfalls to avoid in expanding overseas and the lessons learned?

Class of 2011: Newly minted graduates from some of the country's finest real estate programs are entering a job market that is slowly recovering. What are their aspirations and their prospects for getting hired?

Top Lenders Survey: Exclusive ranking of the top 25 lenders and financial intermediaries.

Hotel Turnaround Strategies: Case studies in how opportunistic buyers are repositioning and renovating hotels in order to outflank the competition.

City Review: Las Vegas

Show Distribution

- RECon: The Global Retail Real Estate Convention
- NYU Hospitality Investment Conference
- REITWeek: NAREIT's Investor Forum
- CRE Financial Council

Ad Closing: April 12

Materials Due: April 19

June/July

Capital Markets Update: Commercial real estate is a capital intensive business, but has the flow of funds increased to something more than a trickle following the deep recession? And how healthy are the property fundamentals across product types? Economists also weigh in with their year-end predictions on job growth and interest rates.

Best of the Best: This annual compendium of surveys highlights the top 25 companies from across a variety of commercial property types and disciplines.

Healthy Appetite for Medical Office: Health care REITs, private equity investors and foreign capital are all bullish on medical office buildings. How are these investors partnering with developers and how handsome are the returns?

National Real Estate Investor 2011 Editorial Calendar

Lease Accounting Overhaul: Proposed new accounting standards have been drafted in order to push lease liabilities back onto corporate balance sheets. If the standards are adopted, will corporations be more inclined to own or lease real estate?

Seniors Housing Development Trends:

Financing is hard to come by, but well-conceived projects in the right location are getting financed. Who's building and who's financing the newest generation of seniors housing.

City Review: Washington, D.C.

Show Distribution

- BOMA Annual Conference
- 2011 Midwest Lodging Investors Summit

Ad Closing: May 27

Materials Due: June 3

August/September

Corporate Real Estate Study: How is Corporate America minimizing its occupancy costs? An exclusive NREI research study provides some insightful answers.

Outstanding Women in Real Estate: This feature includes profiles of high achievers who are having a big impact on the industry and paving the way for the next generation of women.

ASHA 50: Annual ranking of the top 50 owners and managers in seniors housing compiled by the American Seniors Housing Association.

Industrial Market on the Mend: For the first time in 11 quarters, the U.S. industrial vacancy rate fell in the second quarter of 2010. Los Angeles and the nearby Inland Empire recorded the biggest year-over-year gains in leasing activity. What's behind the turnaround?

Multifamily Makeovers: Savvy owners are employing the value-add approach of buying properties at a discount and upgrading and repositioning the assets to charge higher rents.

City Review: Miami

Show Distribution

- CREW Network Convention
- ICSC Florida Conference
- 18th Annual ASHA
- 21st Annual NIC
- Lodging Conference
- ICSC Western Division Conference
- iGlobal Forum

Ad Closing: August 19

Materials Due: August 25

October Special REIT Report

• **Office REIT Challenge:** Although trophy assets in major metros enjoy healthy occupancy rates, office buildings elsewhere often struggle with high vacancies. What steps are owners and managers taking to fill their buildings while shaving operating expenses? Also, are the REITs net buyers or sellers?

• **Demystifying Mortgage REITs:** How do today's mortgage REITs differ from the ones of the 1970s that made bad construction loans, ultimately forcing many mortgage REITs to collapse? And how do their total returns compare with equity REITs.

• **Industrial REIT Power Player:** NREI profiles one of the industry's most successful CEOs.

• **Fifth Annual Green Building Survey:** Exclusive research gauges the importance of sustainability and green building principles to the commercial real estate industry. The survey results, which also will appear in Retail Traffic, are based on input from developers, corporate space users and municipal officials.

Test of Patience for Private Equity: Private equity funds have raised billions of dollars in recent years to acquire commercial real estate assets on the cheap. But how much of that capital has yet to be deployed?

Trends in Sale-Leaseback Financing: A growing number of companies are looking for ways to monetize their real estate, but what effect are the skittish capital markets having on the ability to complete transactions?

City Review: Chicago

Show Distribution

- CCIM Fall
- 2011 Greenbuild International Conference & Expo
- PREA Plan Sponsor Real Estate Conference
- Real Estate Investment Securities Association (REISA) Forum
- ICSC Chicago Dealmaking
- Information Management Network/IMN
- SIOR Fall Conference

Ad Closing: September 9

Materials Due: September 15

November/December The Forecast Issue

Forecast 2012: Economists and industry experts assess the state of the real estate capital markets, the volume of transaction activity, and what it all portends for the year ahead. The cover package also will include an analysis of each of the five property sectors.

Trends in Apartment Finance: Aside from Fannie Mae and Freddie Mac, who else is lending on apartments? Is it healthy to have so much dependence on agency financing? NREI looks at deal volume in 2011 and how it compares with 2010?

Case Studies in Corporate Real Estate

Outsourcing: Real estate services companies continue to land some big assignments from Fortune 1,000 companies as corporate real estate executives aggressively move to cut costs and improve efficiencies. Real-life examples highlight the problems, solutions and outcomes.

Is the CMBS Crisis Over? Special servicers have been bombarded with problem loans for the past two years, but as the capital markets recover and delinquencies show signs of ebbing, it may be time to breathe a sigh of relief. What lessons have we learned from this crisis?

Revitalizing the Rust Belt: A look at efforts to revive the economies of Cleveland, Detroit and Toledo, some of the hardest hit cities during the Great Recession. The voices of owners, lenders and economic development officials will be included in this piece.

Exclusive Seniors Housing Research: How active do investors plan to be in the coming year, and what product niche in seniors housing are they most bullish on and why?

City Review: New York

The National Real Estate Investor and Retail Traffic Commercial Real Estate Sourcebook: Interactive resource guide for retail real estate professionals published from the publication Web sites.

Show Distribution

- ICSC New York Idea Exchange
- Trigild Lender Conference
- REITWorld: NAREIT's Annual Convention For All Things REIT

Bonus To Advertisers

Ad Recall Survey

Ad Closing: October 21

Materials Due: October 27

NREOnline.com now offers more ways for you to connect with customers and prospects

Partner with NREOnline.com to combine your ideas with our expertise to create new ways of connecting with customers online. From Web sites and newsletters to Webcasts, podcasts, blogs and targeted search sponsorships, *National Real Estate Investor* can deliver your message across a wide range of digital content channels.

Article tools

Stories on NREOnline.com generate significant traffic on our Web site and are often printed out or passed along by readers to colleagues and peers. Now you can take advantage of the exposure that's generated from this online activity by sponsoring our Email This Article and Print This Article links.

Integrated Thought Leadership Programs

Market research is a valuable tool that can help you better understand the retail real estate sector—while creating lead generating opportunities that will put your finding in front of important customers and prospects. *National Real Estate Investor* can help you leverage the power of market research with programs that are specially made to fit your specific objectives. These proprietary research projects can result in published white papers, persuasive marketing materials—or even custom-tailored live events.

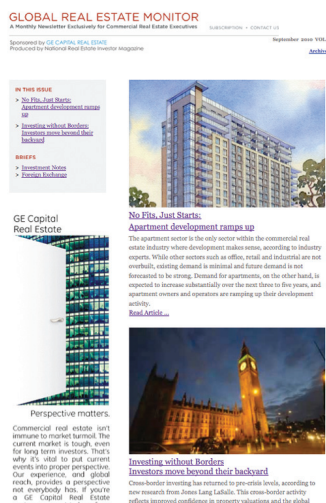
Blogs

Looking for a way not only to connect with *National Real Estate Investor* readers but to become part of a viral or broad network that's interested in your product and what your company has to say? Blogs provide a forum for direct and candid communication, while enhancing your brand through an aggressive promotional and viral campaign.

Custom e-newsletters

Take advantage of our extensive experience producing e-newsletters by allowing us to help you publish one of your own. *National Real Estate Investor* can create custom e-letters designed to meet your particular needs aimed at specific subsets of our e-mail database.

Our custom e-newsletters can position you as a thought leader in your industry



Other services

Digital reprints

Was your company recently featured in *National Real Estate Investor*? Now you can add a digital reprint to your marketing campaign. Let us re-purpose your editorial mention into an easy-to-read online format that is delivered to your customers' inboxes instantly.

Digital white papers/research

Promote and distribute your white papers, articles, industry research and more to our audience of corporate and senior-level managers while generating leads via our customizable registration forms.

E-postcards

E-postcards are the perfect way to reach builders, developers, owners, financial institutions, corporations, brokerages and other professionals housed in our audience database. Use this online vehicle to showcase a new product... make a special offer...test and explore new markets...point prospects to your Web site...and generate leads for your sales team.

Microsites

By custom publishing your relevant content on a custom microsite created off the NREOnline.com site, you can take advantage of our dominant network of Web sites, e-newsletters and search engine technology to drive targeted customers to your site.

e-Services

NREIonline.com Web site sponsorships

The *National Real Estate Investor* Web site—NREIonline.com—offers many online marketing opportunities including banners, content sponsorships, high-impact interstitials, classifieds, special reports and microsites. Category exclusive sponsorships available; check with your local sales representative for availability.

m.nreionline.com

Advertise on the *National Real Estate Investor* mobile-friendly site and reach retail real estate professionals who turn to us for timely insights and industry updates in real time from their smart phones.

National Real Estate Investor e-newsletters

Reach our qualified, targeted audiences by surrounding your advertising message with the timely and informative environment provided by our e-newsletters. Each authoritative e-newsletter carries original content along with the latest industry news, trends and information readers need to do their jobs and make smart real estate decisions.

- **NREI Newsline** is the industry's leading source for 45,000 top-level executives who are building, developing, financing, investing, buying, selling or managing real estate. **Published weekly on Wednesday. Circulation: 45,000+**

- **NREI Distressed Real Estate Strategies** is a bi-weekly e-newsletter produced jointly by *National Real Estate Investor*, *Retail Traffic* and *Lodging Hospitality* that examines the problems, solutions and opportunities for impaired commercial real estate assets. Each edition focuses on issues such as valuations, buying opportunities, receivership, public-private partnerships, brokerage and property management across all

property sectors.

Published second and last Tuesday of the month. Circulation: 93,000+

- **NREI Institutional e-Newsletter** examines the key economic and market trends that impact institutional commercial real estate investors on a global basis. Subjects covered include strategies for retaining the best advisors, managing portfolio risk, infrastructure investing, investing in private equity real estate funds, Q&A with the top fund advisors, and adapting investment criteria for a shifting market.

Published first Monday of the month. Circulation: 42,000+

- **NREI Green Sheet e-Newsletter** offers up-to-date news and analyses of the fast-growing green building industry. Green building is on its way to becoming the “best practice” in commercial real estate. Topics covered include green funds, financing green projects, project profiles, LEED & EnergyStar designations, investment strategies, emerging green technologies, and government incentives and tax credit.

Published second Monday of the month. Circulation: 44,000+

- **NREI Technology Edition e-Newsletter** provides timely stories focusing on practical application of technology to help our industry achieve revenue and profit growth. More than 45,000 *National Real Estate Investor* subscribers depend on the Technology Edition e-Newsletter each month to learn how to solve critical problems and grow revenue through the use of technology.

Published third Monday of the month. Circulation: 45,000+

- **NREI Seniors Housing e-Newsletter** is our new monthly newsletter covering financing and real estate trends for all facets of the seniors housing industry—from nursing homes to assisted living. Case studies of new

projects are also highlighted as well as major mergers and acquisitions.

Published last Monday of the month. Circulation: 14,000+

Podcasts

Podcasts are an effective way to deliver valuable content in a convenient format. Let us create a microsite on NREIonline.com where visitors can subscribe to, listen to, or download your sponsored podcast. We'll set up a registration page to collect listener information, giving you a direct line to your best prospects.

Search sponsorships

Commercial real estate professionals depend on keyword search as their primary way of researching information relating to their business. Search sponsorships on NREIonline.com offer an exceptional branding opportunity, allowing you to reach your target audience with roadblock ad placements on all search results pages.

Targeted content sponsorships

NREIonline.com's content categories collect stories organized around particular topics or themes. You can exclusively own the entire category that best suits your current campaign, branding every ad placement seen by visitors to those articles.

Webcasts

Our Webcasts offer the opportunity to have real-time interaction with subject matter experts and industry leaders to discuss key issues, solutions, best practices and actual case studies. Alternatively, our Webcasts also can be prerecorded for on-demand playback at the convenience of the viewer. Regardless of format, as a sponsor you receive qualified leads, positive branding, and thought-leadership positioning as part of a comprehensive integrated marketing program.

Marketing Services

National Real Estate Investor puts you in touch with the targeted audiences you seek for your marketing programs

You can use our lists to develop attendance for your special events—like breakfasts, road shows, conferences or Webcasts. Or utilize our unique database services to maximize your own list efforts and performance. And our strong roster of trade show support services can help you get the most out of your conference and exposition investments.

Database and list management services

National Real Estate Investor has entered into a strategic partnership with MeritDirect that allows us to offer unique list management and database services to our customers. Now the *National Real Estate Investor* postal, telemarketing and email subscriber files are available for your multichannel marketing efforts through the industry's premier list management service.

Show appointment sponsorship

Save time and maximize your trade show presence by scheduling appointments with our readers prior to the show. You can reach *National Real Estate Investor's* qualified subscriber e-mail database during the weeks leading up to an event, driving traffic to a special appointment landing page that we build for you to collect qualified leads and request preferred meeting dates, times, and locations at the show.

Show newsletters & dailies

Reinforce your brand and connect with our readers who are turning their attention to major industry shows prior to, during, and after each event. Our trade show newsletters deliver exclusive show coverage—up-to-the-minute news, product announcements and daily show activity—right to the inboxes of our subscribers. Whether it's to promote your booth location and drive traffic to your exhibit or promote an announcement being made at the show, placing an ad in a *National Real Estate Investor* show edition newsletter is a great way to get the message out.

Show podcasts

Our show podcasts allow you to connect with listeners who are downloading the latest news and observations direct from the trade show floor. Podcasts can provide a recap of the day's events from our editors with insights from attendees and exhibitors regarding what's important.

Show video publishing

Now you can sponsor a promotional package on NREIonline.com that features product demos filmed right from the trade show floor. Use the visual impact and immediacy of this engaging medium to educate customers about the attributes of your offerings at a time when they are most receptive to it—in the environment of an industry event.

Ad performance research

Twice a year, we conduct an in-depth survey of the ads that appear in the print edition of the magazine. This research can provide valuable feedback on how well your advertising is performing with your most important customers and prospects.

All ads half-page or larger appearing in the April and November/December 2011 issues will be studied. We'll also examine the survey results by product and service classification so you can see how well your ads stack up with others in your category.

What's more, as an advertiser in our April and November/December Ad Recall Survey issues, you'll also have the opportunity to include a proprietary question of your own—about your ad, your position in the market, whatever you'd like—and you'll receive the results in a special confidential report.

By analyzing the recall of your ads—and comparing your performance with the other ads studied in the issue—you can learn ways to communicate with your customers more effectively, and enhance the return on your advertising investment.



Additional Marketing Opportunities

Broaden your coverage of the real estate industry by including these other Penton media brands in your marketing communications mix

Retail Traffic

Retail Traffic is the only media brand that covers the dynamic world of retail real estate from urban storefronts to megamalls to mixed-use. It serves senior-level retail executives and developers who determine and influence where and how stores and shopping spaces are conceived, built, leased and sold.

Trusts & Estates

Commercial real estate has become one of the most powerful investment options for the ultra-wealthy. Our sister publication, *Trusts & Estates*, is the how-to technical manual for advisors to high-net-worth individuals, families and foundations. Launched in 1904, *Trusts & Estates* administers to wealth management professionals who service nearly 8 million clients and who influence more than \$36 trillion in assets.

Lodging Hospitality

Lodging Hospitality is the information source of choice for hotel owners, operators and developers. Each issue, nearly 50,000 corporate and operations managers turn to *Lodging Hospitality* for the latest information on site selection, operations, design and decor, financing, building, personnel, maintenance, computerization, merchandising and renovation.

Business Finance

Business Finance is the hands-on, how-to authority on the world of CFOs and other senior finance professionals. Our staff offers keen insight into key finance issues, strategies, trends and technologies to help them help their organization succeed in today's highly competitive global economy.

Registered Rep.

Registered Rep. is the industry leader serving brokers, financial advisors and financial planners. Our editors cover all the issues facing this evolving profession—from new products to regulatory changes and practice management topics. Whether the advisor is at a traditional wirehouse, regional shop or at an independent firm, *Registered Rep.* provides the critical information that financial professionals need to succeed.

By including these publications in your marketing mix, you have a unique opportunity to get unparalleled reach into the investment community.

Contact your local sales representative for more information.

Commercial Real Estate Resource Center

Recently there've been encouraging signs that commercial real estate is finally getting off the dime. Foreign investors are slowly returning to U.S. markets. Domestic transaction activity has turned modestly positive. And life companies have begun to make commercial real estate loans again.

Now's the best time to position your company for the upturn—and the *National Real Estate Investor* and *Retail Traffic* Commercial Real Estate Resource Center is the best place to do it all year long. You'll get exposure to more than 130,000 unique visitors to our Web sites each month who will turn to our Resource Center as their leading source for key players in commercial real estate. And you can choose from among more than two-dozen targeted categories for your listings.

How to get listed in the industry's only online guide to the key players in commercial real estate

Basic Listing: Includes your logo, location information Linking URLs and 40-word description. **\$495**

Enhanced Listing: Your basic listing plus content posting for lead generation (white papers, videos, podcasts, Webcasts, catalogs, etc.) and featured supplier logos and taglines on search results page. **\$695**



2011 advertising rates

Number 53 (rates include color)

Size	1x	3x	6x	12x
Full page	10,720	9,649	9,165	8,874
2/3 page	8,556	7,702	7,315	7,086
1/2 island	6,631	5,968	5,670	5,490
1/2 horizontal	6,000	5,411	5,140	4,981
1/3 page	4,695	4,222	4,010	3,883
1/4 page	3,941	3,548	3,373	3,267

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

Gross advertising rates effective January 2011

1. 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 225% premium
 Cover 320% premium
 Cover 433% 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.

2. COMMISSION AND CASH DISCOUNT

a. Agency Commission: 15% of the gross billing allowed to recognize advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material prepared in accordance with production specifications to qualify for agency commission. Accounts payable within 30 (thirty) days. No cash discounts allowed.

b. 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.

3. TERMS AND CONDITIONS

a. Terms of Sale: Net thirty days from date of the invoice. No cash discounts allowed. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

b. All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials. The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

c. Cancellations must be submitted in writing, accepted up to 45 days prior to closing date published on the editorial calendar for ROB space and 90 days advance notice for Preferred or Specified positions. Cover positions are non cancelable. Verbal cancellations will not be accepted.

d. Line of Credit: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

e. Past Due Accounts: Orders may be held at the Publisher's sole discretion.

f. Collection-related Issues: If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

g. Jurisdiction: Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

h. Notification to Publisher: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the publisher of this change within ten working days.

i. Definitions: As used in this section and this rate card, the term "Publisher" shall refer to *National Real Estate Investor* and its parent company.

4. MECHANICAL REQUIREMENTS

Please visit <http://pentondigitalads.com> for additional information.

Trim size: 7 3/4" x 10 3/4"

Live area: 7" x 10"

Bleed size: 8" x 11"

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.

Non Bleed Units	Width x 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"

Rates & Specs

b. Specifications for Bleed

Non Bleed Units	Width x Depth
Full Page Trim Size	7-3/4" X 10-3/4"
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"

c. Columns to Page:

3. Column Width = 2-1/16".

Column Depth = 8-13/16".

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

e. Binding: Perfect

5. 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.

Digital Ad Submission:

Files can be sent via our digital ad portal at <http://pentondigitalads.com>. This portal can accept all files including stuffed native files with all fonts and graphics included.

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 SWOPcertified proof.

f. Shipping Address: Display Advertising Materials Please send a disk and SWOP certified proof to: *National Real Estate Investor*

Attn: Stephen Lambert, Production Manager
9800 Metcalf Avenue
Overland Park, KS 66212

Phone: 913-967-7214

Fax: 913-514-6600

E-mail: stephen.lambert@penton.com

Online & e-Newsletter Materials

Jimena Canacari, Client Services Coordinator

email: Jimena.canacari@penton.com

phone: 913-967-1813

fax: 913-514-6746

6. FREQUENCY AND CLOSING DATES

a. Published 8x in 2011.

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

c. Materials due one week after ad closing date.

7. CIRCULATION INFORMATION

a. Member: BPA Worldwide.

b. Subscription: U.S., \$129 one year; Canada \$141 one year; Non-U.S. and non-Canada \$153.

c. Subscription Contact: 1-866-505-7173

d. Publisher reserves the right to change publication frequency, circulation and editorial calendar content.

ONLINE ADVERTISING RATES WEB SITE

Contact your local sales rep for more information.

Current ad positions:

- Leaderboard (728x90)
- Square (180x150)
- Boom Box (300x250)
- Magazine Sponsorship (All 3 sizes)

MAXIMUM BANNER SIZE: 36K

Banner Formats:

Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif. Will accept for testing: DHTML, Audio, Real, Shoskeles

Non-accepted formats: Java, Java Applet, Video ALL Rich Media must be accompanied by a standard gif for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich Media. More may be required for testing of new media formats.

ALL Rich Media must include a target=blank command that will launch a new browser; this is especially important for any file with JavaScript language. ALL enhanced content Rich Media (expanding window, audio, etc) must be user-initiated. Automatic play or pre-expand are not allowed.

HTML - The following guidelines must

be observed: Penton Media utilizes Javascript ad tags on its pages. HTML banners must be constructed to work within these tags.

HTML banners may either call to the client's server for component images or the component images may be submitted along with the HTML code directly to Penton Media. All component images must observe file size restriction and total combined file size of component images should not exceed maximum specified file sizes for the appropriate banner size.

In order for DART to track clicks on HTML banner with a 'form action' field (such as pull down menus, or typed search entry banners) you MUST use the form method=get and NOT form method=post.12

Penton Media will then be able to track clicks on your banner, though we may not be able to track clicks to multiple URLs separately.

<HTML> and <BODY> tags are not required. If you need to use <BODY> for your formatting you should substitute <TABLE> tags instead.

Flash: The following guidelines must be observed: If submitting a Macromedia Flash banner you must supply both the compiled swf file and backup gif. Penton Media uses DoubleClick DART to serve its ads. DART is not able to track clicks on Flash banners without modification to the code before the swf file is compiled. If you wish Penton Media to be able to report on front-end clicks you must contact your trafficker at Penton Media for the proper modification instructions before you submit the Flash banner.

Eyeblander: Eyeblander Creative must have a visible close button.

PointRoll: Testing period may be longer than stated 5 days. PointRoll banners require a file to be uploaded to our servers and production considerations may delay implementation. Expanded window should be a maximum of 2.5x the original dimensions. Banners should expand only in one direction (either vertical or horizontal). Pre-expand or auto-initiate audio banners are not allowed. All enhanced content must be on mouse-over or click only, and must discontinue on mouse-off.

Motif: Penton Media accepts DoubleClick Motif and will traffic it as internal redirect for DFP. Expanding ad formats should be a maximum of 2.5x the original dimensions. Banners should expand only in one direction (either vertical or horizontal). Any enhanced content (audio, expanding banner, etc) must be user-initiated only.

Unicast

- 2 MB maximum file size.
- 30 seconds maximum play time.
- Must have visible close button.

File Sizes and Looping (File Size applies to direct upload/initial load only, not redirect or polite downloads. Polite downloads may be up to 100K after initial load. Looping and frames do not apply to Flash):

Max File Size = 36K

Max Frames = 4

Looping = 3 times

3rd Party Ad Serving: Penton Media will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

Rates & Specs

E-NEWSLETTERS

Newsletters text sponsorships include 40 words of text, including headline, plus linking URL. Logo and banner specs are as follows:

Banner Dimensions:

300x250.....Boom Box
468x60.....Full Banner

Banner Format:

GIF or JPEG files only. No Rich Media.

File Sizes and Looping:

Max File Size = 36K
Max Frames = 4
Looping = 3 times

E-NEWSLETTER RATES

NREI Newslite

Add: Published weekly. Circulation: 45,000+

Position 1.....\$1,300
Position 2.....\$1,000
Position 3.....\$800
Position 4.....\$600
Position 5.....\$475

NREI Distressed Real Estate Strategies

Published second and last Tuesday of the month. Circulation: 93,000+

Position 1.....\$3,000
Position 2.....\$2,700
Position 3.....\$2,300
Position 4.....\$1,800
Position 5.....\$1,000

NREI Institutional e-Newsletter

Published first Monday of the month.

Circulation: 42,000+

Position 1.....\$1,500
Position 2.....\$1,170
Position 3.....\$975
Position 4.....\$650

NREI Green Sheet e-Newsletter

Published second Monday of the month.

Circulation: 44,000+

Position 1.....\$1,150
Position 2.....\$900
Position 3.....\$600
Position 4.....\$400

NREI Technology Edition e-Newsletter

Published third Monday of the month.

Circulation: 46,000+

Position 1.....\$1,150
Position 2.....\$900
Position 3.....\$600
Position 4.....\$400

NREI Seniors Housing e-Newsletter

Published last Monday of the month. Circulation: 14,000+

Position 1.....\$1,500
Position 2.....\$1,000
Position 3.....\$750
Position 4.....\$500

3rd Party Ad Serving: Penton Media will accept most 3rd Party Ad tags. 3rd Party Ad tags for newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

NOTE: Not all sizes are available on all Penton Media Web sites. Please confirm the exact size for each contracted unit with your sales representative. Banner positions and static graphics specified may not be available for all positions in all newsletters. Please verify the allowed materials for each

Advertising Contacts

Senior Vice President, Strategy & Business Development, Financial Services Group

WARREN BIMBLICK • 212-204-4232
warren.bimblick@penton.com

Vice President, Financial Services Group
WILLIAM O'CONOR • 212-204-4270
william.oconor@penton.com

Publisher
Midwest/Southwest/Southeast
Account Manager
MARIANNE RIVERA • 312-840-8466
marianne.rivera@penton.com

Advertising Coordinator

CLAIRE CAVALIERE • 212-204-4235
claire.cavaliere@penton.com

Group Marketing Director
JAY McSHERRY • 212-204-4210
jaymcsberry@earthlink.net

New England Account Manager
MATT BUTCHER • 212-204-4240
matt.butcher@penton.com

Western Account Manager
NEIL DANT • 949-838-2117
neil.dant@penton.com

Penton Media Financial Services Group

- National Real Estate Investor
- Retail Traffic
- Trusts & Estates
- Lodging Hospitality
- Registered Rep.

The Penton Media Portfolio

Agriculture

Beef
Corn & Soybean Digest
Farm Industry News
Farm Press
Hay & Forage Grower
National Hog Farmer

Automotive & Trucking

American Trucker
Bulk Transporter
Clymer
Fleet Owner
FleetSeek
Refrigerated Transporter
Trailer/Body Builders
WARD'S AutoWorld
WARD'S Dealer Business
WARD'S Information Products

Business Aviation

AC-U-KWIK
Aircraft Bluebook Price Digest
The Air Charter Guide
Jet Appraisals

Commercial Aviation

Air Transport World
SpeedNews

Commercial Real Estate

Lodging Hospitality
National Real Estate Investor
Retail Traffic

Design Engineering

EE&T
Fluid Power Conference & Expo
Hydraulics & Pneumatics
Machine Design
Medical Design
Motion Systems Design
World's Smartest Design Engineer

Digital Media and Communications

Broadcast Engineering
Connected Planet
Electronic Musician
Millimeter
Mix
Radio Magazine
Remixmag.com
SVC

Electronics

Auto Electronics
Defense Electronics
Electronic Design
Electronic Design China
Electronic Design Europe
Engineering TV
Microwaves & RF
Mobile Development and Design
Power Electronics Technology
SourceESB

Electrical Systems, Energy and Construction

Coal Prep
Electrical Construction & Maintenance (EC&M)
Electrical Marketing
Electrical Wholesaling
Electric West
EWHotSpots.com
Intelligent Energy Portal
International Lineman's Rodeo & Expo
Mine & Quarry Trader
Power Quality & Reliability
RER
Transmission & Distribution World
T&D World University

Food & Foodservice

Baking Management
Food Management
Healthy Baking Seminar
Modern Baking
Restaurant Hospitality
Supermarket News
The Restaurant Show Daily and Equipment
Show Daily
Whole Health

Healthy Lifestyle

Club Industry magazine
Club Industry show
Club Industry East
Delicious Living
Functional Ingredients
Natural Foods Merchandiser
Natural MarketPlace
Natural Products Expo Asia
Natural Products Expo East
Natural Products Expo West
NewHope360.com
NPICenter.com
Nutracon
Nutritional Business Journal
The Organic Summit
SupplyExpo

IT & Development

asp.netPRO
DevConnections & WinConnections
ITTV
Left-Brain.com
Office SharePoint Pro
Paul Thurrott's Windows SuperSite
SQL Server Magazine
System iNetwork
The Windows IT Pro

Manufacturing & Supply Chain

American Machinist
American Printer
Business Finance
EHS Today
Expansion Management
Foundry Management & Technology
Forging
IndustryWeek

Material Handling & Logistics
New Equipment Digest
PFFC
Used Equipment Network
Welding Design & Fabrication

Marketing and Meetings

Association Meetings
Chief Marketer
Corporate Meetings & Incentives
DIRECT Online
Financial & Insurance Meetings
LDI
Live Design
Medical Meetings
Meetings Net
Multichannel Merchant
PROMO Online
Religious Conference Manager
Special Events

Mechanical Systems

Contracting Business
Contractor
Fire Protection Engineering
HPAC Engineering
HVAC Comfortech
HVACR Distribution Business
Radiant Living

Public Infrastructure

American City & County
American School & University
EquipmentWatch
FIRE CHIEF
Global Waste Management Symposium
Government Procurement
Government Product News
Healthcare Waste Conference
HomeCare
Ironmax.com
IWCE
Price Digests
Urgent Communications
Waste Age
Waste Expo
WasteIndustrySite.com
Waste Industry Marketplace
Waste Training Institute
Waste Tech Landfill Technology Conference
Wildfire

Wealth Management

Trust & Estates
Registered Rep



Corporate Headquarters
249 West 17th St.,
New York, NY 10011
Phone: 212-204-4200