

ONLINE ADVERTISING OPPORTUNITIES

[BANNER POSITIONS]

Banner appears on the home page of the website, search result pages and interior run-of-site articles.

[1] Leader Board (728x90)

Run of Site.
Serves up 150k+ ad impressions/month.
4 frames max, 3 loops max, url
(rich media accepted)
File size limit: 35k
\$40 Net CPM

[2] Square (180x150)

\$35 Net CPM
SOLD OUT for 2007

[3] Vertical Tower "Skyscraper" (160x600)

Run of Site.
Serves up 150k+ ad impressions/month.
4 frames max, 3 loops max, url
(rich media accepted)
File size limit: 35k
\$50 Net CPM

The screenshot shows the website layout with the following elements:

- Position 1:** A large horizontal banner at the top of the page, labeled [728x90].
- Position 2:** A square banner in the main content area, labeled [180x150].
- Position 3:** A tall vertical banner on the right side of the page, labeled [160x600].

The website content includes a navigation bar with links like HOME, CURRENT ISSUE, RESEARCH, SUBSCRIBE, FOR ADVERTISERS, CONTACT US, and BOOKSTORE. The main content area features a 'December's Cover Story' section with a 'Forecast 2006: Five trends driving the industry' article, a 'News Articles' section with 'Property Fund Launched' and 'Loon Island REIT Buys New York Office Portfolio', and a 'Macro-economic news is positive for retail' article. There is also a 'The Best of the Best 2005' section and an 'Industry Calendar' icon at the bottom right.

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