2020 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:

Senior-Level Decision-Makers

45% Real Estate Firms
- Developers/Owners
- Real Estate Brokers
- Property/Facility/Asset Managers

33% Investment/Finance
- Owners and Investors (Institutional and Private)
- Commercial Lenders

12% Corporate Real Estate

10% Consultants
- Architects, Accountants, Appraisers, Attorneys, Environmental, Economic Development Groups, Contractors, Title Insurers, Professional Service and Product Firms

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 Association (PREA)
- Real Estate Investment Association (REIA)
- Society of Industrial and Office Realtors (SIOR)
- Urban Land Institute (ULI)
2020 Editorial Calendar

Editorial Contributions to IREJ

Email our editor, Matt Baker, at mbaker@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).

The Illinois Real Estate Journal is a 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.

CRE Future Leaders: Once a week we profile a young professional who has had early success and who is projected to be a leader in the real estate industry.

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 E-Newsletter: Every Wednesday and Friday, the Illinois Real Estate Journal sends its weekly eBlast to approximately 12,000 subscribers. The eBlast is filled with the latest breaking news, industry profiles and company announcements.

Directories: Each issue will feature directories that include: company logo, company contact info, key contacts, 35-word services provided, 35-word company description. Low cost advertising, maximum exposure.

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### 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL FEATURE</th>
<th>AREA FOCUS/DIRECTORIES</th>
<th>AD CLOSE/ART DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Multifamily, Industrial, Finance, Construction Trends</td>
<td>EAST-WEST CORRIDOR: Architecture/Design-Build Firms, Brokerage Firms, Construction Cos./General Contractors, Law Firms/RE Attorneys, Multifamily Finance</td>
<td>1/31</td>
</tr>
<tr>
<td>April</td>
<td>Downtown Office, Industrial, Opportunity Zones, Investment Funds</td>
<td>NEAR NORTH SUBURBS: Asset/Property Management Firms, Contractors, Developers, Economic Development Corporations</td>
<td>3/27</td>
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<tr>
<td>June</td>
<td>Finance, Healthcare &amp; Medical Office, Retail</td>
<td>NEAR SOUTH SUBURBS: Architecture/Design-Build Firms, Brokerage Firms, Construction Companies, Finance Firms</td>
<td>5/22</td>
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<tr>
<td>August</td>
<td>Property Management, Multifamily &amp; Affordable Housing, Construction Trends</td>
<td>CHICAGO, NORTHWEST INDIANA: Asset/Property Management Firms, Contractors, Developers, Law Firms/RE Attorneys</td>
<td>7/24</td>
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<tr>
<td>October</td>
<td>Office, Retail, Suburban Office</td>
<td>SOUTHEAST WISCONSIN, I-80: Brokerage Firms, Construction Companies, Multifamily Finance Firms, Economic Development Corporations</td>
<td>9/25</td>
</tr>
<tr>
<td>December</td>
<td>Industrial, Senior Housing, Finance</td>
<td>O’HARE: Annual Resource Guide</td>
<td>11/27</td>
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## 2020 Print Advertising Rates

<table>
<thead>
<tr>
<th>WIDTH X HEIGHT</th>
<th>1X (Net Rates)</th>
<th>3X (Net Rates)</th>
<th>6X (Net Rates)</th>
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<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>10” x 13”</td>
<td>$3,125</td>
<td>$2,630</td>
<td>$2,500</td>
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<tr>
<td><strong>Junior Page</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>7-1/2” x 10-1/2”</td>
<td>$2,385</td>
<td>$2,145</td>
<td>$1,900</td>
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<tr>
<td><strong>Half Page</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>10” x 7”</td>
<td>$1,930</td>
<td>$1,640</td>
<td>$1,540</td>
</tr>
<tr>
<td><strong>Quarter Page</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-7/8” x 7”</td>
<td>$1,285</td>
<td>$1,090</td>
<td>$1,030</td>
</tr>
<tr>
<td><strong>Directory Listing</strong></td>
<td>$275</td>
<td>$275</td>
<td>$275</td>
</tr>
<tr>
<td><strong>Women in Real Estate Profiles</strong></td>
<td>$350</td>
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</tbody>
</table>

### 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 to customers with an account balance over 60 days past due.

### 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 AND RATES/DISCOUNTS/PACKAGES, CONTACT:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Mickey</td>
<td>Senior Account Executive</td>
<td>312.644.6942</td>
<td><a href="mailto:jmickey@rejournals.com">jmickey@rejournals.com</a></td>
</tr>
<tr>
<td>Erneste Abood</td>
<td>Advertising Director</td>
<td>312.644.7119</td>
<td><a href="mailto:eabood@rejournals.com">eabood@rejournals.com</a></td>
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<tr>
<td>Marianne Grierson</td>
<td>Senior Account Executive</td>
<td>312.644.7168</td>
<td><a href="mailto:mgrierson@rejournals.com">mgrierson@rejournals.com</a></td>
</tr>
<tr>
<td>Susan Mickey</td>
<td>Account Executive</td>
<td>773.575.9030</td>
<td><a href="mailto:smickey@rejournals.com">smickey@rejournals.com</a></td>
</tr>
<tr>
<td>Mark Menzies</td>
<td>Publisher</td>
<td>312.644.4610</td>
<td><a href="mailto:menzies@rejournals.com">menzies@rejournals.com</a></td>
</tr>
</tbody>
</table>
2020 Digital Advertising Rates: Website

- **Website**
  - **87,695 PAGEVIEWS/MONTH**
  - **60,046 SESSIONS/MONTH**
  - **48,777 USERS/MONTH**

### Top Horizontal Banner
- Dimensions: 728 pixels (w) x 90 pixels (h) - Desktop
- Dimensions: 320 pixels (w) x 50 pixels (h) - Mobile
- **$1,288 per month**

### Box Banner
- Dimensions: 300 pixels (w) x 250 pixels (h)
- **$1,004 per month**

### Premium Position: Top Side Banner (Add 10% Surcharge)
2020 Digital Advertising Rates: E-Newsletter

YOUR AD HERE

THE LEAD

Building a case for design-build
There’s been revision of late to the process of designing and constructing commercial properties. And it’s almost a return to form, as the design-build method that has been gaining traction emulates the days of the Master Builder.

Last week to register for the 4th Annual State of Suburban Office Market Conference!

The last word on last mile
Ever since the e-commerce revolution, the real estate industry has grappled with the concept of the last mile—where it is, how to build it up and how to capitalize on it. Perhaps unsurprisingly, the answers to these remain elusive.

Autonomous cars on a crash course with the real estate industry
You stroll out your house in the countryside, hop into the self-driving car you ordered and settle in with your coffee and your laptop, not worrying about the fact that it will take you an hour or more to get to work. Though it sounds futuristic, this scenario could become a reality within the next decade.

2-4x Horizontal Banner
$515 per e-newsletter

5+ Horizontal Banner
$412 per e-newsletter

2-4x Box Banner
$412 per e-newsletter

5+ Box Banner
$361 per e-newsletter

INCREASE FREQUENCY @ MORE SAVINGS

SUBMISSION GUIDELINES

- For E-Newsletters, creative must be submitted as a JPEG or PNG 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.
2020 Digital Advertising Rates: Spotlight Blast/Sponsored Content

**DEDICATED “SPOTLIGHT” BLAST**

- Our Dedicated “Spotlight” blast reaches approximately 12,000 IL real estate eSubscribers per blast.
- Client provides: Subject line, HTML or JPEG with designated link.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Price per blast</th>
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</thead>
<tbody>
<tr>
<td>1-2x</td>
<td>$1,030</td>
</tr>
<tr>
<td>3-4x</td>
<td>$773</td>
</tr>
<tr>
<td>5+</td>
<td>$670</td>
</tr>
</tbody>
</table>

**CUSTOM, SPONSORED CONTENT**

- Sponsored Content will position you and your firm as leaders in the industry.
- Your article will be featured on our website and E-Newletters.
- Your headline will link to your full story and will be read by REJournals subscribers.

**Your article’s subject may include:**
- New hire profiles
- Employee/Executive Profile
- Expert on a topic
- Highlights on a recent deal or development

**Interested? Here’s how this works:**
1. Send us your 250- to 750-word article and photo(s)
2. We’ll review and send you a proof
3. Once approved, we’ll schedule for publication
There’s still fuel in the tank for Chicago’s luxury apartment sector

By Matt Baker, Editor

Developers have given up on many of the superlative quarters that defined the Chicago luxury apartment sector just a few years ago. The pandemic has led to a shift in consumer demands as people move away from the city to the suburbs. However, a new wave of developments is taking shape as the companies seek to grow their luxury portfolios.

In March, Waterton, a Chicago-based real estate investor and operator, aligned with Waterford Hotel Group, a hospitality giant. “In Chicago, the hotel market is in a recovery mode, and yet the overall hotel market is in a recovery mode as well,” said Matt Mering, executive vice president at Waterton. “There is a lot of interest in projects in the city, but the city is not nearly as active as it was in the past. We’ve seen this before, and some economic indicators suggest that a plateau may be headed our way. Despite the slowdown, the sector is still growing, and there are still multiple years’ worth of momentum behind Chicago’s luxury rental market.”

UPCOMING ISSUES

FEBRUARY ISSUE

DUE 2/3

Architecture/Design-Build Firms
Brokers Firms
Construction Cos./General Contractors
Law Firms/RE Attorneys
Multifamily Finance
Asset/Property Management Firms
Contractors
Developers
Economic Development Corporations

APRIL ISSUE

DUE 3/30

Architecture/Design-Build Firms
Brokerage Firms
Construction Cos./General Contractors
Law Firms/RE Attorneys
Multifamily Finance
Asset/Property Management Firms
Contractors
Developers
Economic Development Corporations

JUNE ISSUE

DUE 6/1

Architecture/Design-Build Firms
Brokerage Firms
Construction Cos./General Contractors
Law Firms/RE Attorneys
Multifamily Finance
Asset/Property Management Firms
Contractors
Developers
Economic Development Corporations

AUGUST ISSUE

DUE 7/27

Architecture/Design-Build Firms
Brokerage Firms
Construction Cos./General Contractors
Law Firms/RE Attorneys
Multifamily Finance
Asset/Property Management Firms
Contractors
Developers
Economic Development Corporations

OCTOBER ISSUE

DUE 9/28

Architecture/Design-Build Firms
Brokerage Firms
Construction Cos./General Contractors
Law Firms/RE Attorneys
Multifamily Finance
Asset/Property Management Firms
Contractors
Developers
Economic Development Corporations

DECEMBER ISSUE

DUE 12/3

Architecture/Design-Build Firms
Brokerage Firms
Construction Cos./General Contractors
Law Firms/RE Attorneys
Multifamily Finance
Asset/Property Management Firms
Contractors
Developers
Economic Development Corporations

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