Established Presence: Now in its 35th year of publishing, Midwest Real Estate News® is the region’s leader in commercial real estate coverage. Every other month, thousands of industry professionals working in 14 states in the center of the country rely on Midwest Real Estate News® for news, information, trends and market analysis. We also provide human-interest pieces and engaging stories peeling back the layers of industry segments.

COVERING THE MIDWEST COMMERCIAL NEWS THAT MATTERS TO YOU

Each issue, Midwest Real Estate News brings you in-depth feature stories that cover the issues that matter to you. The magazine also runs several regular departments in every issue:

Broker Profiles: A look at a successful commercial real estate broker, highlighting the reasons for the broker’s success.

Company Profiles: An in-depth look at the top commercial real estate firms in the Midwest, and an analysis of their biggest deals.

Developer Profiles: What does it take to succeed in the competitive commercial real estate industry? Developer Profile examines the careers of successful commercial developers to find out.

State Focus: A close look at the retail, office, industrial and multi-family markets in a specific Midwestern state.

Metro Focus: We highlight a different metropolitan area each issue. We apply a magnifying glass to individual markets - from big to small - in the Midwest, focusing on both the strengths of the commercial industry in these cities and the challenges they face. Midwest’s Metro Focus gives you the story behind local projects, developments, economic development and trends.

News Briefs: Our Briefs sections highlight the deals and dealmakers that make the commercial real estate industry such a vibrant business.

States We Cover: Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Tennessee & Wisconsin.

Features: Unique story angles and in-depth reporting by Midwest’s editors make our features a must-read for the commercial real estate industry. With Midwest, the latest trends and developments are at your fingertips.

Weekly E-Newsletter: Every Tuesday & Thursday, Midwest Real Estate News sends its weekly E-Newsletter to more than 21,000 subscribers. The E-Newsletter is filled with the latest breaking news, industry profiles and company announcements.

Who do we reach? (Total qualified circulation: 16,500)
## 2020 Editorial Calendar

### Editorial Contributions to MREN

Email our editor, Dan Rafter, at drafter@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 Tuesday and Thursday. For byline article submission and direction please contact the editor prior to writing the article. All articles must be exclusive to MREN. All art and photography attachments should be 300 dpi pdf or jpg files (see advertising specifications).

Editorial attachments are preferred as Word documents. Please do not embed photos in copy. Deadline for bylined articles: 2nd Friday of the month for consideration in following month’s edition.

For editorial direction, please contact: Dan Rafter, editor, p 630.444.0477, drafter@rejournals.com

### ISSUE | METRO FOCUS | STATE FOCUS | FEATURES | DIRECTORIES | AD CLOSE/ART DUE | SPECIAL SUPPLEMENTS
--- | --- | --- | --- | --- | --- | ---
FEB/MAR | Milwaukee, Western Michigan, Suburban Chicago, Columbus | Minnesota, Missouri | Construction, Multi-Family Finance, Opportunity Zones | Architecture/Design-Build Firms, Asset/Prop. Mgmt., Developers, Multifamily Finance | 3/6 |  
APR/MAY | Cleveland, Detroit | Kentucky, Indiana, Tennessee | Coworking/Flexible Office, Industrial Review, Multi-Family, Net Lease | Brokerage Firms, Law Firms/RE Attorneys, Project/Construction Mgmt. Firms | 5/1 | Attorneys in Commercial Real Estate  
JUN/JUL | Louisville, Kansas City, Milwaukee/Madison | Iowa, Kansas, Michigan | Retail, CRE Finance, REITs, Affordable Housing | Asset/Property Mgmt. Firms, Construction Cos./General Contractors, Multifamily Finance Firms | 7/3 | Best of the Best  
AUG/SEPT | Omaha, Chicago, St. Louis, Lexington, Des Moines | Ohio, Wisconsin | Multi-Family Finance, Construction Overview, Economic Development | Architecture/Design-Build Firms, Brokerage Firms, Developers, EDCs, Law Firms/RE Attorneys | 9/4 |  
OCT/NOV | Minneapolis, St. Paul, Nashville, Indianapolis | Nebraska, Illinois | Retail, Finance, Healthcare Development + Finance, Multi-Family | Asset/Property Mgmt. Firms, Construction Cos./General Contractors, Multifamily Finance Firms | 11/6 | Women in Commercial Real Estate  
DEC/JAN | Cincinnati, Dayton, St. Louis | Michigan, Indiana | Construction, Finance, Year in Review | Annual Resource Guide | 1/10 | Hall of Fame
## 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>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page 9¾“ x 13”</td>
<td>$4,335</td>
<td>$3,520</td>
<td>$3,245</td>
</tr>
<tr>
<td>Junior Page 7¼“ x 10”</td>
<td>$3,160</td>
<td>$2,555</td>
<td>$2,135</td>
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<tr>
<td>Half Page 9¾“ x 6½”</td>
<td>$2,845</td>
<td>$2,305</td>
<td>$1,960</td>
</tr>
<tr>
<td>Third Page 9¾“ x 4¾” 4½“ x 8½” 7¼“ x 6½”</td>
<td>$2,000</td>
<td>$1,635</td>
<td>$1,350</td>
</tr>
<tr>
<td>Quarter Page 4½“ x 6½”</td>
<td>$1,635</td>
<td>$1,355</td>
<td>$1,225</td>
</tr>
<tr>
<td>Cover Page</td>
<td>$4,560</td>
<td>$3,730</td>
<td>$3,470</td>
</tr>
</tbody>
</table>

### ACCEPTABLE MATERIALS
Print-optimized/high-resolution PDF. Files must be 300 dpi. Acceptable formats: EPS, TIF, PDF and JPG (300 dpi).

### SHORT RATES AND REBATES
Advertisers will be short-rated, if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated, if, within a 12-month period from date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

### AGENCY COMMISSION
15% of the gross billing allowed to recognized advertising agencies on display space, color, bleed and position only, provided account is paid within 30 days of invoice date. Bills are dated the day copies are mailed. Commission not allowed on charges other than those specified above. Advertiser’s material must adhere to acceptable materials specifications (see Acceptable materials) to qualify for agency commission.

### TERMS OF SALE
A. Net 30 days from date of invoice.
B. All advertisements are acceptable and published entirely on the representation that the 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 agency will indemnify and hold the publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark and copyright infringements, 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 he/she feels is not in keeping with the publication’s standards, policies and principles.

### TERMS OF SALE
A. Net 30 days from date of invoice.
B. All advertisements are acceptable and published entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof.

C. Any deliberate attempt to simulate Midwest Real Estate News’ format is not permitted and the publisher reserves the right to add the word “advertisement” at the top and/or bottom of, or anywhere within the page, that in the publisher’s sole judgement, too closely resembles editorial pages of the publication.

D. Cancellations accepted only before final date for reservation.
E. 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 this rate card, or any amendment thereof.
F. The publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the 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.
2020 Digital Advertising Rates: Website

**Website**

- 60,046 SESSIONS/MONTH
- 87,695 PAGEVIEWS/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

TOP HORIZONTAL BANNER

Dimensions:
- 728 pixels (w) x 90 pixels (h) - Desktop
- 320 pixels (w) x 50 pixels (h) - Mobile

$773 per e-newsletter

BOX BANNER

Dimensions:
- 300 pixels (w) x 250 pixels (h)

$515 per e-newsletter

INCREASE FREQUENCY @ MORE SAVINGS

- 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

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 accept 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 21,000 eSubscribers per blast.
- Client provides: Subject line, HTML or JPEG with designated link.

<table>
<thead>
<tr>
<th>Blast Frequency</th>
<th>Cost per Blast</th>
</tr>
</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
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

WWW.REJOURNALS.COM
ATTORNEYS IN COMMERCIAL REAL ESTATE (APRIL/MAY)
We will feature an annual attorney’s photo directory.

SALES DEADLINE:
MAY 3

OMAHA (APRIL/MAY)
Omaha is thriving. Midwest Real Estate News finds out why in this special section.

SALES DEADLINE:
MAY 3

BEST OF THE BEST (JUNE/JULY)
Midwest Real Estate News showcases the top performers throughout the commercial real estate industry in its annual Best of the Best section.

SALES DEADLINE:
JULY 6

WOMEN IN COMMERCIAL REAL ESTATE (OCTOBER/NOVEMBER)
In October/November, we feature our annual Commercial Real Estate photo directory.

SALES DEADLINE:
OCTOBER 30

HALL OF FAME (DECEMBER/JANUARY)
In December/January, we’ll highlight the several savvy veterans who’ve made their mark on the commercial real estate industry in the Midwest Hall of Fame.

SALES DEADLINE:
JANUARY 10