

# SIOR

## OPPORTUNITIES CATALOG

## WEBSITE OPPORTUNITIES

### The SIOR Website

The SIOR website is the main source of information and services for SIOR members and elite professionals in the commercial real estate industry. News and information is current and relevant and top-decision makers are visiting the site on a regular basis.

The robust online member directory is the first-stop for any industry professional looking for experts around the globe. Information on upcoming events, educational opportunities, and membership requirements are available. A new members-only website provides the ultimate value proposition for members. The SIOR website is also mobile-friendly.



### Areas of the Website

- Home Page
- Locate an SIOR Digital Directory
- MySIOR Members' Only Community
- Blog
- Channel Pages:
  - ABOUT SIOR
  - EDUCATION
  - CHAPTERS
  - MEMBERSHIP
  - RESOURCES
  - SIOR FOUNDATION
  - EVENTS
  - MARKETING

### SIOR.COM at a Glance

- More than 65,000 views each month
- Receives more than 15,000 monthly visits
- Average of 9.1 pages per visit
- Visits from more than 90 countries worldwide each month



# WEBSITE ADVERTISING

## WEB AD SPECIFICATIONS

### Home Page Banner

### Channel Page Banner

### Locate an SIOR Banners

## Website Advertising Dimensions

Web Location/Type	Dimensions	Price/ 12 mos	Price/ 6 mos	Price/ 3 mos
Home Page Banner	265 x 215	\$6000	\$3300	\$1800
Channel Page Banner <sup>2</sup>	180 x 150	\$3000	\$1800	\$1050
Locate an SIOR Premium Search Banner <sup>3</sup>	600 x 150	\$9000	\$4800	\$2550
Locate an SIOR State Search Banner <sup>4</sup>	600 x 150	\$2000	\$1350	\$825

1. Customized annual contracts available for 10% discount.
2. Channel Page can be from the following: Events, Education, Membership, Blog, MySIOR
3. Locate an SIOR Premium Skyscraper Banner is always displayed on the top of the Locate an SIOR search results, regardless of the search criteria. The ad is above the fold.
4. Locate an SIOR Search Banner generates ads based on search criteria entered by the user. (i.e., an ad purchased for California will only appear when members are searched for in California.)

Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

For questions and inquiries, contact  
Alexis Fermanis,  
Director of  
Communications, at  
[afermanis@sior.com](mailto:afermanis@sior.com)  
or 202.449.8226.

## Design Requirements

- **Web File Formats:** JPEG, GIF, animated GIF
- Provide URL destination for banner ad when tapped
- Animation is limited to 10 seconds and must not loop forever.
- New files must be received at a minimum of 7 business days before the start of the new month for updates/replacements or new contracts\*

## Banner Advertising Policies

- Banners will rotate with either in-house ads or featured ads if needed.
- Ads receive equal weighting and refresh every 10 seconds and/or every page refresh
- Order of ads is random each unique visit
- Advertisers have access 24/7 to metrics/analytics with unique account login provided upon request.

# ADVERTISING POLICIES

## Insertion Orders

Insertion orders must be completed, signed, and delivered on or before the advertising space reservation deadline.

## Ad Placement

- All placements are first come, first-serve. No warranty of placement position is given or implied.
- SIOR reserves the right to refuse any advertisement not in keeping with the standard of the magazine, or that does not serve the best interest of SIOR or its membership.
- If a new advertisement does not reach publisher by material deadline, publisher reserves the right to repeat previous ad.

## Payment Terms

- Payment can be made by credit card, check, or via invoice payments.
- Credit Card transactions will incur an additional 3%; charge information must be included on the Insertion Order.
- Check payments must accompany the first insertion.
- Invoice payment is due within 30 days of invoice.
- Contracts must be paid in full at the beginning of the contract, unless otherwise specified. Invoices will be sent at the beginning of the contract.
- All advertising fees must be up-to-date in order for contracts to continue to be filled. Late payments may result in ads not being published.

- All costs related to advertising dollars are in U.S. dollars.
- SIOR reserves the right to collect monies due and payable for advertisements from either the advertiser's agency or the advertiser.
- Rolling contracts between/from one calendar year to the next are available.

## Cancellations

All cancellations must be made in writing 15 days before the ad space insertion order deadline. SIOR must confirm this cancellation in order for the request to be successfully completed. SIOR is not responsible for fulfilling cancellation requests made after this deadline, and placement and invoice may still be due.

## Copy Liability

SIOR reserves the right to refuse any advertisement not in keeping with the standard of the magazine, or that does not serve the best interest of SIOR or its membership.

## Additional Fees

A design fee may be incurred for any work SIOR does on behalf of the customer. Advertiser materials delivered beyond deadline may be subject to additional charges.

Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

To submit an insertion order, secure your ad placement,  
and/or place an order, go to Page 11.

For questions and inquiries, contact Alexis Fermanis, Director of Communications  
at [afermanis@sior.com](mailto:afermanis@sior.com) or 202.449.8226.

# SIOR ADVERTISING CONTRACT

Advertiser/Company Name: \_\_\_\_\_ Referring Member Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Member Name(s) Associated with Ad: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ ZIP/PC: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

## Professional Report Magazine

**Frequency:**  x2  x4 **Issue to Run In:**  Q1  Q2  Q3  Q4 **Artwork:**  New  Rollover, Prv. Issue \_\_\_\_\_

**Print Premiums:**  Back Cover  Inside Cover  Inside Back

**Print Size/Layout:**  Full Page  2/3 Horizontal  2/3 Vertical  1/2 Horizontal  1/2 Vertical  1/3 Horizontal  1/3 Vertical  1/4  1/6

**Digital Ad Type:**  Web Leaderboard  Web Button  Web Blow-In  Mobile App Banner

## Website

**Location/Ad Type:**  Home Page Banner  Channel Page Banner  Locate an SIOR Digital Directory  
**Frequency:**  12 mos.  6 mos.  3 mos.  Events  Premium Search Banner  
 Education  State Search Banner  
 Membership  
 Blog State/Province: \_\_\_\_\_

Start Date: \_\_\_/\_\_\_/\_\_\_

## E-Newsletter

**Location/Ad Type:**  Primary Banner  Leaderboard (Bottom) **Frequency:**  12 mos.  6 mos.  3 mos. **Start Date:** \_\_\_/\_\_\_/\_\_\_

**Cost** Print Mag. (per issue): \$ \_\_\_\_\_ Digital Mag. (per issue): \$ \_\_\_\_\_ Web: \$ \_\_\_\_\_ E-News: \$ \_\_\_\_\_  
 3% Processing Fee (credit card only): \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

**Payment**  Invoice  Check Enclosed  
 Visa  Mastercard  AMEX **Card #:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_ **CVV #:** \_\_\_\_\_

Website URL for digital ad(s): \_\_\_\_\_

I have read and agree to all terms and conditions.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## Contacts:

For sales inquiries, general questions and/or to submit contracts, send to: Alexis Fermanis, SIOR Director of Communications

P: 202.449.8226 E: afermanis@sior.com F: 202.517.9160

Submit artwork (smaller than 5mb) to: media@sior.com

Rolling Contracts between/from one calendar year to the next are available.

Mailed contracts/payments must be made to: The Society of Industrial and Office Realtors® 1201 New York Ave., NW, Ste 350 Washington, DC 20005