

SIOR 2017 ADVERTISING OPPORTUNITIES CATALOG

A comprehensive prospectus on how to connect with commercial real estate's most successful industrial and office professionals through advertising opportunities in SIOR Report Magazine, Website, and Monthly Newsletter.



The Society of Industrial and Office REALTORS (SIOR) is the world's leading industrial and office brokerage association. Over 2,900 industrial and office real estate professionals worldwide have met stringent qualifications to earn the SIOR designation, certifying their expertise and success.

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ABOUT SIOR

SIOR members are influencers and decision-makers who have significant say or input in the direction of their respective companies. The benefit of having your message in front of over 3,100 high caliber real estate brokerage professionals is exponentially increased by the number of people each member impacts on a daily basis.

WHY SIOR?

SIOR EXPERTISE

Brokers do not join SIOR, they earn the SIOR designation – requirements include:

- Experience
- Endorsements
- Ethics
- Production
- Education

Collectively, SIORs close more than 80,000 transactions annually for a per-member average of:

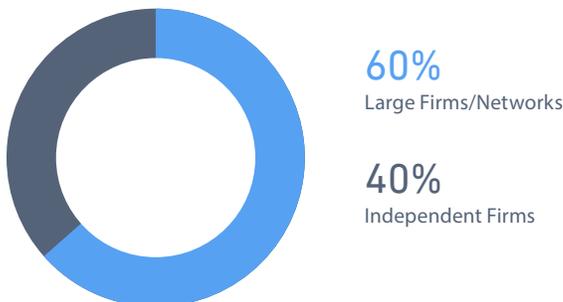
- 30 deals
- 1 million square feet (97,500 square meters)
- US \$30 million in leases/sales

OUR CONFERENCES

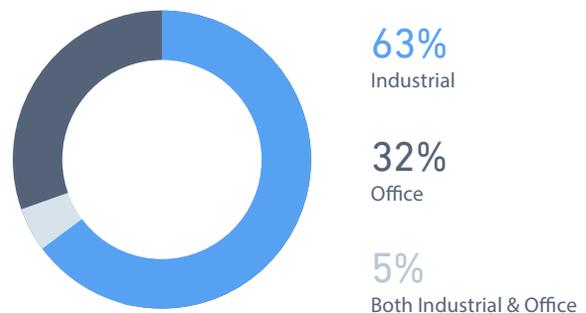
Nothing beats face-to-face networking to build relationships. Everyone wants to do business with someone they know and trust. SIOR World Conferences are the place to meet top brokers, agents and professionals in commercial real estate to establish those long-term relationships.

SIOR holds two World Conferences each year in the spring and the fall. Members and other industry professionals gather from around the world for high level networking and education. SIOR is fertile ground for business opportunities.

Member Firms



Member Specialization



SIOR REPORT MAGAZINE

SIOR's *SIOR Report* magazine is produced quarterly and includes news and information geared toward the elite professionals in the commercial real estate industry.

Distributed to more than 4,000 member and industry leaders, the magazine provides exposure to the top decision-makers in the industry; many with access to billion-dollar budgets and influential partners.

SIOR's *SIOR Report* strives for the most educational, relevant, and thought-provoking content.

SIOR Report is a quarterly publication of SIOR (ISSN: 2472-3436).

Every issue includes a focus on some of the following areas of interest:

- Brokerage and Sales Skills
- Economic Overview
- Industrial / Office product
- International Trends and Insight
- Marketing and Advertising Trends
- Technology

THREE WAYS TO ADVERTISE IN SIOR REPORT: PRINT, DIGITAL, MOBILE

To supplement the print version of SIOR Report, SIOR now offers digital and mobile versions of the magazine. Your ad will appear in both the print and digital versions of the magazine.

PRINT ADVERTISEMENT SIZING & PRICING



Full Page

Ad Size: 8.5x11



2/3 Page Horizontal

Ad Size: 8.5x7



2/3 Page Vertical

Ad Size: 5.25x11



Half Page Horizontal

Ad Size: 8.5x5.25



Half Page Vertical

Ad Size: 4x11



1/3 Page Horizontal

Ad Size: 8.5x3.25



1/3 Page Vertical

Ad Size: 2.5x11

Bleeds

For all ad sizes use a .125 inch bleed.

Margins

For all ad sizes use a .25 inch margin.

AD TYPE	X2 (TWO ISSUES)	X4 (FOUR ISSUES)
Back Cover (full page)	\$5,375	\$4,775
Inside Cover (full page)	\$4,900	\$4,400
Inside Back (full page)	\$4,475	\$4,025
Full Page (interior)	\$2,625	\$2,475
2/3 Page	\$1,950	\$1,800
Half Page	\$1,525	\$1,375
1/3 Page	\$1,175	\$1,075

Prices shown are per-issue

PRINT AD SUBMISSION DETAILS

ACCEPTABLE APPLICATIONS

PDF: PDFs must be Press Ready High Resolution (300 dpi) with fonts embedded, BW, Grayscale or CMYK (no RGB, no Pantone, no Spot Colors).

InDesign, Illustrator: Must include all fonts and graphics.

Photoshop: Native Photoshop, JPEGs, and TIFFs accepted. Must be a minimum of 300 dpi and be converted to CMYK. If EPS images are linked, be sure to include all linked fonts as well.

UNACCEPTABLE APPLICATIONS

Microsoft Word, Publisher, Powerpoint or any word processing program.

SUBMITTING FILES

All placements are first come, first served. The placement and position of all ads are made at the discretion of SIOR.

Submit all materials to media@sior.com. A Dropbox folder can be created for file sharing upon request.

2017 ISSUE & SUBMISSION DEADLINES

Issue	Order Deadline	Material Deadline
1 st Quarter	December 9	January 13
2 nd Quarter	March 4	April 7
3 rd Quarter	June 9	July 7
4 th Quarter	September 8	September 29

For questions and inquiries, contact Alexis Fermanis,
Director of Communications:

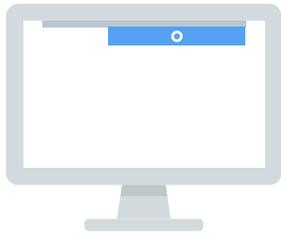


afermanis@sior.com



202.449.8226

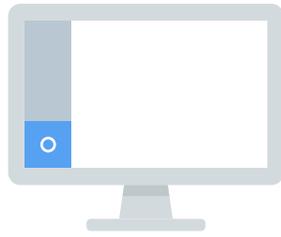
DIGITAL AD SPECIFICATIONS



Web Leaderboard

728 x 90

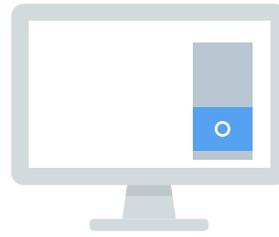
Top banner ad; always displayed as magazine is read. Web-version only.



Web Banner

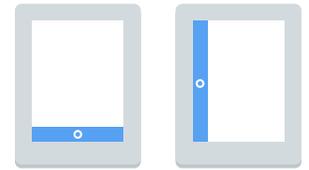
180 x 150

Lower, left-side banner ad; always displayed as magazine is read. Web-version only.



Web Blow-In

500 x 300



Mobile App Banner

Small Horizontal: 320 x 50
Large Horizontal: 960 x 90
Large Vertical: 728 x 90

Appear on main screen of app. Mobile version only.

AD TYPE	X2 (TWO ISSUES)	X4 (FOUR ISSUES)
Web Leaderboard	\$400	\$350
Web Banner	\$350	\$300
Web Blow-In	\$300	\$250
Mobile App Banner Includes both smartphones & tablets	\$300	\$250

Prices shown are per-issue

DIGITAL AD SUBMISSION DETAILS

DESIGN REQUIREMENTS

Web File Formats: JPEG, GIF, animated GIF, or PNG

Mobile App File Formats: JPEG, PNG

Provide URL destination for banner ad

Animation is limited to 10 seconds and must not loop forever.

DESIGN RECOMMENDATIONS:

No visible graphic borders

Include contact information, your company website URL, logo, and brand colors

SUBMITTING FILES

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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 responsive and mobile-friendly.

SIOR.COM AT A GLANCE



**More than 45,000 views
each month**



**Receives more than
13,000 monthly visits**



**More than 60% of traffic is
from returning visitors**



**Visits from more than 90
countries worldwide each month**

WEBSITE OPPORTUNITIES



Home Page Banner

265 x 215

Customized annual contracts available for 10% discount.



Channel Page Banner

180 x 150

Channel Page can be from the following: Events, Education, Membership, Blog, MySIOR



Locate an SIOR Premium Search Banner

600 x 150

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.



Locate an SIOR State Search Banner

600 x 150

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.)

WEB LOCATION / TYPE	12 MONTHS	6 MONTHS	3 MONTHS
Home Page Banner	\$6,000	\$3,300	\$1,800
Channel Page Banner	\$3,000	\$1,800	\$1,050
Locate an SIOR Premium Search Banner	\$9,000	\$4,800	\$2,250
Locate an SIOR State Search Banner	\$2,000	\$1,350	\$825

WEBSITE ADVERTISING SUBMISSION DETAILS

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.

SUBMITTING FILES

Submit all materials to media@sior.com. A Dropbox folder can be created for file sharing upon request.

BANNER ADVERTISING POLICIES

Banners will rotate with either in-house ads or featured ads if needed., and may rotate with other paid ads as well.

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.

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afermanis@sior.com



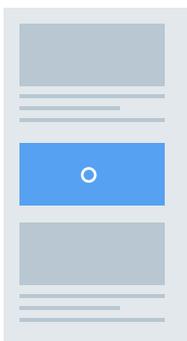
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SIOR MONTHLY E-NEWSLETTER

SIOR Monthly is the SIOR Headquarters monthly e-newsletter that is distributed to the entire SIOR membership. Each edition includes important news and information our members care about. Readership continues to rise each edition, well above industry standard.

Target specific advertising campaigns and get frequent, consistent exposure with this widely distributed and well-read platform.

The dimensions of these ads will scale up and down to best fit the way it is being viewed. Keep mobile in mind when setting font sizes.



Primary Ad

6:3 Ratio
(suggested size: 600x300px)

This ad appears between SIOR news stories.



Footer Ad

6:3 Ratio
(suggested size: 600x300px)

This ad appears at the bottom of the email

AD TYPE	12 MONTHS	6 MONTHS	3 MONTHS
Primary Banner	\$5000	\$2850	\$1575
Leaderboard Footer Banner	\$3000	\$1950	\$1125

E-NEWSLETTER AD SUBMISSION DETAILS

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.

SUBMITTING FILES

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WEBSITE OPPORTUNITIES

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.

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.

SUBMITTING FILES

Submit all materials to media@sior.com. A Dropbox folder can be created for file sharing upon request.

INSERTION ORDERS

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

To submit an insertion order, secure your ad placement, and/or place an order, go to Page 16.

For questions and inquiries, contact Alexis Fermanis, Director of Communications:



202.449.8226



afermanis@sior.com

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

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

Website

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

E-Newsletter

Location/Ad Type: Primary Banner Leaderboard Footer **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