

E-NEWSLETTER ADVERTISING

E-NEWSLETTER SPECIFICATIONS

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.

E-Newsletter Advertising Dimensions

Web Location/Type	Dimensions	Price/ 12 mos	Price/ 6 mos	Price/ 3 mos
Primary Banner (top right)	125 x 125	\$5000	\$2850	\$1575
Leaderboard (bottom)	180 x 150	\$3000	\$1950	\$1125

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

Design Requirements

- **Web File Formats:** JPEG, GIF, animated GIF
- Provide URL destination for banner ad when tapped
- New files must be received at a minimum of 7 business days before the start of the new month for replacements/new contracts

Unacceptable Applications

Animated gifs, PDF, Images embedded in Microsoft Word, Publisher, Powerpoint or any word processing program, native .psd, .ill, .ai files.

Banner Advertising Policies

- **First come, first served**
- **Banners may 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**

For questions and inquiries, contact Alexis Fermanis, Director of Communications, at afermanis@sior.com or 202.449.8226.

Find a Member Banners

Society of Industrial and Office Realtors®

Dear SIOR,

New Member Benefits Right Around the Corner!

Check your mailbox for a letter from SIOR President, Geoff Kreusser, SIOR, FRICS, highlighting some exciting new member benefits coming soon. From a brand new members-only broadcast messaging service, to online discussion forums, and even a blog (finally!), SIOR is working to bring you the online tools and resources you need to not only stay up-to-date, but a step ahead of the competition.

SIOR's Global Market Coverage

SIOR's are closer than you think! With our new interactive map, you can see SIOR's reach across the globe, with members in 630 cities and 31 countries. View SIOR's new interactive map [here](#).

Only Seven More Days to Win a Free Stay at the 2012 Fall World Conference!

Register for the 2012 Fall World Conference and book your hotel room within the next seven days and be entered to win your hotel stay* on SIOR!

[Click here](#) to register now!

[Click here](#) for hotel information and reservations!

On Wednesday, August 1, SIOR will announce the winner of the free hotel stay. Anyone who has registered and booked their hotel room through Tuesday, July 31st will be entered to win! So what are you waiting for? [Register now!](#)

*SIOR will pay for up to three nights at the host hotel, the Hyatt Regency Century Plaza.

NAR Partners with Xceligent

Earlier this month, NAR announced a game-changing partnership between **NAR Benefits** and **Xceligent** - a top commercial real estate information services provider. The relationship will provide Commercial REALTORS® with a competitive advantage and preferred pricing on important tools and products for your business. Watch the video to see NAR Senior Vice President of Marketing, Bob Goldberg, and 2012 NAR Treasurer Bill Armstrong, walk through the details.

[Watch the video!](#)

SIOR CCA Brokerage Minute Segment

The SIOR Center for Career Advancement is pleased to release a new brokerage minute segment on Emergency Plans.

[Click here](#) to listen now!

Upcoming International Events

SIOR London Reception September 25, 2012

SIOR and the SIOR European Regional Council are hosting a reception sponsored by **Saxony** at the St. Stephen's Club in London. SIOR members are invited to attend and bring a guest. Please contact Michael Topp, SIOR Director of Membership at mtopp@sior.com or RSVP.

Having Trouble Receiving SIOR Emails?

To ensure you are receiving emails from SIOR HQ, check that SIOR emails media@sior.com, education@sior.com, and events@sior.com are not being labeled as spam. Make sure to add the emails to your safe-senders list.

July 2012

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YourWebsite.com

International Market Reports

SIOR International Members periodically provide continent and country market reports. Select Q1 2012 reports are [available here](#).

SIOR M2M Transactions

[Click here to view June transactions.](#)

To submit your M2M transactions [click here](#).

Learn more about how M2M can benefit your career.

What's Buzzing?

3 Steps to Viral Commercial Property Listings: [hit by M/eneVD](#) (via @CIMMS)

"Talent hits a target no one else can hit. Genius hits a target no one else can see." - Arthur Schopenhauer #quotes

Well's Fargo Securities Economics Group: #Industrial Production Business Back in June! [click by @BBQ](#) (via @AraDevelopment)

Welcome New Members!

E-NEWSLETTER Banner Ad

Your Website.com

Join the conversation... SIOR's social media network is the newest and best way for you to keep in the know on everything commercial real estate. From market reports to major transactions, we work to bring you the very best of industry and organization news.

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. 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 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