

SIOR 2020 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's *SIOR Report* magazine, website, and monthly and weekly newsletters



WWW.SIOR.COM

SIOR FACTS

The Society of Industrial and Office Realtors® (SIOR) is the world's leading industrial and office brokerage association. More than 3,400 industrial and office real estate professionals worldwide have met stringent qualifications to earn the SIOR designation, certifying their expertise and success.

ABOUT SIOR

SIOR members are influencers and decision-makers who have significant say or input in the direction of their companies. The benefit of having your message in front of 3,400 high-caliber real estate brokerage professionals is exponentially increased by the number of people each member impacts daily.

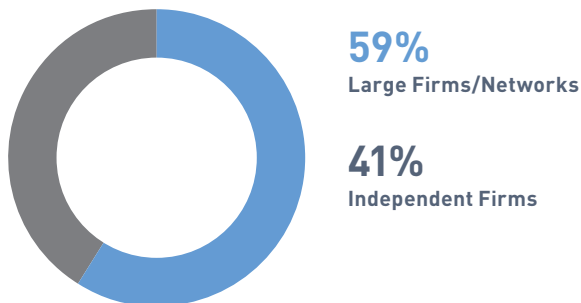
SIOR holds two World Conferences each year in the spring and the fall. Members and other industry professionals gather from around the world for high-level networking and education. SIOR is fertile ground for business opportunities.

SIOR EXPERTISE

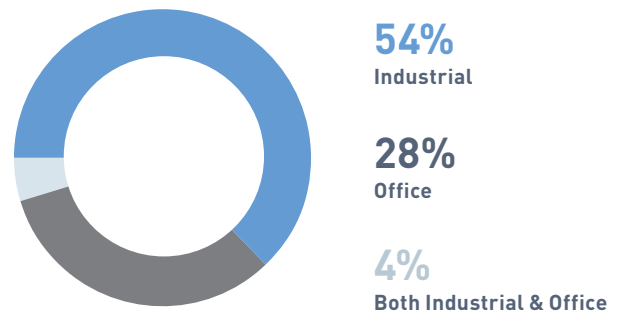
Brokers do not join SIOR, they earn the SIOR designation—requirements include:

- Experience
- Endorsements
- Ethics
- Production
- Education

Member Firms



Member Specialization



SIORS ARE DEALMAKERS

Last year, members reported:

 136 million square feet in transactions

 \$12.23 billion in leases and sales

LARGEST 2018 DEAL

\$245 million sale of 445,058 square feet of office space in Santa Clara, Calif.

PRODUCT MENU

SIOR REPORT MAGAZINE

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 6,000 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 Report strives for the most educational, relevant, and thought-provoking content.



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

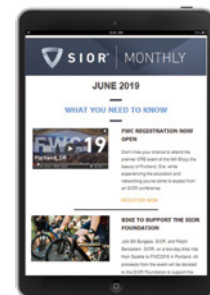
- Brokerage and Sales Skills
- Economic Overview
- Industrial/Office Products
- International Trends and Insights
- Marketing and Advertising Trends
- Technology
- Business Development
- Market Trends and Analysis
- Industrial and Office Commercial Brokerage Insights
- Technology and Innovation
- Economic and Politics
- Societal and Environmental Issues
- Headquarter Highlights and Transactions

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

SIOR WEBSITE*

SIOR.com receives 52,000 views per month, including 20,000 monthly visits from more than 160 different countries.

The SIOR website holds all current and archived issues of *SIOR Report* magazine, newsletters, social media links, member and industry information, and much more.



SIOR MONTHLY NEWSLETTERS

An average 46% open rate, the *SIOR Monthly* newsletter has a distribution of 6,000, which consists of SIOR's top professionals and decision-makers.

SIOR WEEKLY INDUSTRY NEWSLETTERS

NEW

SIOR Weekly reaches 8,000 industry professionals and growing. The weekly industry newsletter is a new offer and will allow you to reach industry professionals worldwide.

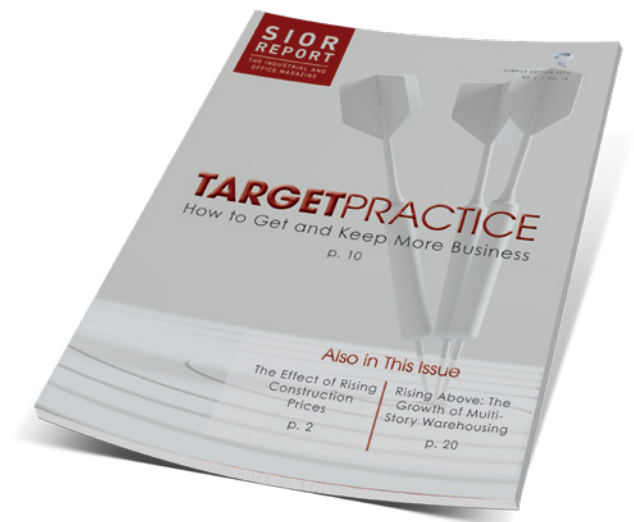
Advertising contact: Jonathan Caldwell, *SIOR Weekly* Sales
Jonathan.Caldwell@associationsuccess.org | 281.639.7052

SIOR REPORT MAGAZINE EDITORIAL CALENDAR

| Issue | Content | Ad Insertion Order Deadline | Artwork Submission Deadline | Ship Date |
|---|---|-----------------------------|-----------------------------|----------------|
| Spring 2020 Ships March 2020 | FORECASTS AND FEARS | Dec. 6, 2019 | Jan. 10, 2020 | March 2020 |
| Summer 2020 Ships June 2020 | YOUR FUTURE COWORKERS | March 6, 2020 | April 10, 2020 | June 2020 |
| Fall 2020 Ships September 2020 | BEYOND THE COMMON AREA: OUTSIDE THE BOX BENEFITS FOR TENANTS | June 12, 2020 | July 10, 2020 | September 2020 |
| Winter 2020 Ships December 2020 | CONTINUING EDUCATION IN A CONTINUOUSLY CHANGING INDUSTRY | Sept. 11, 2020 | Oct. 9, 2020 | December 2020 |

Regular Departments and Columns

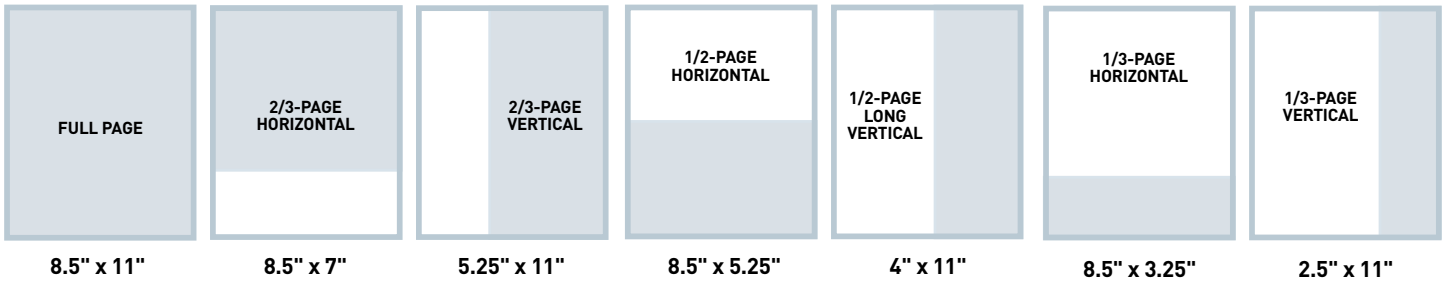
- **Chapter News:** reports and updates on SIOR chapter events and announcements
- **Member News:** important member awards, company changes/promotions, or special announcements
- **Legislative Update:** legislative news relevant to the commercial real estate industry
- **Commercial Real Estate Index:** quarterly updates on the economic conditions and trends in each U.S. market
- **Top Deals:** the largest member-to-member deals reported each quarter



All content and dates subject to change

SIOR REPORT MAGAZINE PRINT PRICING & SPECIFICATIONS

Bleeds (necessary for all advertisements): For all ad sizes, add .125-inch bleed. Margins: For all ad sizes, use a .25-inch margin.



PRINT AD SPECIFICATIONS:

PDF: 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 sendmyad@theYGSgroup.com.

NET FULL-COLOR RATES

| AD TYPE | 1X (ONE ISSUES) | 2X (TWO ISSUES) | 3X (THREE ISSUES) | 4X (FOUR ISSUES) |
|------------------------------------|--------------------|--------------------|----------------------|---------------------|
| Back Cover (FULL PAGE) | \$5,863 | \$5,550 | \$5,238 | \$4,925 |
| Inside Cover (FULL PAGE) | \$5,300 | \$5,050 | \$4,800 | \$4,550 |
| Inside Back (FULL PAGE) | \$4,863 | \$4,625 | \$4,387 | \$4,150 |
| Full Page (INTERIOR) | \$2,775 | \$2,700 | \$2,625 | \$2,550 |
| 2/3 Page | \$2,113 | \$2,025 | \$1,938 | \$1,850 |
| Half Page | \$1,650 | \$1,575 | \$1,500 | \$1,425 |
| 1/3 Page | \$1,275 | \$1,225 | \$1,175 | \$1,125 |

(All rates include an ad link in the digital edition of the magazine.)

Rates are NET per issue.

2020 ISSUE & SUBMISSION DEADLINES

| Issue | Ad Insertion Order Deadline | Artwork Submission Deadline |
|-------------|-----------------------------|-----------------------------|
| Spring 2020 | Dec. 6, 2019 | Jan. 10, 2020 |
| Summer 2020 | March 6, 2020 | April 10, 2020 |
| Fall 2020 | June 12, 2020 | July 10, 2020 |
| Winter 2020 | Sept. 11, 2020 | Oct. 9, 2020 |

THOUGHT LEADERSHIP & CONTENT MARKETING OPPORTUNITIES

Position your company as a thought leader and solution provider in the industry! By including your thought-leadership piece in **SIOR Report** magazine, you can educate SIOR members on the benefits of using a product or service similar to what you provide, while improving the credibility of your company with commercial real estate's most successful industrial and office professionals.

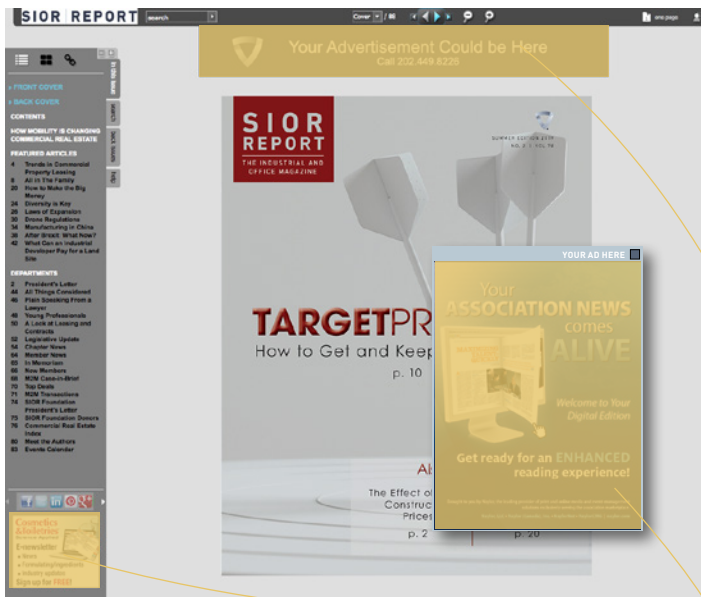
Draw attention to a recent research study, infographic, white paper, or in-depth blog post by publishing its executive summary in *SIOR Report* magazine. Below are the guiding principles for your thought leadership piece:



- Content should be educational in nature and solution-based, geared to solving a common problem or need of the commercial real estate market. The educational content should not promote the company's product or service but rather communicate best practices that would allow SIOR members and professionals to be more effective and efficient in their roles.
- Content should include practical, useful information in which SIOR members would find value, and it should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- SIOR reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and to provide maximum value for its members. Any changes to content will be communicated to the supplying party for final approval.
- Content must identify the company and state that the piece is a "Thought-Leadership Article – Sponsored by XXXX."

| Rates | 1X |
|---|----------------|
| Two-Page Thought-Leadership Piece | \$5,250 |
| One-Page Thought-Leadership Piece | \$3,000 |
| A full-page ad with a full-page advertorial | \$4,000 |
| <ul style="list-style-type: none"> • Headline - (6 words max) • Sub-headline - (15 words max) • Body - (450 - 700 words) • Logo - (jpeg or tif, 300 dpi) • Company Information • Address, Phone, Fax • Email, Website • Ad Unit • PDF only | |

SIOR REPORT DIGITAL MAGAZINE PRICING & SPECIFICATIONS



FEATURES OF *SIOR REPORT* MAGAZINE DIGITAL ADVERTISING:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

Web Leaderboard | 728 x 90 pixels

2X (TWO ISSUES): \$425 4X (FOUR ISSUES): \$375

Top banner ad (always displayed as magazine is read); web version only

Web Banner | 180 x 150 pixels

2X (TWO ISSUES): \$375 4X (FOUR ISSUES): \$325

Lower-left-side banner ad (always displayed as magazine is read); web version only

Web Blow-In | 500 x 300 pixels

2X (TWO ISSUES): \$325 4X (FOUR ISSUES): \$275

Appears during page view



Mobile App Banner

2X (TWO ISSUES): \$325 4X (FOUR ISSUES): \$275

Small Horizontal: 320 x 50 pixels

Large Horizontal: 960 x 90 pixels

Large Vertical: 728 x 90 pixels

Includes both smartphones and tablets; appears on main screen of app; mobile version only

Rates are NET per issue.



SIOR WEBSITE*

www.SIOR.com

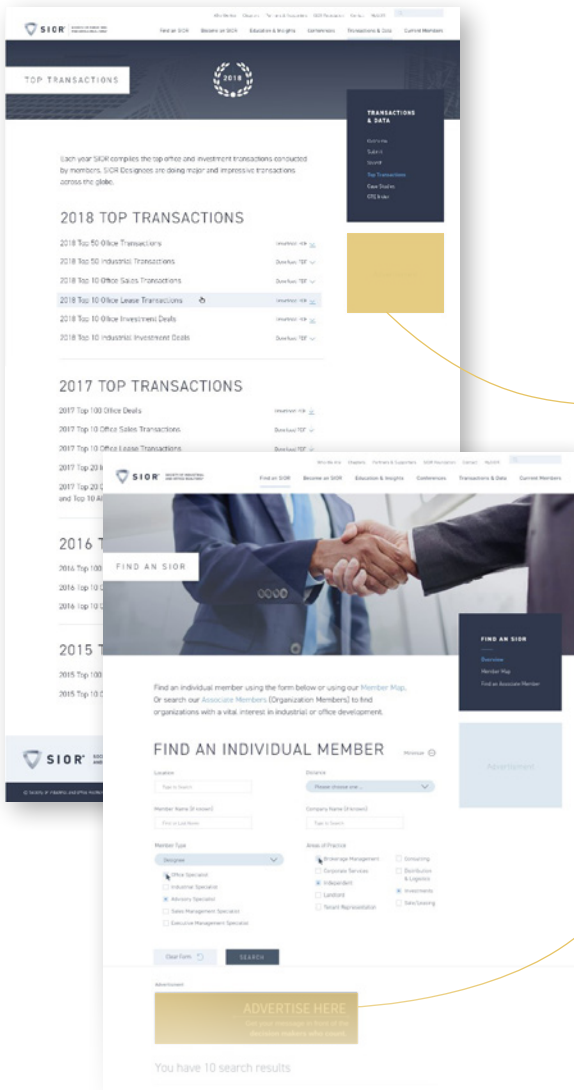
The SIOR website is the main source of information and services for SIOR members and elite professionals in the commercial real estate industry. News and information are current and relevant, and top-decision makers visit the site on a regular basis.

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 is available. 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



Run-of-Site Banner | 300 x 250 pixels

Appears on all pages, except search pages — 4 rotations

12 months: \$5,250 | 6 months: \$2,900 | 3 months: \$1,600

State Search Banner | 600 x 150 pixels

SIOR's 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; exclusive by state).

12 months: \$2,100 | 6 months: \$1,175 | 3 months: \$650

Animation capabilities are available. For more information, contact media@sior.com.

SIOR HOMEPAGE SPONSORED POST

Be a part of SIOR's new website. Drive traffic to your article by purchasing a spot on their exclusive homepage. Showcase your content and get in front of (number) SIOR's.

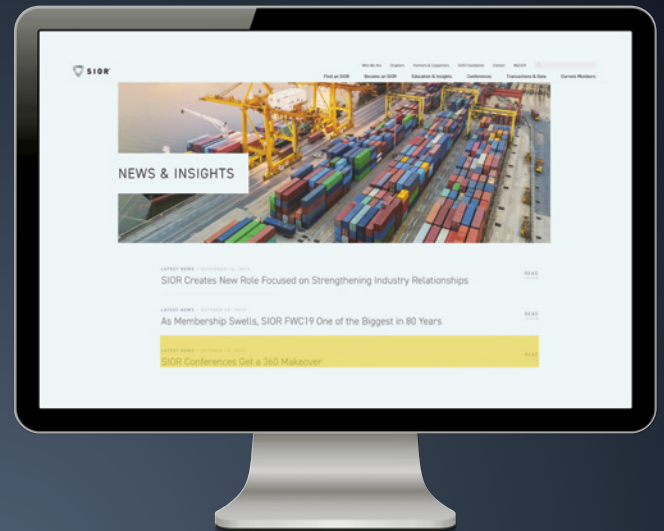
Price:

\$1,250 per two weeks

\$3,000 per month

- 10 – 20-word headline
- URL to sponsored article

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- Content should include practical, useful information in which SIOR members would find. The overall message and tone should not be promotional in nature.
- SIOR reserves the right deny any content as it deems necessary to meet the above requirements and to provide maximum value for its members. Any changes to content will be communicated to the supplying party.



SIOR SPONSORED BLOG POST

Price:

\$3,500 per post

- Be compelling, unique, and relevant content.
- Be applicable and appropriate for the SIOR Global Network and/or the CRE industry.
- Be written in U.S. English.
- Be approved for SIOR to own the on-going rights to distribute & publish your blog post as SIOR sees fit (with proper credit given to the author).
- Approximately 500-800 words.
- Include a "teaser" or topical introductory paragraph (only the first few sentences will be displayed on the blog home page).
- Pictures and graphics are encouraged and must be public domain.

Blog post is subject to SIOR's approval.



THOUGHT LEADERSHIP WEB SERIES

Choosing to purchase a sponsored content segment provides your company the opportunity to have increased visibility to SIOR members. Improve your credibility and educate them on products or services your company provides.

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- Content should include practical, useful information in which SIOR members would find value, and it should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
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Thought Leadership Series: White Paper

Price: \$9,000

- Fully designed 5+ pages
- PDF
- Content supplied by advertiser
- Promoted on social media, blog posts and newsletters

Abbreviated Thought Leadership Offering

Price: \$6,000

- Fully designed 2 - 5 pages
- PDF
- Content supplied by advertiser

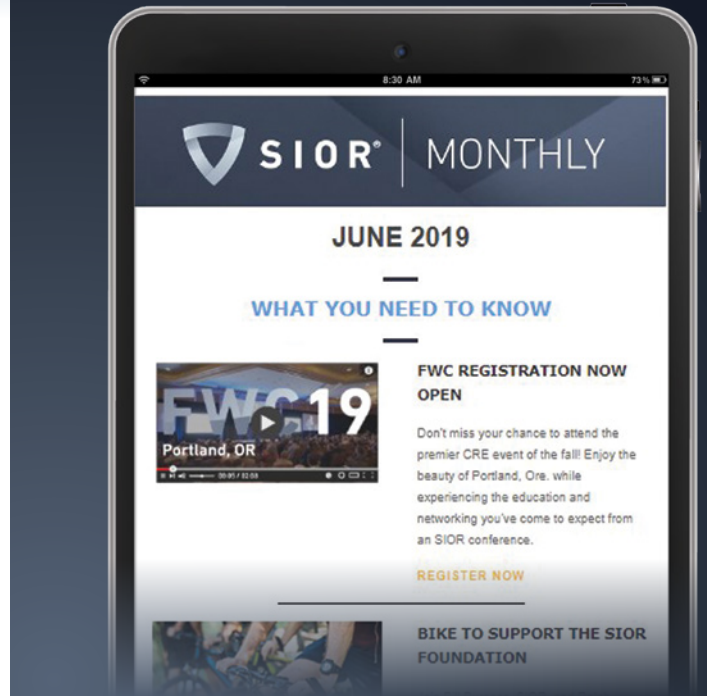
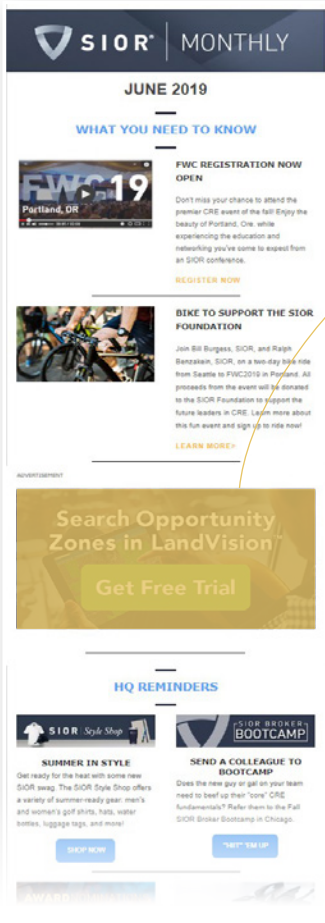
Need assistance writing your piece? Contact Laura for custom pricing!

SIOR MONTHLY NEWSLETTER

SIOR Monthly is the SIOR headquarters' monthly newsletter that is distributed to the entire SIOR membership. Each edition includes important news and information our members care about. Readership continues to rise with 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 | 600 x 300 pixels

This ad appears between SIOR news stories.

12 months: \$5,250 | 6 months: \$3,000 | 3 months: \$1,650

Sponsored Content | 100x100 Logo, 50 words

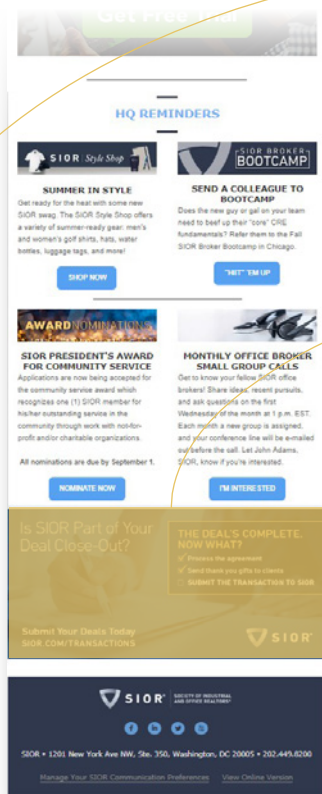
This ad appears between SIOR news stories after the primary ad.

12 months: \$5,400 | 6 months: \$3,200 | 3 months: \$1,800

Footer Ad | 600 x 300 pixels

This ad appears at the bottom of the email.

12 months: \$3,150 | 6 months: \$2,050 | 3 months: \$1,200





SIOR ADVERTISING CONTACTS

For magazine, website, and monthly newsletter sales inquiries, general questions and/or to submit contracts, contact:

Laura Gaenzle, YGS Account Executive

P | 717.430.2351 **E** | laura.gaenzle@theYGSgroup.com

For *SIOR* weekly industry newsletter sales inquiries, general questions and/or to submit contracts, contact:

Jonathan Caldwell, RASA Sales Account Representative

P | 281-639-7052 **E** | Jonathan.Caldwell@associationsuccess.org

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

For additional questions, contact **Alexis Fermanis**,
SIOR Director of Communications, at afermanis@sior.com.

WWW.SIOR.COM