

# SIOR 2018 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, Monthly Newsletter and Weekly Newsletter



[WWW.SIOR.COM](http://WWW.SIOR.COM)

## SIOR FACTS

The Society of Industrial and Office REALTORS (SIOR) is the world's leading industrial and office brokerage association. Nearly 3,100 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 respective companies. The benefit of having your message in front of 3,100 high caliber real estate brokerage professionals is exponentially increased by the number of people each member impacts on a daily basis.

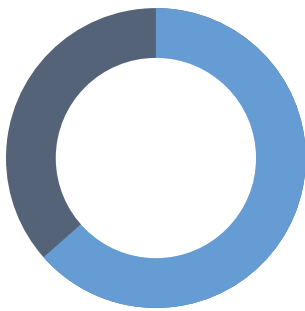
SIOR holds two World Conferences each year in the spring and the fall. Members and other industry professionals gather from around the world for high level networking and education. SIOR is fertile ground for business opportunities.

### SIOR EXPERTISE

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

- Experience
- Endorsements
- Ethics
- Production
- Education

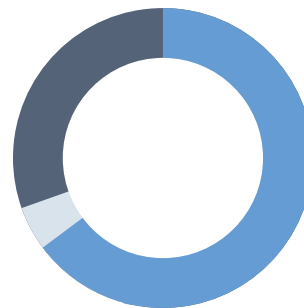
#### Member Firms



**60%**  
Large Firms/Networks

**40%**  
Independent Firms

#### Member Specialization



**63%**  
Industrial

**32%**  
Office

**5%**  
Both Industrial & Office

### 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.

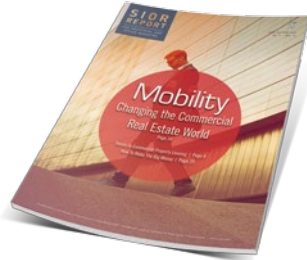
## PRODUCT MENU

### 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.



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

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

### SIOR WEBSITE

SIOR.com receives 40,000 views per month, which include 11,000 monthly visits from 90 different countries, 60% of the visitors are returning professionals staying up-to-date to real estate issues.

The SIOR online resource holds all current and archived issues of SIOR Report Magazine, eNewsletters, social media links, member and industry information and much more.



### SIOR MONTHLY E-NEWSLETTERS

The SIOR Monthly E-Newsletter has a distribution of 3,000, which consists of SIOR's top professionals and decision makers.



### SIOR WEEKLY INDUSTRY E-NEWSLETTERS

SIOR's Weekly Industry E-Newsletter reaches 5,000 industry professionals and growing. The Weekly Industry E-Newsletter is a new offer and will allow you to reach industry professionals worldwide.

**NEW**



## SIOR REPORT MAGAZINE EDITORIAL CALENDAR

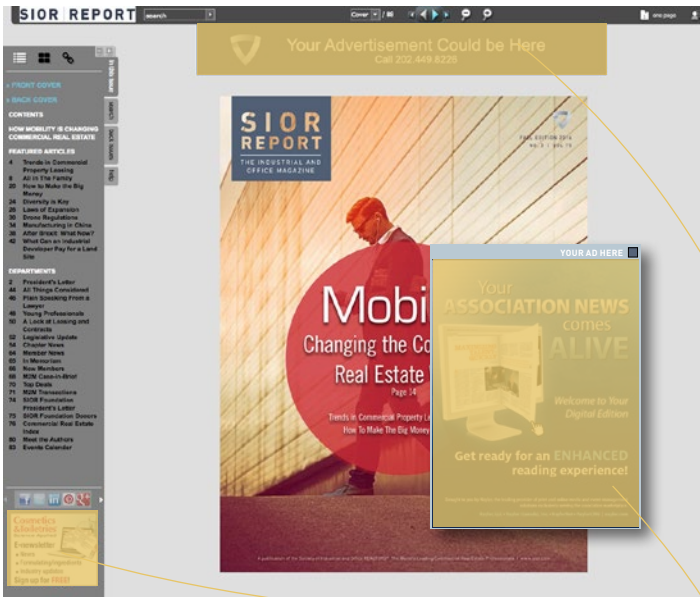
Issue	Content	Topics Due	Materials Due
<b>Spring 2018</b> Ships March 2018	COVER STORY: The Reuse of the Retail Store	November 13, 2017	January 12, 2018
<b>Summer 2018</b> Ships June 2018	COVER STORY: How the Last Mile is Impacting Warehousing & Logistics	February 5, 2018	April 6, 2018
<b>Fall 2018</b> Ships September 2018	COVER STORY: The Rise of Data Integration	May 4, 2018	July 6, 2018
<b>Winter 2018</b> Ships December 2018	COVER STORY: The Next Phase of Co-Working	August 1, 2018	October 5, 2018

### Regular Departments and Columns

- **Chapter News:** Reports and updates of 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 by each U.S. market.
- **Young Professionals Corner:** Trends, tips, and news about the industry written by SIOR Young Professionals.
- **Top M2M Deals:** The largest member to member deals reported each quarter are highlighted.



# SIOR REPORT DIGITAL MAGAZINE PRICING & SPECIFICATIONS



## FEATURES OF *SIOR REPORT* MAGAZINE WEBSITE 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

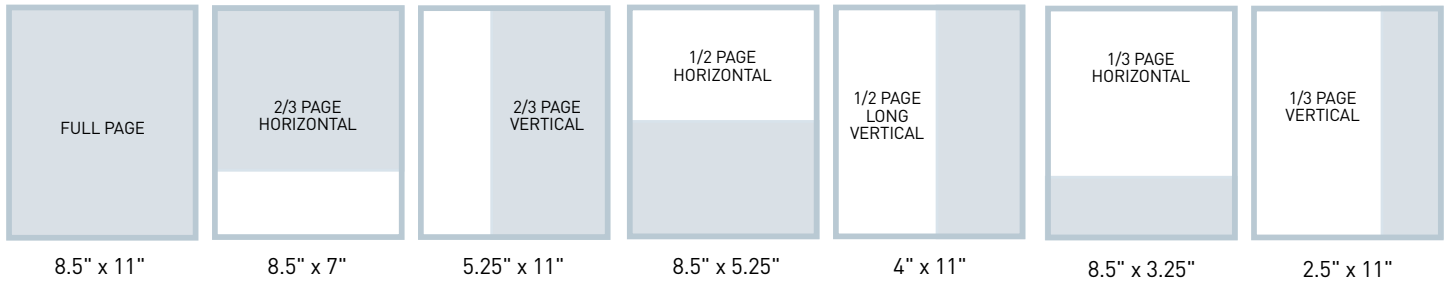
Large Horizontal: 960 x 90 pixels

Large Vertical: 728 x 90 pixels

Includes both smartphones & tablets. Appear on main screen of app. Mobile version only.

# 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:** 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](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

## NET FULL-COLOR RATES

AD TYPE	X2 (TWO ISSUES)	X4 (FOUR ISSUES)
Back Cover (full page)	\$5,550	\$4,925
Inside Cover (full page)	\$5,050	\$4,550
Inside Back (full page)	\$4,625	\$4,150
Full Page (interior)	\$2,700	\$2,550
2/3 Page	\$2,025	\$1,850
Half Page	\$1,575	\$1,425
1/3 Page	\$1,225	\$1,125

## 2018 ISSUE & SUBMISSION DEADLINES

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

[All rates include an Ad Link in the digital edition of the magazine.]

Rates are NET per issue

## 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 also 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 the SIOR member would find value, and 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 provide maximum value for its members. Any changes to content will be communicated with the supplying party for final approval.
- Content must identify company and state that the piece is a Thought Leadership Article – Sponsored by XXXX

Rates	1X
Two Page Thought Leadership Piece	\$5,250.00
One Page Thought Leadership Piece	\$3,000.00



# SIOR WEBSITE [www.sior.com](http://www.sior.com)

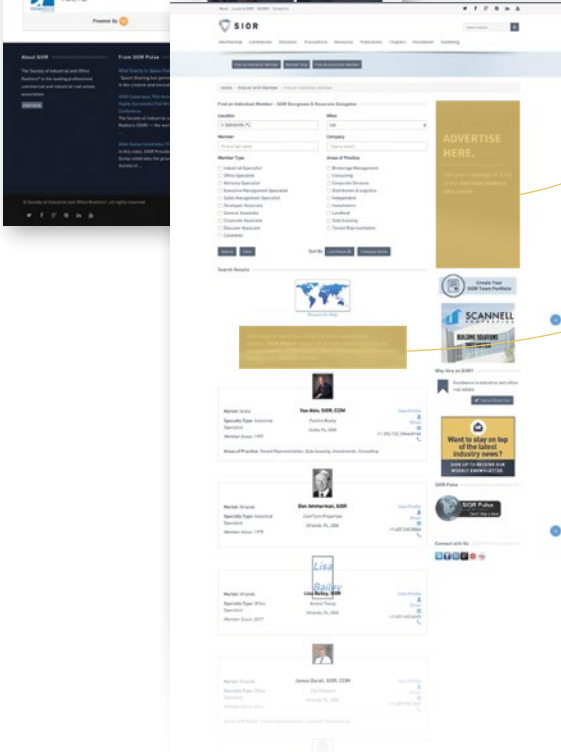
The SIOR website is the main source of information and services for SIOR members and elite professionals in the commercial real estate industry. News and information is current and relevant and top-decision makers are visiting the site on a regular basis.

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



### Run-of-Site Banner | 265 x 215 pixels

Appears on all pages, except Search Pages - 4 rotations

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

### Premium Search Banner | 600 x 150 pixels

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 - 3 rotations

**12 months:** \$6,000 | **6 months:** \$3,300 | **3 months:** \$1,825

### State Search Banner | 600 x 150 pixels

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.) Exclusive by State.

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

Animation capabilities available. For complete online specs for the SIOR Website, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)





# 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.

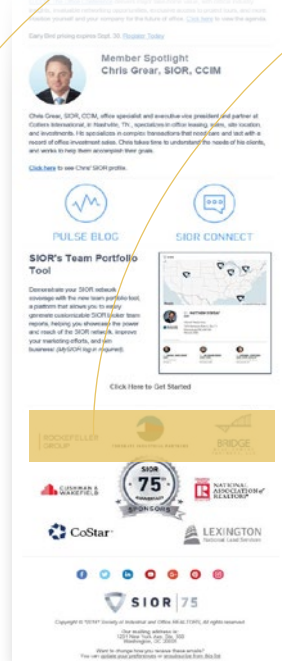
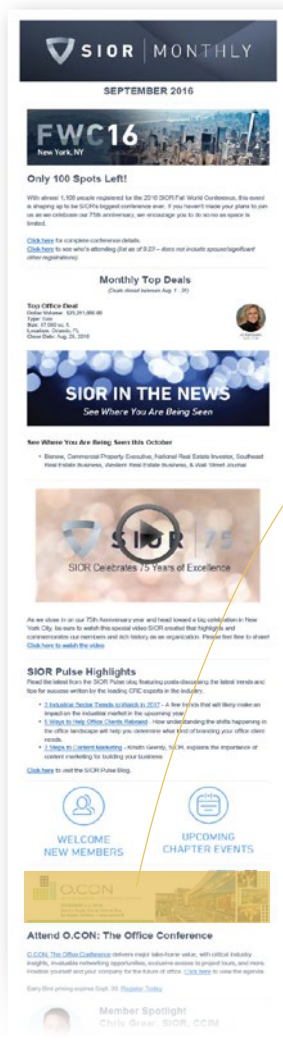


## Primary Ad | 600x300 pixels

This ad appears between SIOR news stories.  
12 months: \$5,250 | 6 months: \$3,000 | 3 months: \$1,650

## Footer Ad | 600x300 pixels

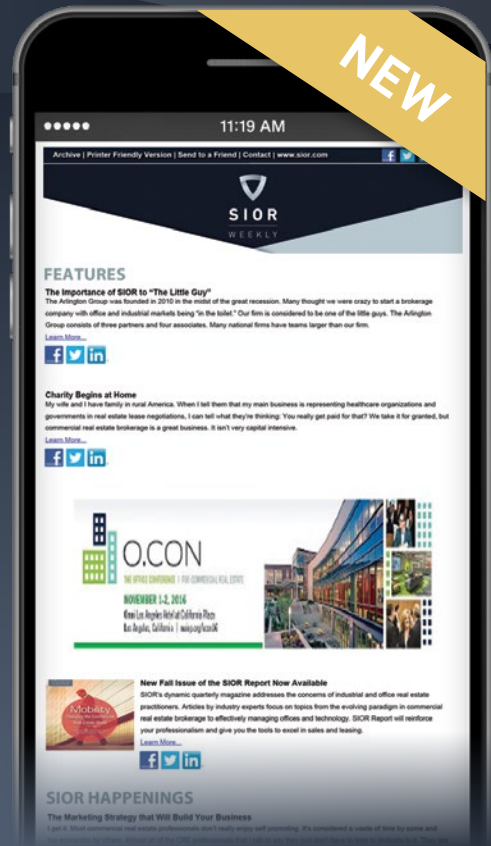
This ad appears at the bottom of the email  
12 months: \$3,150 | 6 months: \$2,050 | 3 months: \$1,200





# SIOR INDUSTRY E-NEWSLETTER

The SIOR Industry eNews is a weekly E-Newsletter that reaches nearly 5,000 recipients and growing. The recipients are service providers and professionals in the industry who seek to stay up-to-date with SIOR's industry updates and seek to increase their visibility in the industry.



## Custom Banner | 600x300 pixels

12 months: \$7,350 | 6 months: \$4,050 | 3 months: \$2,225

## Sponsored Content 1

12 months: \$6,575 | 6 months: \$3,600 | 3 months: \$1,975

## Rectangles (2) | 300x250 pixels

12 months: \$4,750 | 6 months: \$2,600 | 3 months: \$1,425

## Sponsored Content 2

12 months: \$5,525 | 6 months: \$3,050 | 3 months: \$1,650

### SPONSORED CONTENT SPECIFICATION:

- 180 x 150 thumbnail graphic: Can be logo or product image (.JPEG or .PNG file, @72 dpi, RGB); can have no more than a small tagline of text; no contact info included; not to be treated as a regular banner ad
- Headline: Advertiser supplies 3-6 words
- Summary text: Advertiser supplies 30-50 words
- Web Link: Advertiser supplies URL to link at bottom of text

*\*Please note: Email addresses cannot be used as a URL/Web link*

For complete online spec for the SIOR Industry E-Newsletter only, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.