

**MINNESOTA**

**RE***journal*s.com

# **REAL ESTATE JOURNAL**

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# **2010 MEDIA PLANNING GUIDE**

# 2010 Media Planner

## Features

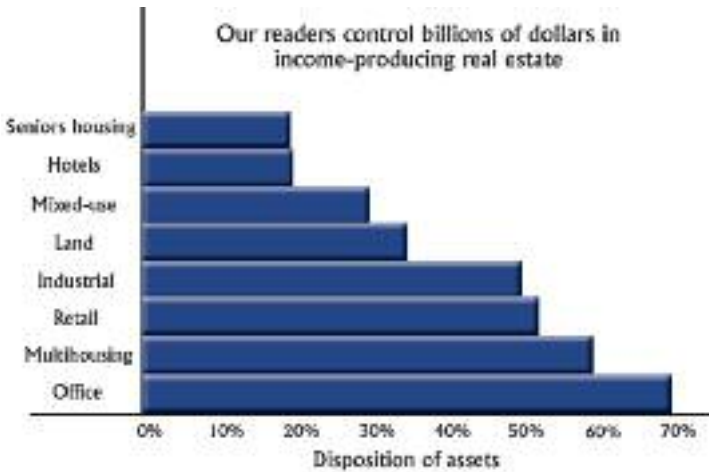
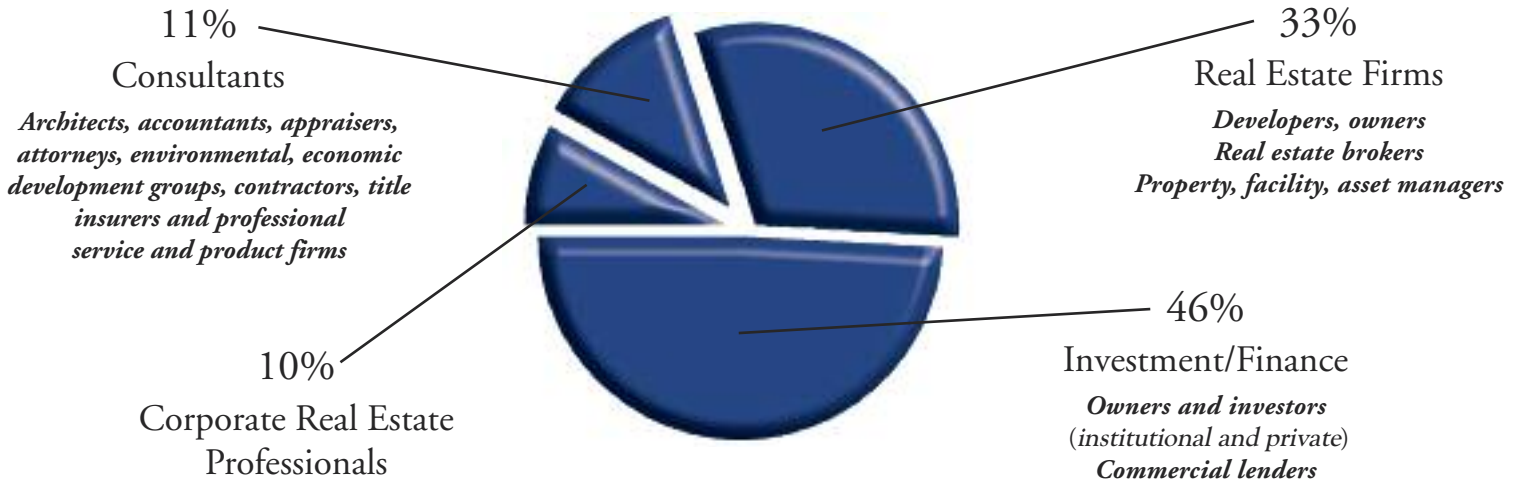
|   |                                      |
|---|--------------------------------------|
| <b>January</b><br>Ad Closing: January 6<br>Materials Due: January 8                             | <b>Green Buildings</b>               |
| <b>February</b><br>Ad Closing: January 27<br>Materials Due: January 29                          | <b>Real Estate Investing/Finance</b> |
| <b>March</b><br>Ad Closing: February 24<br>Materials Due: February 26                           | <b>Industrial</b>                    |
| <b>April</b><br>Ad Closing: March 24<br>Materials Due: March 26                                 | <b>Office</b>                        |
| <b>May</b><br>Ad Closing: April 28<br>Materials Due: April 30                                   | <b>Energy</b>                        |
| <b>June</b><br>Ad Closing: May 26<br>Materials Due: May 28                                      | <b>Multifamily</b>                   |
| <b>July</b><br>Ad Closing: June 23<br>Materials Due: June 25                                    | <b>Green Buildings</b>               |
| <b>August</b><br>Ad Closing: July 28<br>Materials Due: July 30                                  | <b>Land Development</b>              |
| <b>September</b><br>Ad Closing: August 25<br>Materials Due: August 27                           | <b>Women in Real Estate</b>          |
| <b>October</b><br>Ad Closing: September 22<br>Materials Due: September 24                       | <b>Energy</b>                        |
| <b>November</b><br>Ad Closing: October 27<br>Materials Due: October 29                          | <b>Retail</b>                        |
| <b>December</b><br><b>Year in Review</b><br>Ad Closing: December 1<br>Materials Due: December 3 | <b>Year in Review</b>                |

For advertising information, contact: Minnesota Real Estate Journal

P: 952-885-0815 • F: 952-885-0818

5353 Wayzata Blvd. Suite 307, Minneapolis, MN 55416

### Senior-level decision-makers...



**Did you know...**

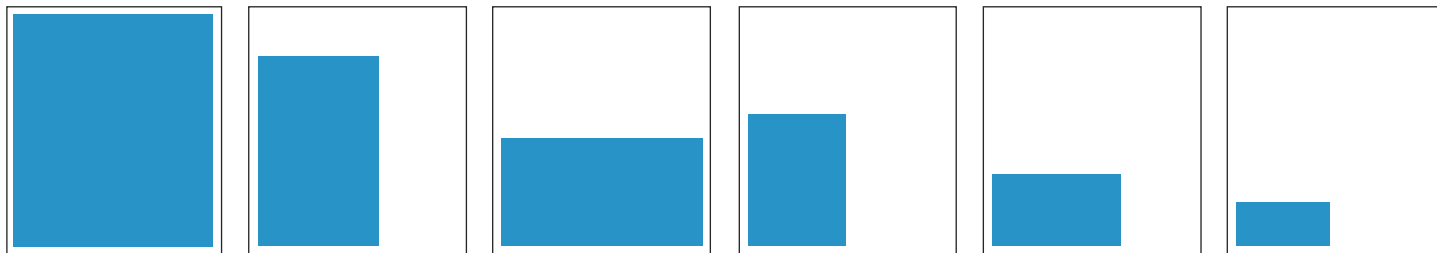
More than 15,000 decision-makers read the Minnesota Real Estate Journal?

These decision-makers represent billions of dollars in purchasing power and are vested with the authority to buy sell, lease, invest, finance and develop income-producing real estate.

Our readers include members of the following major industry organizations and associations:

- American Institute of Architects of Minnesota (AIA)
- The Appraisal Institute
- Association of General Contractors (AGC)
- Building Owners and Managers Association (BOMA)
- Certified Commercial Investment Members (CCIM)
- Contractors Specifications Association (CSA)
- CORENET Global Corporate Real Estate Network
- Economic Development Association of Minnesota (EDAM)
- Institute of Real Estate Management (IREM)
- International Facility Management Association (IFMA)

- Minnesota Commercial Association of Realtors (MNCAR)
- Minnesota Multi Housing Association (MHA)
- Minnesota Shopping Center Association (MSCA)
- Mortgage Bankers Association (MBA)
- National Association of Industrial and Office Properties (NAIOP)
- Pension Real Estate Association (PREA)
- Real Estate Investment Association (REIA)
- Society For Marketing Professional Services (SMPS)
- Society of Industrial and Office Realtors (SIOR)
- Wendover Report



Full page  
10" x 13 1/2"

Junior page  
7 1/2" x 10 1/2"

Half page  
10" x 7"

Quarter page  
4 7/8" x 7"

Eighth page  
4 7/8" x 3 1/2"

Business Card  
3 1/4" x 2"

| Net rates<br>(black and white) | 1x      | 6x      | 12x     |
|--------------------------------|---------|---------|---------|
| Full page                      | \$2,250 | \$1,850 | \$1,250 |
| Junior page                    | \$1,700 | \$1,450 | \$1,000 |
| Half page                      | \$1,500 | \$1,250 | \$850   |
| Quarter page                   | \$995   | \$800   | \$550   |
| Eighth page                    | \$675   | \$500   | \$350   |
| Business Card                  | \$250   | \$200   | \$100   |

Web offset/tabloid size  
 Four-column format  
 Trim size: 11" x 14 1/2" no bleed  
 Paper stock: 35 lb. HBX newsprint

**Color**  
 Four-color: \$575  
 Spot Color: \$300

**Classified**  
 Per column inch: \$70  
 Contact sales representative for details.

**Photolisting**  
 Listing: \$300 each  
 Provide photograph, clean logo and copy.

**Online advertising**

To advertise on www.rejournals.com, contact your sales representative for rates, options and general information.

**Electronic file formats**

Ads should include all fonts and graphics, and images should be saved in either .EPS or .TIF formats at 300dpi resolution. Only high-resolution Adobe PDFs will be accepted. Please contact our design department with any questions. **design@recg.com**

**Production charges**

Creative/design services are available at additional cost.

**Commissions**

Only recognized advertising agencies with three or more accounts will receive a 15% discount, provided payment is received within 30 days of invoice date. Discount applies to display advertising space, color and position only. Agency commissions not applicable on ads not camera-ready.

**Terms of billing**

Net 30 days. A finance charge of 1.5% per month (18% annum) is computed on amounts more than 30 days past due. No new advertising will be sold to customers with an account balance over 60 days past due.

**Special services**

Premium placements are available at a 20% surcharge for page 2 and back cover; 10% surcharge for pages 5, 7 and inside back cover. The Publisher makes final decision on placement. If a paid special placement request cannot be honored, the surcharge will be eliminated or refunded. Premium placement requests may be via contract or on a first-come, first-serve basis when no contract is in place.

**Pre-printed inserts**

Inserts available for contractual advertisers. Please contact the Associate Publisher for rates at least one month prior to insert date. Size restrictions: max: 10" x 13 1/2"/min: 5" x 3 1/2".