

Digital Media Opportunities

NAIOP offers comprehensive digital media solutions to help your business reach commercial real estate.

Display Advertising

Display advertising is a traditional means of reaching audiences with branded ads, available in various formats across four digital news products. **NAIOP offers digital display advertising on the following platforms:**

■ NAIOP SOURCE WEEKLY E-NEWSLETTER

Reach the inboxes of NAIOP members who subscribe to the NAIOP Source weekly e-newsletter. **The Source provides the most up-to-date information on legislation, trends, market research and other valuable NAIOP news and industry information.**

DISTRIBUTION: 18,000+
OPEN RATE: 26% average for 2020.
INVESTMENT: \$1,600 per 4-week ad run.

Seven spaces available per issue.



■ MARKET SHARE BLOG

Market Share, the official blog for commercial real estate, is a vehicle for commentary and analysis on commercial real estate and issues affecting the development industry. It features posts from noted industry experts and commentators from a wide variety of perspectives.

TRAFFIC: 6,000+ visitors per month on average in 2020.
INVESTMENT: \$795 per month.

Two spaces available at a time.



■ NAIOP.ORG RUN OF SITE ADVERTISING

The NAIOP website sees strong traffic from our members who access our online courses, member directory, advocacy materials, and more. Your ad will appear, in rotation with other advertisers, on a selection of top pages on naiop.org.

INVESTMENT: \$795 per month.

*Up to twenty advertising spots are available per month.
Home index page and other select pages excluded.*

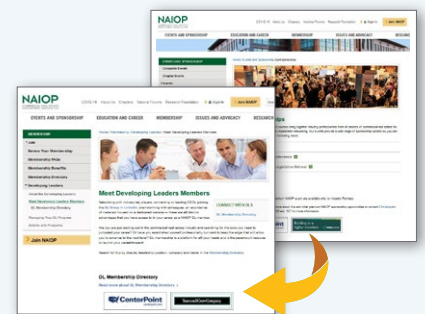
TRAFFIC (average per month):

- 176,281 page views.
- 37,054 unique visitors.
- 2.71 pages viewed per visit.
- 1:40 minutes spent per visit.

DEMOGRAPHICS*:

- 84% of visitors from the U.S.
- 5.7% of visitors from Canada.
- 10.3% other/international.

**Data based on 2020 naiop.org web traffic.*



■ DEVELOPMENT MAGAZINE ONLINE

Development magazine's online issue is popular with NAIOP members, giving them access to NAIOP content on-the-go. Your ad will appear on most Development magazine online pages.

TRAFFIC: 55,000 visitors per quarter on average in 2020.
INVESTMENT: \$995 per month.

In rotation with up to five total advertisers per month.



To secure your online advertising, contact:

Joel Stecura
stecura@naiop.org | 703-674-1409

Christopher Ware
ware@naiop.org | 703-674-1419

NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

Digital Media Opportunities

Branded and Sponsored Content

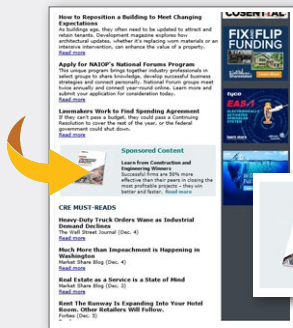
SPONSORED LINKS

Sponsored Links are a new way for a sponsor to reach our audience through native advertising in four of our digital newsletters. The advertiser provides us a teaser headline and link, and we include it in our list of newsletter content.

Ads are available on the following platforms:

- **NAIOP SOURCE** (weekly with some exceptions; maximum of two text links per newsletter)
- **NAIOP INDUSTRIAL RESOURCES** (quarterly)
- **NAIOP OFFICE RESOURCES** (quarterly)
- **REACHCRE NEWSLETTER** (biweekly; maximum of one text link per newsletter)

INVESTMENT: \$995 per sponsored link.



SPONSORED CONTENT

Sponsored Content

Learn from Construction and Engineering Winners
Successful firms are 50% more effective than their peers in closing the most profitable projects – they win better and faster. [Read more](#)

NAIOP offers a special section in the Source e-newsletter for sponsored content. **The sponsored content section appears mid-way through the e-newsletter, offset by a colored box and labeled “Sponsored Content.”** All submissions must be pre-approved by NAIOP and not all content will qualify.

INVESTMENT: \$995 per 1-week insertion.

Each issue may include only one sponsored content item.

► Sponsored Content Guidelines

Brand-sponsored content and links promote an overall topic or service. The message should be a compelling statement and not a direct statement about the company. The copy is informational and not directly promotional.

Eligible content includes trending topics, reports and research or video, which are hosted by the publisher. Ineligible topics: personnel announcements, leasing announcements, auction announcements, promotion of non-NAIOP events or products.

✓ **ELIGIBLE:** Cold Storage is Heating Up – Is Spec Development the Solution?

✗ **INELIGIBLE:** Hire ABC Development for Cold Storage Development

NAIOP reserves the right to edit the copy for grammar or clarity. NAIOP reserves the right to reject ineligible content.

CO-BRANDED EMAILS

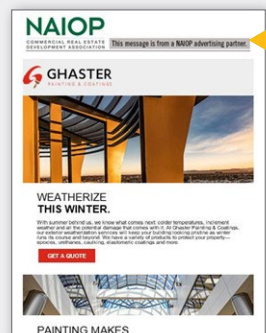
A co-branded email allows an advertiser to send a marketing message to NAIOP members via email. **The advertiser provides the text and HTML. NAIOP distributes the email to NAIOP members who have indicated they are interested in receiving this type of content.** Not all content qualifies for a co-branded email. Content must be informational in nature and in line with NAIOP standards.

DISTRIBUTION: 18,000+

OPEN RATE: 30% average for 2020.

INVESTMENT: \$6,000 per email.

Only one co-branded email is scheduled per month.



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New for 2021, NAIOP is pleased to offer Digital Ad Retargeting.

With Digital Ad Retargeting, our audience becomes your audience. Get exclusive direct access to NAIOP's website visitors and retarget them with your company's ads anywhere they visit online.



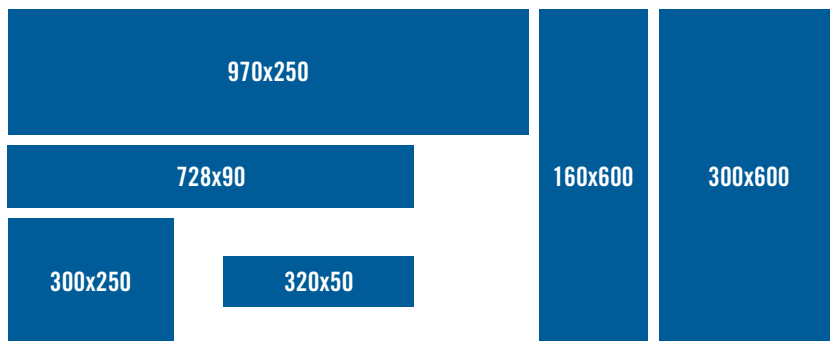
Stand out with NAIOP's uniquely qualified audience that will showcase your business to those who need you the most.

Your ads will appear on multiple major websites and mobile apps, following the uniquely qualified NAIOP audience wherever they go.



CHOOSE YOUR PACKAGE

Package Name	Duration	Number of Impressions	Price
100k	6 months	100,000	\$6,000
70k	3 months	70,000	\$4,500
35k	1 month	35,000	\$2,500



AD SIZES INCLUDE:

Large Leaderboard	970x250
Leaderboard	728x90
Square Pop-up	300x250
Mobile Leaderboard	320x50
Wide Skyscraper	160x600
Half-page Ad	300x600

Ad sizes and specs: jpeg or gif static images only; no flash ads.

Ad sizes in pixels.

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