Digital Media Opportunities

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

### NAIOP SOURCE WEEKLY E-NEWSLETTER

#### Banner Advertising
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.

Each e-newsletter may include up to four ads.

**DISTRIBUTION:** 18,000+
**OPEN RATE:** 26% average for 2019.
**INVESTMENT:** $1,400 per 4-week ad run.

#### Sponsored Content
NAIOP offers a special section in the 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.

Each issue may include only one sponsored content item.

**INVESTMENT:** $995 per 1-week insertion.

#### 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.

Only one co-branded email is scheduled per month.

**DISTRIBUTION:** 18,000+
**OPEN RATE:** 20-25% average for 2019.
**INVESTMENT:** $5,000

To secure your online advertising, contact:

Christopher Ware
ware@naiop.org
800-666-6780 ext. 127

Joel Stecura
stecura@naiop.org
800-666-6780 ext. 112

Mike Walker
walker@naiop.org
800-666-6780 ext. 145
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**MARKET SHARE BLOG ADVERTISING**

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:** 3,900+ visitors per month on average in 2019.

**INVESTMENT:** $795 for side banner ad.

Two banner ads are available each month.

**NAIOP WEBINARS**

The NAIOP Advantage Series is an exclusive member benefit which delivers expert insights to help you make informed business decisions. The 1.5 hour webinars are highly focused on emerging industry trends and current market issues.

**AVERAGE EXPOSURE:**
- Up to 20,000 NAIOP members pre-webinar.
- Up to 400 NAIOP members per webinar.

**INVESTMENT:**
- One webinar: $1,295
- Two or more: $995 each

Prior to the event, your ad will appear on two pre-event emails, your banner ad will appear on the event’s web page, and you’ll be recognized in text in pre-event articles. During the webinar, you’ll be recognized through a scripted “from our sponsor” message and your logo will appear on the closing webinar screen.

**DEVELOPMENT MAGAZINE ONLINE ADVERTISING**

Development magazine’s online issue is popular with NAIOP members, giving them access to NAIOP content on-the-go. Ads rotate randomly throughout the landing page, topic page, and article pages.

**TRAFFIC:** 38,000 visitors per quarter on average in 2019.

**INVESTMENT:**
- $1,995 for leaderboard on landing page and topic pages.
  
  One available each quarter.

- $995 for half page on all article pages.
  
  Four available each quarter.

- $495 for large rectangle on all pages.
  
  Four available each quarter.

**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.

**TRAFFIC (average per month):**
- 138,154 page views.
- 35,745 unique visitors.
- 2.65 pages viewed per visit.
- 1:59 minutes spent per visit.

**DEMOGRAPHICS:**
- 82.6% of visitors from the U.S.
- 6.3% of visitors from Canada.
- 11.1% other/international.

*Data based on 2018 naiop.org web traffic.

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