

# 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-NEWSLETTERS

Reach the inboxes of NAIOP members who subscribe to the NAIOP Source twice-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:** 24,000+

**OPEN RATE:** 46% average in 2024.

**INVESTMENT:** \$1,750 for four insertions.

*Six spaces available per issue. Size: 180x150 pixels*



### ■ 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 with a wide variety of perspectives.

**TRAFFIC:** 8,900 visitors per month in 2024.

**INVESTMENT:** \$795 per month.

*Three spaces available at a time. Size: 180x150 pixels.*



### ■ 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 20 advertising spots are available per month.  
Home index page and other select pages excluded.  
Size: 320x100 pixels.*

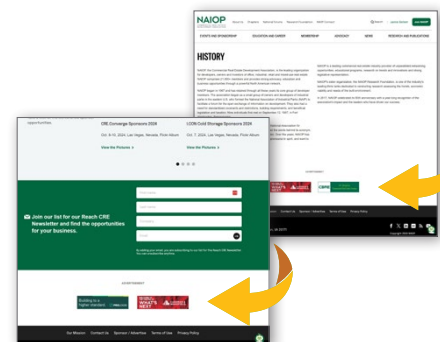
**TRAFFIC (average per month):**

- 167,299 page views.
- 50,232 unique visitors.
- 3.36 pages viewed per visit.
- 1:14 minutes spent per visit.

**DEMOGRAPHICS\*:**

- 84% of visitors from the U.S.
- 5% of visitors from Canada.
- 11% other/international.

*\*Data based on 2024 naiop.org web traffic.*



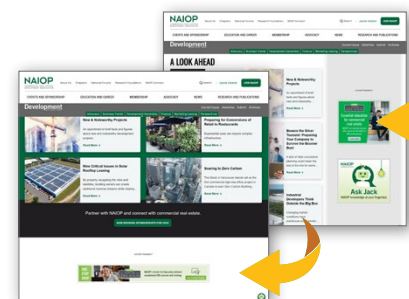
### ■ DEVELOPMENT MAGAZINE ONLINE

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:** 17,000 visitors per month on average in 2024.

**INVESTMENT:** \$995 per month.

*In rotation with up to five total advertisers per month.  
Sizes: 336x280 pixels (large rectangle)  
300x600 pixels (half page)  
728x90 pixels (banner/leaderboard)*



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

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## Branded and Sponsored Content

### ■ SPONSORED CONTENT

NAIOP offers a special section in the Tuesday Source e-newsletter for sponsored content. **The sponsored content section appears mid-way through the issue and is labeled "Sponsored Content."** All submissions must be pre-approved by NAIOP and not all content will qualify.

**INVESTMENT:** \$995 per one-week insertion.

*Each issue may include only one sponsored content item.*

#### ➡ Sponsored Content Guidelines

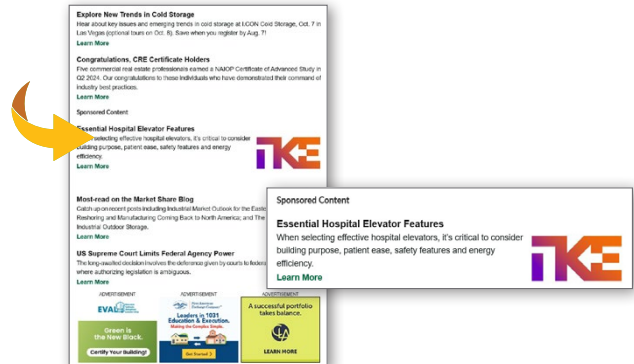
Brand-sponsored content promotes an overall topic or trend. The message should be a compelling statement and not a direct advertisement about the company. The copy is informational and not directly promotional.

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

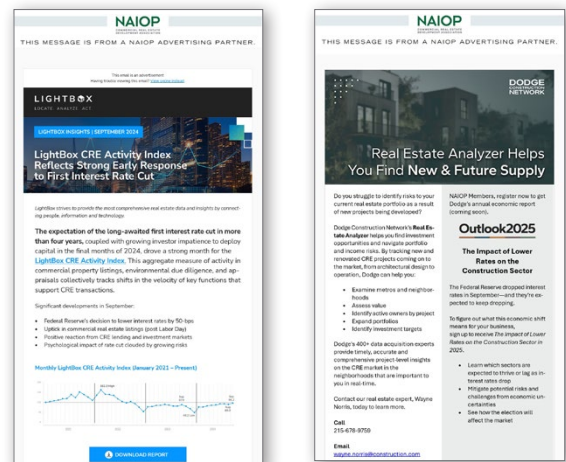
A co-branded email allows an advertiser to send a marketing message to NAIOP members via email. **The advertiser provides the text and HTML. NAIOP distributes the email to NAIOP members who have indicated they are interested in receiving this type of content.** Not all content qualifies for a co-branded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

**DISTRIBUTION:** 20,200+

**OPEN RATE:** 54% average in 2024.

**INVESTMENT:** \$6,000 per email.

*Only one co-branded email is scheduled per month.*



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stecura@naiop.org | 703-674-1409

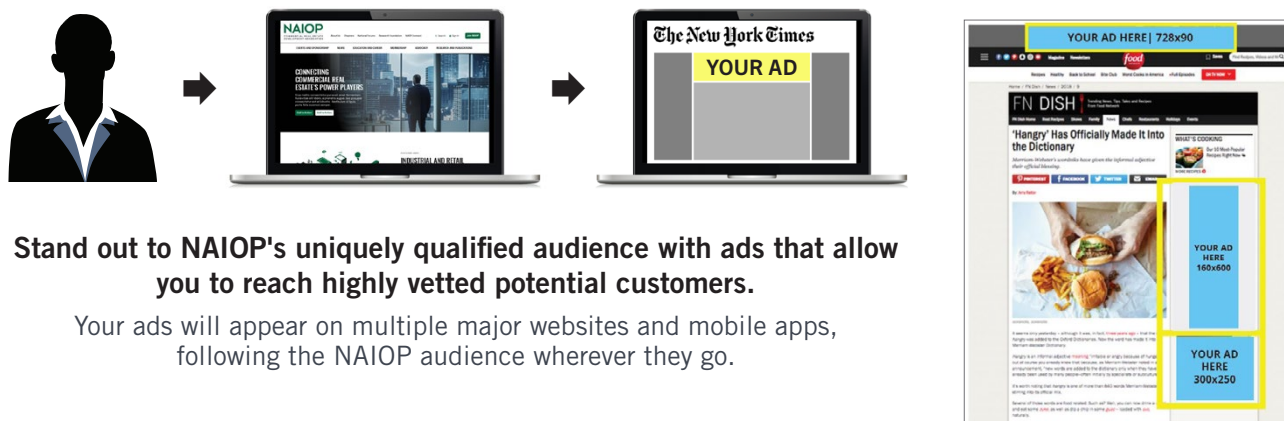
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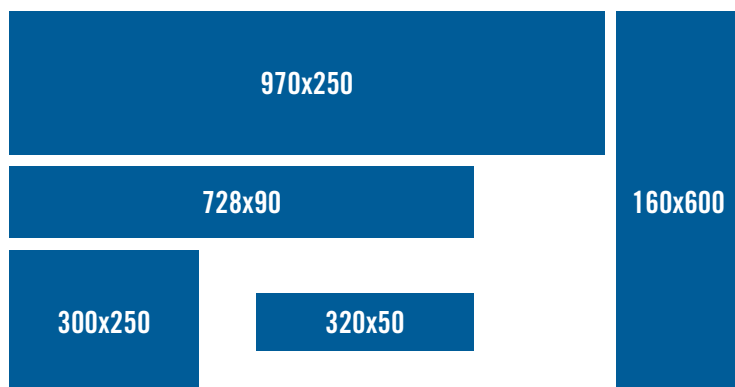
## Digital Ad Retargeting

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.



### CHOOSE YOUR PACKAGE

Package Type	Duration	Price
100,000 impressions	6 months	\$6,000
70,000 impressions	3 months	\$4,500
35,000 impressions	1 month	\$3,000



*jpg or gif static images only; no flash ads.*

### AD SIZES INCLUDE:

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

*Ad sizes in pixels.*

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## Who Advertises with NAIOP?

Over 35 companies invested in NAIOP digital advertising in 2024.

38 Lakes

American National

Bentley Systems

Biscred

Brinkmann

CDM Smith

City of Oldsmar

City of Phoenix

CLA

CoStar

Fidelity National Title Group

First American Exchange  
Company

Florida Power & Light

Forth

Graycor

Green Building Initiative

HRP Group

Issues Management

Kingspan

Link Logistics

Majestic Realty

Marcus & Millichap

Martin-Harris Construction

The McShane Companies

Northspyre

Placer.ai

PLI

RND Consultants

SoCal Gas

Stocorp

TGW Logistics

TK Elevators

Toy Storage Nation

Versico Roofing Systems

Ware Malcomb

Wilmeng Construction

Wipfli



**NAIOP advertising and sponsorship plans provide you with a unique opportunity to build your brand and influence key power players in commercial real estate.**

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