

Digital Media Opportunities

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

E-newsletter Advertising

NAIOP SOURCE WEEKLY E-NEWSLETTERS

Distribution: 26,000+ subscribers

Frequency: Twice weekly (Tuesdays and Fridays)

Open Rate: 49%

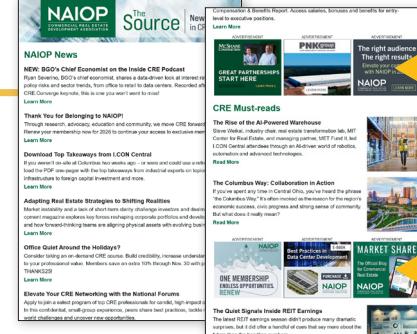
Actual Opens per Send: ~12,740 (26,000 × 49%)

Total Exposure: ~50,960 opens (4 insertions)

Investment: \$1,750 for 4 insertions

Cost per Impression: ~\$0.034 per open

Best For: Consistent brand presence, time-sensitive offers, special promotions



MARKET SHARE BLOG

Traffic: 11,800+ visitors per month

Investment: \$795 per month

Cost per Visitor: ~\$0.067

Quarterly Cost: \$2,385 (3 months)

Annual Cost: \$9,540 (12 months)

Best For: Thought leadership positioning, SEO benefits, long-term visibility



Website Advertising

NAIOP.ORG RUN OF SITE (ROS)

Monthly Metrics:

- 187,412 page views
- 72,589 unique visitors
- 2.99 pages per visit
- 59.8 seconds per visit

Geographic Distribution:

- 77.78% U.S. (56,458 visitors)
- 6.28% Canada (4,559 visitors)
- 15.94% International (11,572 visitors)

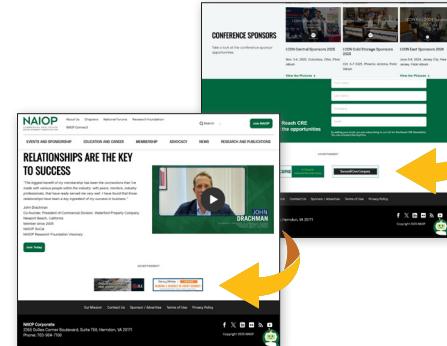
Engagement Quality: High (multiple page views, extended time on site)

Investment: \$1,500 per month

Effective CPM: \$8.00 per thousand page views

Cost per Visitor: \$0.021

Best For: Maximum reach, brand awareness campaigns, ongoing visibility, consistent presence



DEVELOPMENT MAGAZINE ONLINE

Traffic: 16,800+ visitors per month

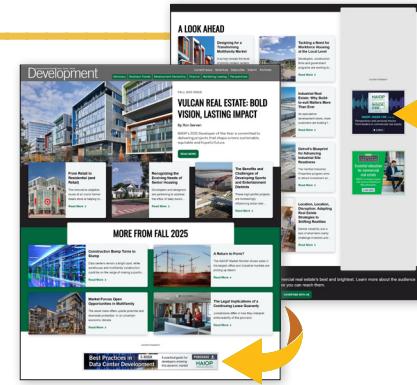
Investment: \$995 per month

Cost per Visitor: ~\$0.059

Quarterly Cost: \$2,985 (3 months)

Annual Cost: \$11,940 (12 months)

Best For: Targeting development-focused audience, premium positioning



To secure your digital advertising, contact:

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NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

Digital Media Opportunities

Branded and Sponsored Content

■ SPONSORED CONTENT

Distribution: Appears in NAIOP Source Tuesday issue

Reach: 26,000+ subscribers

Open Rate: 49% (~12,740 opens)

Availability: One spot per week

Best For: Deep-dive content, case studies, product launches, educational content, thought leadership

Pricing Options:

- Single placement: \$1,195
- 4-pack bundle: \$4,500 (\$1,125 each; 6% savings)
- 12-pack annual: \$10,500 (\$875 each; 27% savings)

Cost per Open:

- Single: \$0.094
- 4-pack: \$0.088
- Annual: \$0.069

Explore New Trends in Cold Storage
Hear about key issues and emerging trends in cold storage at ICSC Cold Storage, Oct. 7 in Las Vegas. Register today at [icsc.org](#). See when you register by Aug. 15. [Learn More](#)

Congratulations, CRE Certificate Holders
Five commercial real estate professionals earned a NAIOP Certificate of Advanced Study in CRE 2023. Congratulations to these individuals who have demonstrated their command of industry best practices. [Learn More](#)

Sponsored Content

Essential Hospital Elevator Features
When selecting effective hospital elevators, it's critical to consider building purpose, patient ease, safety features and energy efficiency. [Learn More](#)

Most Read on the Market Share Blog
Catch up on recent posts including Industrial & Retail, Manufacturing Coming Back, Industrial Outdoor Storage. [Learn More](#)

US Supreme Court Limits Federal Agency Power
The long-awaited legislation invalidates the federal agency power that was established in 2014. [Learn More](#)

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NAIOP Advertising Value Analysis

BEST OVERALL VALUE

Website Run of Site (ROS) Advertising offers the lowest cost per engagement at \$0.021 per visitor, delivering maximum reach with 72,589 unique monthly visitors and high engagement metrics (2.99 pages per visit, nearly 60 seconds on site).

BEST FOR DIRECT RESPONSE

The **NAIOP Source E-newsletter** offers excellent value at \$0.034 per open, with strong reach and frequency options in a highly engaged inbox environment.

HIGHEST ENGAGEMENT RATE

Co-branded Emails achieve 64% open rates, significantly higher than standard e-newsletter advertising, though at a premium price point.

MAXIMUM REACH

NAIOP Run of Site delivers 72,589 unique monthly visitors with high engagement (3 pages per visit, ~1 minute on site).

MOST TARGETED

Development Magazine Online provides access to a specifically development-focused audience.

WHO ADVERTISES WITH NAIOP?

30 companies invested in NAIOP digital advertising in 2025.

Alston Construction Company	MIT
Brittingham Construction & Development	City of New Bedford Newmark
City of Calgary	Pennsylvania Northeastern Railroad
Cape Coral, FL	City of Phoenix
CLA	PNK Group
Corfac	RentFlow
EarthPlanter	RMP Global
Fidelity National Title Group	Roth & Co.
Georgetown University	Salt Lake City Corporation
Graycor Construction Company	Toy Storage Nation
JLLTech	Versico Roofing Systems
Keen Summit	Williams & Williams
Lob	Willmeng Construction
LoopNet	Wipfli
McShane Construction Company	

RECOMMENDED DIGITAL MEDIA CAMPAIGNS

Budget-conscious Campaign (\$2,000-\$5,000)

- 4 NAIOP Source insertions (\$1,750)
- 1 Sponsored Content piece (\$1,195)
- Total: \$2,945
- Total Reach: ~63,700 opens/engagements

Balanced Approach (\$5,000-\$10,000)

- 8 NAIOP Source insertions (\$3,500)
- 4-pack Sponsored Content bundle (\$4,500)
- Total: \$8,000
- Total Reach: ~152,000+ combined engagements

Maximum Visibility Campaign (\$10,000-\$20,000)

- 6 months ROS advertising (\$9,000)
- 12 NAIOP Source insertions (\$5,250)
- 4-pack Sponsored Content bundle (\$4,500)
- Total: \$18,750
- Total Reach: 600,000+ impressions and engagements

Maximum Impact Campaign (\$20,000+)

- 12 months ROS advertising (\$18,000)
- Co-branded Email (\$6,000)
- 12 NAIOP Source insertions (\$5,250)
- Sponsored Content 12-pack annual (\$10,500)
- Total: \$39,750
- Total Reach: 1,500,000+ combined impressions and engagements

PACKAGE RECOMMENDATIONS BY GOAL

Brand Awareness:

- Prioritize ROS advertising for maximum reach (\$0.021/visitor)
- Combine with Source e-newsletter for inbox presence

Thought Leadership:

- Invest in Sponsored Content annual bundle (\$10,500 for 12 placements)
- Provides monthly deep-dive content opportunities
- Best cost per engagement for long-form content

Lead Generation:

- Combine Source e-newsletter with sponsored content
- High open rates (49%) drive traffic to landing pages
- Co-branded emails (64% open rate) for major campaigns

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

To secure your digital advertising, contact:

Christopher Ware
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Jim Sharifi
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