

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)

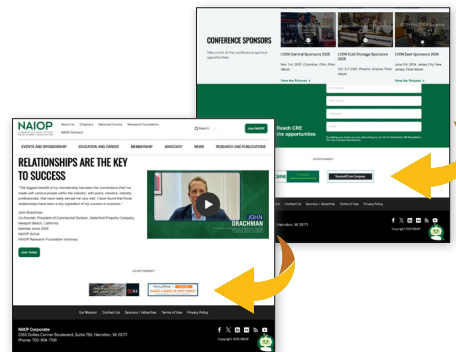
Engagement Quality: High (multiple page views, extended time on site)

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

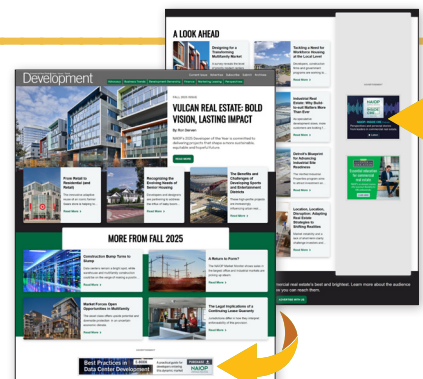
Investment: \$995 per month

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:

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

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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

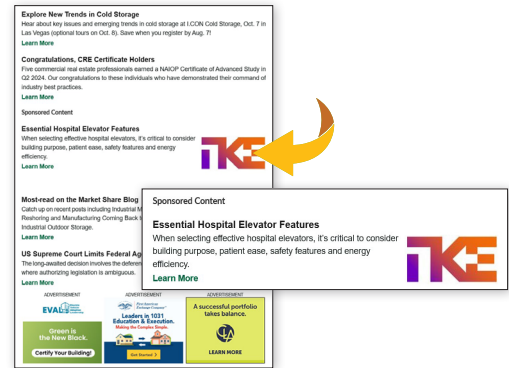
Best For: Deep-dive content, case studies, product launches, educational content, thought leadership

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



Sponsored Content Guidelines

The sponsored content section appears mid-way through the issue and is labeled “Sponsored Content.” All submissions must be pre-approved by NAIOP. Each issue may include only one sponsored content item.

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

Distribution: 20,400+ subscribers

Open Rate: 64% (2025 data)

Actual Opens: ~13,056 per send

Click Through Rate: Average for 2025 is 2.8%; as high as 6.4%

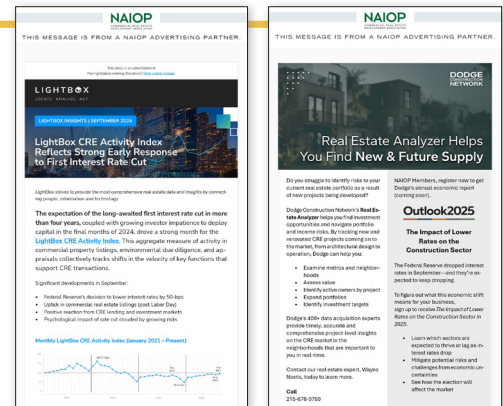
Investment: \$6,000 per email

Cost per Open: ~\$0.46

Best For: Major announcements, exclusive offers, highest engagement priority

Co-branded Email Guidelines

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. Content must be informational in nature and in line with NAIOP standards. NAIOP reserves the right to reject ineligible content.



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.

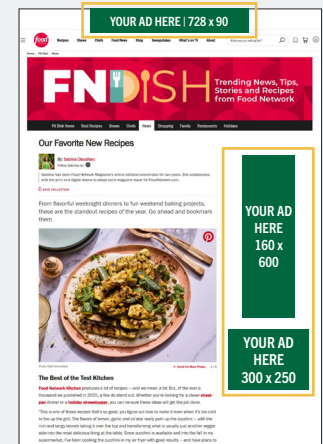
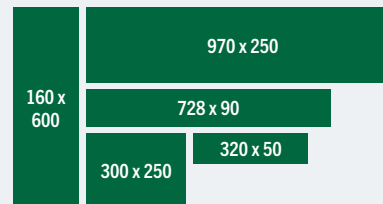
Stand out to NAIOP's uniquely qualified audience with ads that allow you to reach highly vetted potential customers. Your ads will appear on multiple major websites and mobile apps, following the NAIOP audience wherever they go. *jpg or gif static images only; no flash ads.*

CHOOSE YOUR PACKAGE

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

AD SIZES (in pixels)

Large Leaderboard	970 x 250
Leaderboard	728 x 90
Square Pop-up	300 x 250
Mobile Leaderboard	320 x 50
Wide Skyscraper	160 x 600



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

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.

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