

# 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:** 18,000+  
**OPEN RATE:** 35% average for 2022.  
**INVESTMENT:** \$1,750 for four insertions.

*Six 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 with a wide variety of perspectives.

**TRAFFIC:** 8,600 visitors per month in 2022.  
**INVESTMENT:** \$795 per month.

*Three 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](http://naiop.org).

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

*Up to 20 advertising spots are available per month. Home index page and other select pages excluded.*

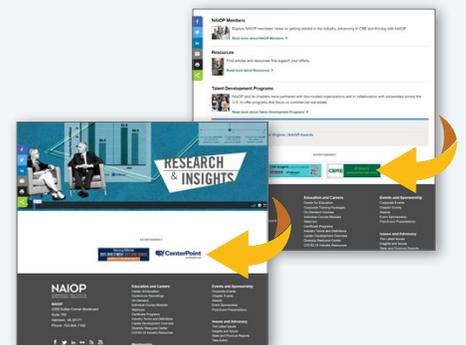
**TRAFFIC (average per month):**

- 184,780 page views.
- 43,322 unique visitors.
- 2.57 pages viewed per visit.
- 1:34 minutes spent per visit.

**DEMOGRAPHICS\*:**

- 81% of visitors from the U.S.
- 7% of visitors from Canada.
- 12% other/international.

*\*Data based on 2022 [naiop.org](http://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:** 13,000 visitors per month on average in 2022.  
**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](mailto:stecura@naiop.org) | 703-674-1409

Christopher Ware  
[ware@naiop.org](mailto:ware@naiop.org) | 703-674-1419

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DEVELOPMENT ASSOCIATION

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## Branded and Sponsored Content

### ■ SPONSORED CONTENT

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 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: 17,700+**

**OPEN RATE: 60% average for 2022.**

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

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



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stecura@naiop.org | 703-674-1409

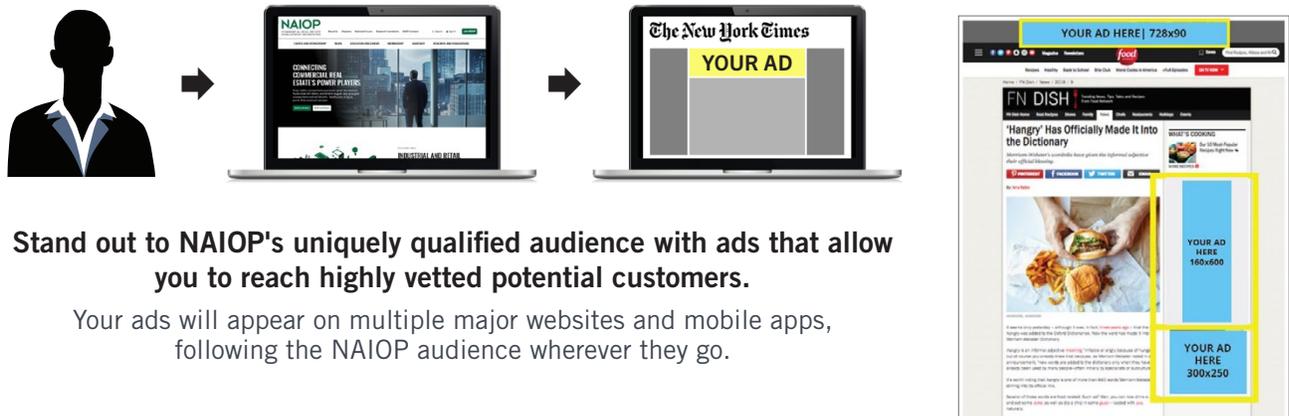
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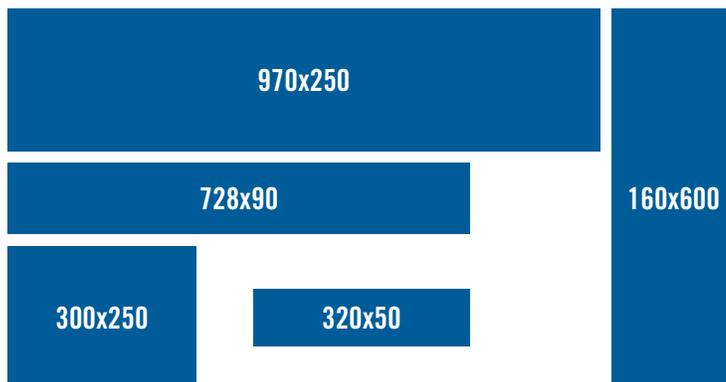
## Digital Ad Retargeting

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



jpeg 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 2022.

Alston Construction	HITT
Arizona State University	Hq0
Auburn University	Hudson Pacific Properties
Auction Marketing Partners	Johns Hopkins University
Branch Technology	Kimley-Horn
Chicago Title Insurance Company	LoopNet
City of Orlando	MEDC
Commonwealth Title Insurance Company	Menlo Engineering
CoStar	Moody's Analytics
Dalfen Industrial	Safetraces
Eisner Advisory Group LLP	SoCal Gas
Fidelity National Title Insurance Company	Stewart Title
Florida Power & Light	Suntec Concrete
Georgetown University	Ten-X
Graycor Construction	USAA Real Estate Company
GSA	Versico Roofing Systems
Heartland Brick	W.P. Carey School of Business
Hilco Redevelopment Partners	Willmeng Construction
	Woodworks



**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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