

# 2012 media planner



The CCIM Institute represents more than 15,000 elite members of the commercial real estate industry. They are *the* deal makers, game-changers, and go-to experts in their local markets, each with a national and international network of clients, professional contacts, and industry colleagues.

To reach the most influential market in commercial real estate, advertise in CCIM's flagship magazine, *Commercial Investment Real Estate*, and take advantage of additional online opportunities on CCIM.com that reach an even wider audience.

## What Is the CCIM Institute?

For more than 50 years, CCIM Institute has been building opportunities for commercial real estate through its respected education program, culminating in the coveted Certified Commercial Investment Member designation. Some quick facts:

- CCIM is the world's largest commercial real estate brokerage network
- CCIM designees earn 79% more than unaffiliated industry professionals, according to the 2009 National Association of Realtors member profile survey
- Members conduct business in 30 countries and each U.S. state, representing more than 1,000 global markets
- CCIM Institute is an affiliate of the National Association of Realtors



## Commercial Investment Real Estate magazine

Published bimonthly, *CIRE* is read nearly cover-to-cover by highly skilled, engaged commercial real estate professionals. It is also distributed at CCIM events nationwide and at industry events sponsored by ICSC, NAR, CORFAC International, Keller-Williams, NAI, and Grubb & Ellis. *CIRE*'s e-book—a digital replica of the printed magazine—and a dynamic microsite on CCIM.com offer different avenues for interaction and brand exposure.

## CCIM.com

CCIM Institute gives members access to powerful technology and networking tools, dramatically increasing their influence across the U.S. and internationally. As the gateway for these tools, CCIM.com has increased advertising opportunities.

## CCIM Insider e-newsletter

This biweekly e-newsletter will send your message straight to the inboxes of 15,000 influential deal makers in the commercial real estate industry.



Contact Rich Rosfelder at  
312.321.4507 or rrosfelder@ccim.com



# CIRE Magazine 2012 Readership Facts

## Referred clients to business services

90%

- › Financing 64%
- › Legal 60%
- › Appraisal 55%
- › Construction/design 45%
- › Title insurance 43%
- › Property management 41%
- › Accounting 34%
- › Environmental consulting 33%
- › Tax services 24%

## Readers who have taken action after seeing an ad in CIRE

96%

- › Visited a Web site 38%
- › Investigated a product or service 36%
- › Saved an ad for future reference 22%

## Involved in purchasing products for their own companies

75%

## Somewhat likely to refer to a CIRE ad when making purchasing decisions

67%

## Top Business Areas

- › Brokerage 62%
- › Investment 37%
- › Leasing 37%

## Top Property Types

- › Office 34%
- › Retail 39%
- › Land 26%
- › Industrial 24%
- › Multifamily 23%

## Financing Decision Makers

*What is your role in obtaining financing for your clients' transactions or projects?*

- › Refer capital source to client 37.5%
- › Help client determine financing needs 34.7%
- › Help client evaluate financing options 33.3%
- › Contact capital source directly 30.2%
- › Help client select financing provider 25.9%

## Readership Profile

98%

Involved in commercial real estate

19 years

Average years of experience in commercial real estate

51

Average age

70%

Owner/partner/principal, president, vice president, or broker

\$26.4M

Average total of transaction value in 2009

## Readership Habits

70%

Read every issue

63%

Spend 45 minutes or more with each issue

52%

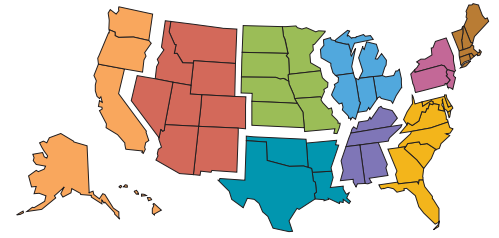
Pass each issue along to one or more people

Source: 2010 National CIRE Reader Survey

Contact Rich Rosfelder at  
312.321.4507 or  
rrosfelder@ccim.com



# CIRE Magazine 2012 Circulation



With *CIRE*, you reach the elite in commercial real estate.

Demand for the prestigious CCIM designation continues to grow, boosting *CIRE*'s circulation. In 2010, membership increased more than 30 percent over the previous year. Total reach, including pass-along readership, is more than 25,000 readers.

CCIMs are located in more than 1,000 markets across North America — more than all major real estate companies combined. CCIMs also are located in Europe and Asia.

*CIRE* magazine targets a difficult audience to reach: the leading commercial real estate professionals in more than 1,000 smaller and secondary markets. But their influence within those markets is well-known. As one member says: "If you choose to be in real estate and want to practice at a higher level, you simply have to be a CCIM. It validates you in the market."

## East North Central

1,569/11%

Illinois	554
Indiana	229
Michigan	292
Ohio	308
Wisconsin	186



## East South Central

1,055/7%

Alabama	308
Kentucky	202
Mississippi	103
Tennessee	442



## Middle Atlantic

820/5%

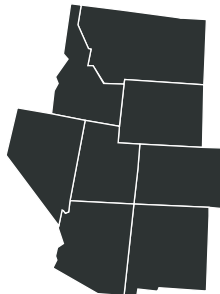
New Jersey	200
New York	330
Pennsylvania	290



## Mountain

1,371/9%

Arizona	339
Colorado	330
Idaho	98
Montana	32
Nevada	248
New Mexico	145
Utah	160
Wyoming	19



## New England

378/3%

Connecticut	113
Maine	24
Massachusetts	179
New Hampshire	41
Rhode Island	11
Vermont	10



## Pacific

2,319/16%

Alaska	40
California	1,534
Hawaii	167
Oregon	197
Washington	381



## South Atlantic

3,772/26%

Delaware	25
District of Columbia	90
Florida	1,338
Georgia	713
Maryland	187
North Carolina	640
Puerto Rico	22
South Carolina	327
Virginia	417
West Virginia	13



## West North Central

987/7%

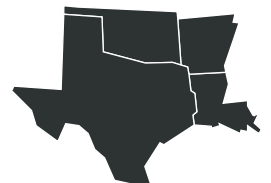
Iowa	81
Kansas	119
Minnesota	258
Missouri	319
Nebraska	62
North Dakota	31
South Dakota	17



## West South Central

2,246/15%

Arkansas	136
Louisiana	271
Oklahoma	186
Texas	1,653



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# CIRE Magazine 2012 Editorial Calendar

## January/February

Ad insertion deadline: **Dec. 6, 2011**

Submit editorial proposals by: **Sept. 1, 2011**

### COVER STORY:

2012 Market Forecast

Brokerage Niche: Inbound Foreign Investment

Corporate Real Estate: Portfolio Management

Social Media Marketing: Best Practices

Career Opportunities for Today's CRE Pros

## March/April

Ad insertion deadline: **Jan. 31, 2012**

Submit editorial proposals by: **Nov. 1, 2011**

### COVER STORY:

Investment

Brokerage Niche: Medical Office

Capital Markets: How Fed Moves Affect CRE

Ground Leases

5 Tips for Business Development

## May/June

Ad insertion deadline: **Apr. 3, 2012**

Submit editorial proposals by: **Jan. 1, 2012**

### COVER STORY:

What's Ahead for Retail?

Brokerage Niche: Student Housing

How Fair Are Today's Appraisals?

Technology: CRE's Best Apps

10 Ideas for Working with Lenders

## July/August

Ad insertion deadline: **June 5, 2012**

Submit editorial proposals by: **Mar. 1, 2012**

### COVER STORY:

Office Market Trends

Special Section: Midyear Market Analysis

Financing Update

Brokerage Niche: Seniors Housing

Strategic Planning in a Down Market

## September/October

Ad insertion deadline: **Aug. 7, 2012**

Submit editorial proposals by: **May 1, 2012**

### COVER STORY:

Industrial Seaports and Logistics Hubs

Brokerage Niche: Specialty Retailers'

Expansion Plans

Consolidation in the CRE Industry

10 Tips on Sustainability

Leasing: Today's Tenant Reps

## November/December

Ad insertion deadline: **Oct. 2, 2012**

Submit editorial proposals by: **July 1, 2012**

### COVER STORY:

Multifamily Focus

Brokerage Niche: Residential

Top Technology Tools

Capital Markets Update

International Markets

## In Every Issue

- **MARKET TRENDS:** News that real estate professionals can use  
Contact [sdrummond@ccim.com](mailto:sdrummond@ccim.com)
- **CCIM Q & A:** Deal-making strategies from the industry's most recognized experts  
Contact [jnorbut@ccim.com](mailto:jnorbut@ccim.com)
- **FINANCING FOCUS:** Practical financing strategies  
Contact [sdrummond@ccim.com](mailto:sdrummond@ccim.com)
- **LEGAL BRIEFS:** Issues affecting commercial real estate  
Contact [sdrummond@ccim.com](mailto:sdrummond@ccim.com)
- **INVESTMENT ANALYSIS:** Expert perspectives on investment and brokerage topics  
Contact [sdrummond@ccim.com](mailto:sdrummond@ccim.com)

- **TECHNOLOGY SOLUTIONS:**  
Tips for improving business with technology tools  
Contact [rrosfelder@ccim.com](mailto:rrosfelder@ccim.com)
- **REGIONAL OUTLOOK:** Local market trends  
Contact [sdrummond@ccim.com](mailto:sdrummond@ccim.com)
- **INTERNATIONAL BEAT:** A look at the global markets  
Contact [sdrummond@ccim.com](mailto:sdrummond@ccim.com)
- **BUYERS GUIDE:** Products and services that help commercial real estate pros work smarter  
Contact [dlamantia@ccim.com](mailto:dlamantia@ccim.com)
- **DEAL MAKERS:** CCIM transaction highlights  
Contact [rrosfelder@ccim.com](mailto:rrosfelder@ccim.com)

Article topics are subject to change.

## For More Information

### TO ADVERTISE:

Contact Rich Rosfelder at  
312.321.4507 or [rrosfelder@ccim.com](mailto:rrosfelder@ccim.com)

Interested in writing for *Commercial Investment Real Estate*? Send editorial proposals to Executive Editor Sara Drummond at [sdrummond@ccim.com](mailto:sdrummond@ccim.com).

*Commercial Investment Real Estate* is the award-winning magazine of the CCIM Institute, an affiliate of the National Association of Realtors. *CIRE* magazine reports on current developments and successful business strategies in commercial real estate.

Log on to [www.ccim.com/cire](http://www.ccim.com/cire) to read the current issue.

Visit [www.ccim.com](http://www.ccim.com) to find out more about the CCIM Institute and the industry's best education program.

# CIRE Magazine **2012**

## Advertising rates & specs

### UNITS

	1X	3X	6X	12X
<b>1 page</b>	\$4,900	\$4,740	\$4,580	\$4,430
<b>1/2 page</b>	\$3,680	\$3,570	\$3,470	\$3,380
<b>1/3 page</b>	\$2,128	\$2,160	\$2,090	\$2,040
<b>1/4 page</b>	\$2,240	\$1,870	\$1,820	\$1,770
<b>1/6 page</b>	\$1,580	\$1,540	\$1,500	\$1,470

### COVERS

	1X	3X	6X	12X
<b>Cover 2</b>	\$5,400	\$5,150	\$4,920	\$4,700
<b>Cover 3</b>	\$5,230	\$4,640	\$4,600	\$4,560
<b>Cover 4</b>	\$5,540	\$5,290	\$5,050	\$4,830

All rates are color.

### ADVERTISING CLOSING DATES

Issue	Space Closing	Materials Due	Mailing Date
January/February	12/6/11	12/20/11	1/12/12
March/April	1/31/12	2/14/12	3/7/12
May/June	4/3/12	4/17/12	5/8/12
July/August	6/5/12	6/19/12	7/12/12
September/October	8/7/12	8/21/12	9/12/12
November/December	10/2/12	10/16/12	11/6/12

Various digital sponsorships are also available. Contact us for details.

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rrosfelder@ccim.com



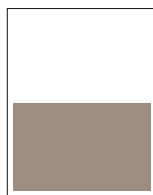
### ADVERTISING DIMENSIONS



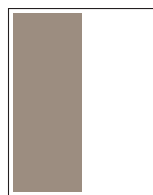
1 page



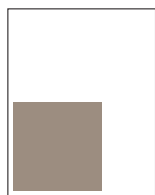
1/2 pg island  
4 7/8" x 7"



1/2 pg horizontal  
7 1/2" x 4 5/8"



1/2 pg vertical  
3 5/8" x 9 1/2"



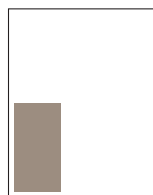
1/3 pg square  
4 7/8" x 4 5/8"



1/3 pg vertical  
2 3/8" x 9 1/2"



1/4 pg  
3 5/8" x 4 5/8"



1/6 pg vertical  
2 3/8" x 4 5/8"

### SPECIFICATIONS

Overall trim	8 1/2" x 10 3/4"
Bleed	8 3/4" x 11"
Live matter	3/8" from trim edge
Spread trim size	17" x 10 3/4"
Spread bleed size	17 1/4" x 11"
Printing method	Web offset
Binding method	Perfect bound

# 2012

## Advertising packages

### Blue Ribbon Package

- Limited to 10 companies
- Cost: \$20,800 net
- Six full-page color ads
- Guaranteed placement within the first 10 right-hand pages
- Two-month ad on CCIM.com (a \$1,300 value)
- Two-time tile ad placement in biweekly *CCIM Insider* e-newsletter (a \$1,500 value)
- One-time use of 10,000 contacts from CCIM membership list (a \$1,700 value)

### Red Ribbon Package

- Limited to 10 companies
- Cost: \$11,700 net
- Three full-page color ads
- Two-month ad on CCIM.com (a \$1,300 value)
- One-time tile ad in biweekly *CCIM Insider* e-newsletter (a \$750 value)
- One-time use of 5,000 contacts from CCIM membership list (an \$850 value)



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# CCIM.com 2012 Advertising rates & specs

As the online face of the CCIM Institute, CCIM.com is the go-to destination for commercial real estate deal makers nationwide. Where *Commercial Investment Real Estate* magazine provides not-to-be-missed industry coverage and insight in each issue, CCIM.com provides real estate professionals with the information they need — right now.

This site is rich with content and is your chance to position your brand in front of this highly valued audience.

A snapshot of what's on CCIM.com:

- New, larger ad units throughout the site
- More prominent placement for ads on the CCIM.com homepage
- Sponsorship opportunities in high-value content categories, including:
  - **NEWSCENTER**
  - **NETWORKING**
  - **EDUCATION**
- Larger ad units on the completely redesigned and dedicated area for *Commercial Investment Real Estate (CIRE)*



## Homepage

The homepage is the first stop for many site visitors and a first choice for many advertisers. Two stand-alone ad units offer high-demand sizes and positioning.

### HOMEPAGE INVENTORY AND PRICING

	1 month	3 months	6 months	12 months
<b>Homepage</b>				
300 x 250 above the fold	\$ 1,500	\$ 1,250	\$ 1,050	\$ 850
728 x 90 below the fold	\$ 1,300	\$ 1,050	\$ 850	\$ 700
<b>Homepage Discounts</b>				
<b>Homepage with a Channel</b>	<b>30%</b>			

Contact Rich Rosfelder at 312.321.4507 or [rosfelder@ccim.com](mailto:rosfelder@ccim.com)

# CCIM.com 2012 Advertising rates & specs

## Category Sponsorships

Category targeting allows you to position your ad message within specific content channels relevant to your message and audience.

CCIM.com's sponsorships include:

- Homepage ad adjacent to channel content
- Sponsorship recognition on the category landing page
- Exclusive ad placement on category landing page and on all additional category pages:
  - **CUSTOM UNIT ON HOMEPAGE**
  - **180 X 150 ON RIGHT COLUMN OF CATEGORY PAGES**
  - **300 X 250 ON LEFT SIDE BELOW THE FOLD**

## Newscenter

This is the spot for up-to-the-minute news and information relevant to the industry. Stand out with a valuable homepage unit, and with a road block on all Newscenter pages across the site.

- Homepage unit size: 234 x 60 (half banner)

## Networking

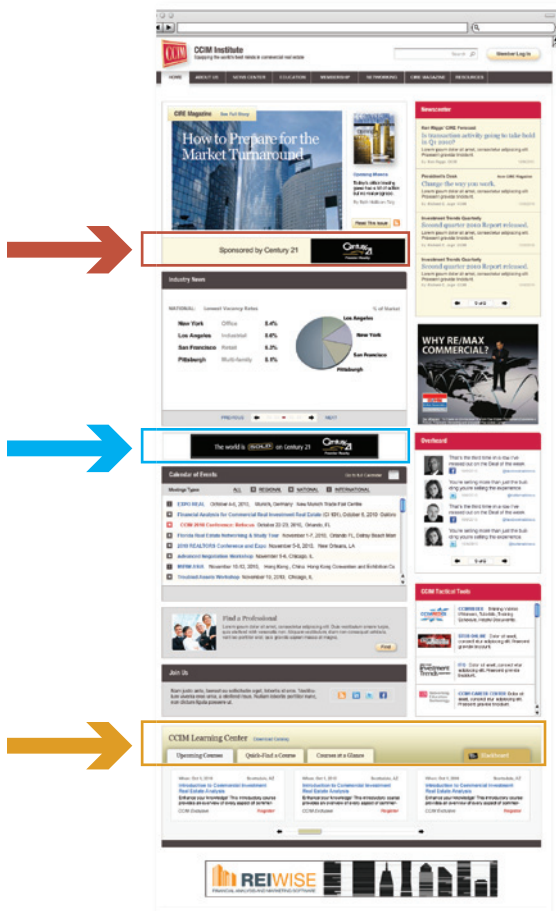
Many members cite networking opportunities as a core benefit of their overall CCIM involvement. It creates the spark for ideas and deals, and this is the online home for CCIM networking nationally.

- Homepage unit size: 468 x 60 (full banner)

## Education

For many, this is the primary reason to visit CCIM.com. As a sponsor of the education category, your ads will be in front of members and candidates as they browse classes and plan their course schedules.

- Homepage unit size: 88 x 31 (micro bar)



## CATEGORY SPONSORSHIP AD UNITS AND PRICING

Channels (includes HP unit plus 300 x 250 and 180 x 150)	1 month	3 months	6 months	12 months
<b>Newscenter</b>	N/A	\$ 3,000	\$ 2,600	\$ 2,100
<b>Networking</b>	N/A	\$ 3,000	\$ 2,600	\$ 2,100
<b>Education</b>	N/A	\$ 3,000	\$ 2,600	\$ 2,100

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# CCIM.com 2012 Advertising rates & specs

## Commercial Investment Real Estate Magazine Online

This is the dedicated online home for *Commercial Investment Real Estate (CIRE)* magazine, offering best-in-class coverage of the industry's hot topics, investment news, legal issues, new technologies, and more. The magazine's presence makes the online companion highly visible and a relied-upon resource for the CCIM audience. Choose *CIRE* for your brand message or, better yet, combine it with homepage advertising for maximum impact.

### With *CIRE* online you get:

- A selection of two 300 x 250 ad units on all *CIRE* pages, including the main *CIRE* landing page
- First-come, first-served opportunity to select your position
- The chance to reduce your *CIRE* costs by 30% when you combine your buy with one CCIM.com homepage ad unit



<b>CIRE (ALL PAGES)</b>	<b>1 month</b>	<b>3 months</b>	<b>6 months</b>	<b>12 months</b>
<b>300 x 250 top position</b>	\$ 1,200	\$ 1,000	\$ 850	\$ 700
<b>300 x 250 lower position</b>	\$ 1,050	\$ 850	\$ 700	\$ 575

CIRE Discounts  
When purchased w/Homepage unit **30%**

e-newsletter  
& e-book

# 2012

## Advertising rates & specs

### CCIM Insider e-newsletter

The CCIM Institute's biweekly e-newsletter, *CCIM Insider*, provides CCIMs with the intelligence and tools they need to streamline their businesses. With a circulation of approximately 15,000, *CCIM Insider* provides CCIM designees and candidates with timely information about CCIM events, programs, benefits, and services, as well as updates on important commercial real estate industry news and events.

*CCIM Insider* provides a proactive opportunity to send your message straight to the inboxes of the elite members of the CCIM Institute on a biweekly basis.

CCIM INSIDER BIWEEKLY E-NEWSLETTER				
	1 month	2 months	3 months	4 months
120 x 60 top position	\$ 1,500	\$ 1,400	\$ 1,300	\$ 1,200
300 x 250 lower position	\$ 2,000	\$ 1,900	\$ 1,800	\$ 1,700



### Commercial Investment Real Estate e-book

The magazine's digital edition e-book is available for an exclusive sponsorship at the rate of \$2,500 per edition. This would consist of a 180 x 90 ad on the e-mail announcing the e-book, as well as a 300 x 250 ad opposite the front cover of the digital edition.



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# CCIM.com 2012

## Advertising rates & specs

### Single Ad Formats

Standard ad file types: GIF, JPG, PNG

- File size not to exceed 40K
- Animated GIF permissible, animation length not to exceed 15 seconds
- URL must be included

### Rich Media (Flash) ad file types: SWF

- File size not to exceed 40K
- Run length not to exceed 15 seconds
- Must be compiled with Actionscript 2 (AS2)
- Click tracking may be accomplished either with hardcoded URLs or clickTAG
- One clickTAG per file: multiple URLs must be hardcoded
- Must provide URL for clickTAG
- clickTAG format:  
on (release) {  
    getURL(clickTAG, "\_blank");

### ClickTAG Tutorial can be found at [http://www.openx.org/docs/tutorials/ Using+Flash+with+OpenX](http://www.openx.org/docs/tutorials/Using+Flash+with+OpenX)

- Source FLA files, destination URL, and all components (fonts, etc.) should be packaged with ad
- No expanding or floating ads

### Newscenter Channel = Sold as a Package

- Homepage = 234 x 60
- Newscenter pages = 300 x 250 (left side bar after selector) and 180 x 150 (on the right after the first pod)

### Networking Channel = Sold as a Package

- Homepage = 468 x 60
- Networking pages = 300 x 250 (left side bar after selector) and 180 x 150 (on the right after the first pod)

### Education Channel = Sold as a Package

- Homepage = 86 x 31
- Education pages = 300 x 250 (left side bar after selector) and 180 x 150 (on the right after the first pod)

### Homepage Big Box ad = 300 x 250

### Homepage Leader Board ad = 728 x 90

*CIRE* 1 = 300 x 250 (above the fold, on the right)

*CIRE* 2 = 300 x 250 (below the fold, on the left on the magazine and issue page, on the right after All *CIRE* topics on the story page)

