



2015 Industry Partner Program

Handpick the promotional platforms and resources that are **right for your organization.**



Networking.

A black speech bubble with a white border, containing the word "Networking." in white, sans-serif font. The bubble is positioned above a stylized cityscape.

Media.

An orange speech bubble with a white border, containing the word "Media." in white, sans-serif font. The bubble is positioned above a stylized cityscape.

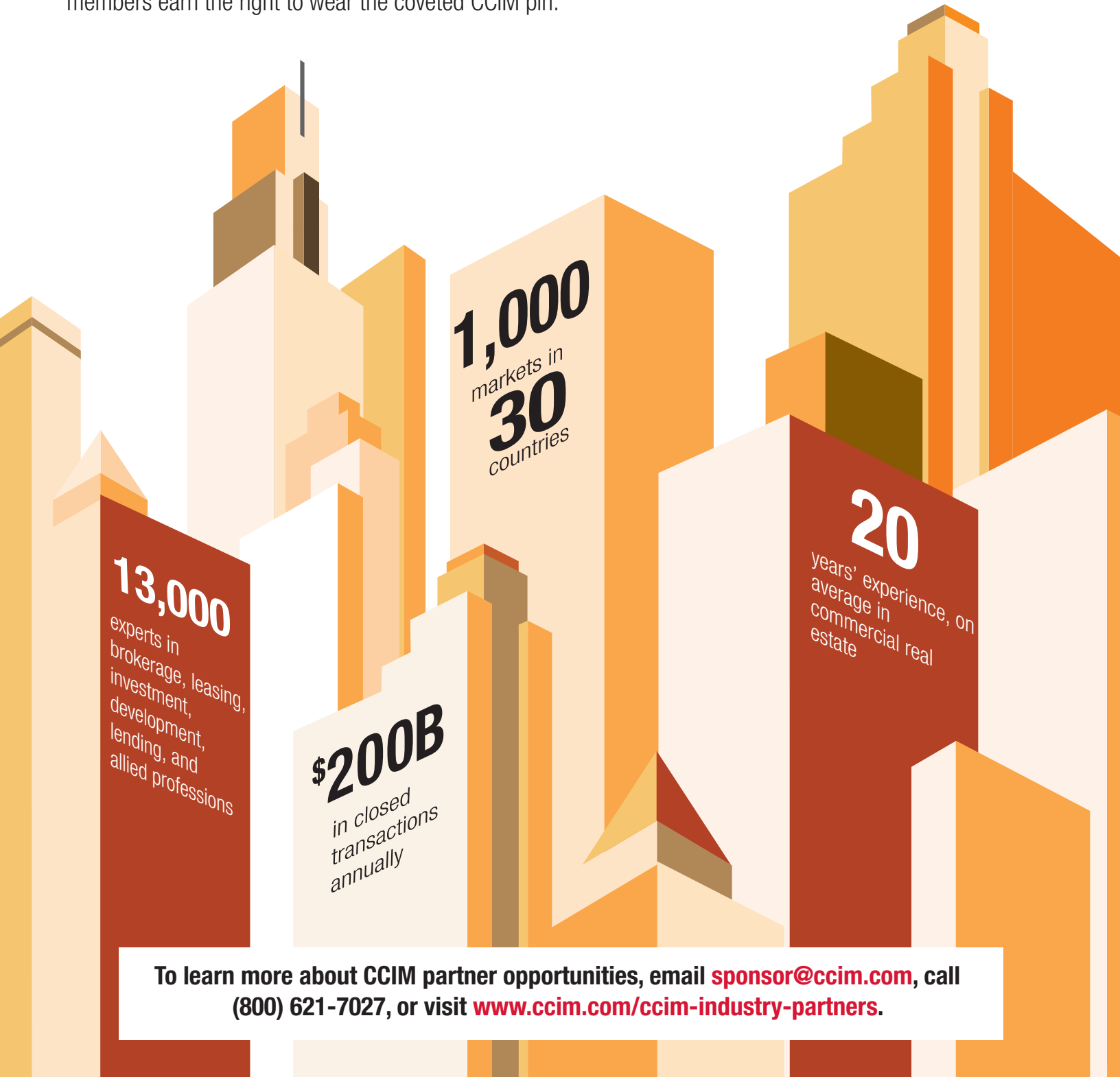
Education.

A dark red speech bubble with a white border, containing the word "Education." in white, sans-serif font. The bubble is positioned above a stylized cityscape.

You're Focused on Commercial Real Estate. So Are We.

To connect with an audience committed to commercial real estate, connect with the CCIM Institute.

CCIM Institute is the premier provider of commercial real estate education and the industry's best-known and most highly respected membership organization. Its members hold or are earning the Certified Commercial Investment Member (CCIM) designation. Only after completing a rigorous program of 160 hours of case-study-driven education, submitting a portfolio of qualifying experience, and passing a comprehensive exam do members earn the right to wear the coveted CCIM pin.



To learn more about CCIM partner opportunities, email sponsor@ccim.com, call (800) 621-7027, or visit www.ccim.com/ccim-industry-partners.

Networking

Connect with the CCIM member audience in person at all of these events!

Midyear Governance Meetings

March 22-25, Fairmont Chicago

Attendance: 400-450

- Institute Briefing Breakfast Sponsorship: \$5,000 (includes podium time)
- New Designee Reception Sponsorship: \$5,000 (includes podium time)
- Networking Lounge Refreshment Break Sponsorship: \$2,500
- Women of CCIM Reception Sponsorship: \$1,000
- New Member Reception Sponsorship: \$1,000
- Charging Station, Exclusive Sponsorship: \$2,500
- Lanyards, Exclusive Sponsorship: \$1,000

All sponsorships include recognition on signage and the CCIM Institute website. In addition, all sponsors will receive one pre- or post-event attendee list for one-time use.

Design your own.

Customize sponsorships to meet your organization's goals and budget.

Leadership Summit and Chapter Officer Training

August 10-11, Fairmont Chicago

Attendance: 200-250

- Breakfast Sponsorship: \$5,000 (includes podium time)
- Refreshment Break Sponsorship: \$2,500
- Charging Station, Exclusive Sponsorship: \$2,500
- Lanyards, Exclusive Sponsorship: \$1,000

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Networking

Fall Governance Meetings

Oct. 26-30, Hyatt Regency Austin

Attendance: 400-450

- 2016 Officers Installation Sponsorship: \$5,000 (6 comp registrations)
- Institute Briefing Breakfast Sponsorship: \$5,000 (includes podium time)
- New Designee Reception Sponsorship: \$5,000 (includes podium time)
- Networking Lounge Refreshment Break Sponsorship: \$2,500
- Charging Station, Exclusive Sponsorship: \$2,500
- Women of CCIM Reception Sponsorship: \$1,000
- New Member Reception Sponsorship: \$1,000
- Lanyards, Exclusive Sponsorship: \$1,000

Design your own.

Customize sponsorships to meet your organization's goals and budget.

All sponsorships include recognition on signage and the CCIM Institute website. In addition, all sponsors will receive one pre- or post-event attendee list for one-time use.

CCIM Thrive 2015 Fall Conference

Oct. 27-28, Hyatt Regency Austin

Media Partner: GlobeSt.com

Attendance: 400

- Exhibit Table: \$2,500 (2 comp registrations)
- Session Sponsorship: \$2,500 (2 comp registrations; program recognition)
- Education Session Sponsorship: \$5,000 (2 available; includes podium time)
- Networking Lunch Sponsorship: \$5,000 (1 available; includes podium time)
- Networking Breakfast Sponsorship: \$3,500 (3 comp registrations)
- Charging Station, Exclusive Sponsorship: \$3,500 (3 comp registrations)
- Lanyards, Exclusive Sponsorship: \$1,000
- Conference App Sponsorship: \$6,000 (3 comp registrations)
- Conference Wi-Fi Sponsorship: \$8,000 (3 comp registrations)
- One custom e-blast to attendees (included with \$5,000+ package)

All sponsorships include recognition in CCIM pre-event emails and Real Estate Forum magazine advertisements, on signage, and on the CCIM Institute website and GlobeSt.com. Pre-event emails and ads reach 100,000 commercial real estate executives.

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Media

Reach the entire CCIM member audience on a regular basis through numerous media opportunities. To connect with the leaders in commercial investment real estate, advertise in **Commercial Investment Real Estate** magazine, the flagship publication of the CCIM Institute. Reach a wider audience devoted to commercial real estate through additional advertising on **CCIM.com** and in **CCIM member e-publications**.

Media Packages

These exclusive packages combine print, web, and e-publication exposure along with one-time membership list usage.

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 \$3,000 value)
- Two-time tile ad placement in biweekly CCIM Insider e-newsletter (a \$2,000 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
- One-month ad on CCIM.com (a \$1,500 value)
- One-time tile ad in biweekly CCIM Insider e-newsletter (a \$1,000 value)
- One-time use of 5,000 contacts from CCIM membership list (an \$850 value)

Individual Media Opportunities

A devoted readership exclusively involved in commercial real estate makes **CIRE** magazine the top choice for brand exposure by CRE businesses and services.

CIRE Print Advertising Rates

| UNITS | 1X | 3X | 6X | 12X |
|----------|---------|---------|---------|---------|
| 1 page | \$4,900 | \$4,740 | \$4,580 | \$4,430 |
| 1/2 page | \$3,680 | \$3,570 | \$3,470 | \$3,380 |
| 1/3 page | \$2,760 | \$2,160 | \$2,090 | \$2,040 |
| 1/4 page | \$2,240 | \$1,870 | \$1,820 | \$1,770 |
| 1/6 page | \$1,580 | \$1,540 | \$1,500 | \$1,470 |

| COVERS | 1X | 3X | 6X | 12X |
|---------|---------|---------|---------|---------|
| Cover 2 | \$5,400 | \$5,150 | \$4,920 | \$4,700 |
| Cover 3 | \$5,230 | \$4,640 | \$4,600 | \$4,560 |
| Cover 4 | \$5,540 | \$5,290 | \$5,050 | \$4,830 |

All rates are color/net.

To create a customized media package to meet your specific needs, contact Scott Rickles at (770) 664-4567 or srickles@aol.com or Dan Tomkiewicz at (770) 640-1681 or dtomkiewicz@earthlink.net.

Media

Digital Advertising

Gain exposure and align your organization with the respected CCIM brand through web and email opportunities.

CCIM.com Homepage

CCIM.com is the go-to destination for commercial real estate deal makers nationwide. The homepage is the first stop for many site visitors and a first choice for many advertisers.

| | 1 month | 3 months | 6 months | 12 months |
|-----------|----------|----------|----------|-----------|
| 300 x 250 | \$ 1,500 | \$ 1,250 | \$ 1,050 | \$ 850 |
| 728 x 90 | \$ 1,300 | \$ 1,050 | \$ 850 | \$ 700 |

Category Sponsorships

Exclusive ad placement on CCIM.com's Newscenter, Networking, or Education category landing pages and on all additional category pages provides the widest coverage across the CCIM.com web site.

- Custom unit on homepage
- 180 x 150 on right column of category pages
- 300 x 250 on left side below the fold of category pages

| All Channels | 3 months | 6 months | 12 months |
|--------------|----------|----------|-----------|
| | \$ 3,000 | \$ 2,600 | \$ 2,100 |

CCIM.com/CIRE

The online home for *Commercial Investment Real Estate* magazine attracts a wide CRE audience.

| 300 x 250 | 1 month | 3 months | 6 months | 12 months |
|----------------|---------|----------|----------|-----------|
| Top position | \$1,200 | \$ 1,000 | \$850 | \$ 700 |
| Lower position | \$1,050 | \$ 850 | \$ 700 | \$ 575 |

CCIM Insider E-newsletter

CCIM Insider, the CCIM Institute's member e-newsletter, sends your message straight to the inboxes of the 13,000 elite members of the CCIM Institute twice per month.

| Position | 1 month | 2 months | 3 months | 4 months |
|----------------------------|----------|----------|----------|----------|
| 728 x 90 Top banner | \$ 2,500 | \$ 2,400 | \$ 2,300 | \$ 2,200 |
| 180 x 150 Top rectangle | \$ 2,000 | \$ 1,900 | \$ 1,800 | \$ 1,700 |
| 728 x 90 Lower banner | \$ 1,200 | \$ 1,100 | \$ 1,000 | \$ 900 |

For ad specs and more information, download the CCIM media planner at <http://www.ccim.com/cire-magazine/advertising-information>.

To create a customized media package to meet your specific needs, contact Scott Rickles at (770) 664-4567 or srickles@aol.com or Dan Tomkiewicz at (770) 640-1681 or dtomkiewicz@earthlink.net.

Education

CCIM Institute's real-world education helps commercial real estate professionals minimize risk, boost credibility, and make informed decisions.

Choose from topics including financial analysis, negotiations, and more.

- Customized training
- CCIM Instructors with real-world experience
- Choose delivery methods that suit your needs
- Preferred partner pricing

Education packages start at \$5,000. They can be customized to meet your goals and budget.

Select webinars are also available à la carte. Contact us for pricing and availability.

Continuing Education

Some courses require advanced approval to qualify for CE.

A stylized city skyline graphic at the bottom of the page, featuring various buildings in shades of orange, red, and grey.

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Sponsorship Levels

Your total spend across Networking, Media, and Education will determine your sponsorship level, which will be reflected on websites, e-blasts, programs, and more.

- Chairman: \$50,000
- President: \$25,000
- Director: \$15,000
- Executive: \$5,000

Past Industry Partners

- A10 Capital
- Appraisal Institute
- Auburn University
- Bolour Associates
- Catylist
- Coldwell Banker Commercial
- Colliers International
- Commercial Building Inspectors Network
- CORFAC International
- Esri
- First Industrial Realty Trust
- GE Capital
- The General Services Administration
- Granite
- IREM
- KW Commercial
- Lee & Associates
- Lone Oak Fund
- Marcus & Millichap
- NAI Global
- National Association of Realtors Commercial
- PNC Bank
- PricewaterhouseCoopers
- Prospect Now
- Prudential Real Estate Investors
- RCS Capital
- Realty Mogul
- RE/MAX Commercial
- Silver Portal Capital
- SIOR
- Sperry Van Ness
- Stan Johnson Co.
- STDB
- Transwestern
- Trowbridge Taylor Sidoti
- The U.S. Navy
- Walmart Realty
- Xceligent



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CCIM Institute Industry Partnership Agreement

COMPANY INFORMATION (as it will appear on the website and mobile app):

Company Name: _____ Website: _____
Street Address: _____ Phone: _____
City: _____ State/Prov/Zip: _____

MAIN CONTACT: _____ Phone: _____
Email: _____

NETWORKING

| Event | Item | Fee |
|-------|------|-----|
|-------|------|-----|

| MEDIA | Blue Ribbon Package | Red Ribbon Package |
|-------------|---------------------|--------------------|
| Publication | Frequency/Placement | Fee |

EDUCATION

All information above is accurate to the best of my knowledge.

Name: _____ Title: _____

Signature: _____

Please indicate method of payment.

MasterCard Visa American Express Invoice

Credit Card Number: _____ Expiration Date: _____

Total Amount: _____ Signature: _____



Check payments should be mailed to CCIM Institute, 430 North Michigan Ave, Chicago, IL 60611-4092.
Email credit card payments to Kathryn Rund at krund@ccim.com.