



Industry Partnerships, Event Partnerships, and Advertising Prospectus

Education. Network. Technology.

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession



About The CCIM Institute

Elevating our members to the highest level of success through education, technology, and networking.

Since 1967, The CCIM Institute has been the established leader in education, technology, and networking resources. We are a member-driven community, helping more than 13,000 commercial real estate professionals with the finest education and tools. The CCIM Institute's global members span more than 30 countries around the world with the largest international Chapter memberships are in South Korea and Canada.

CCIM Membership

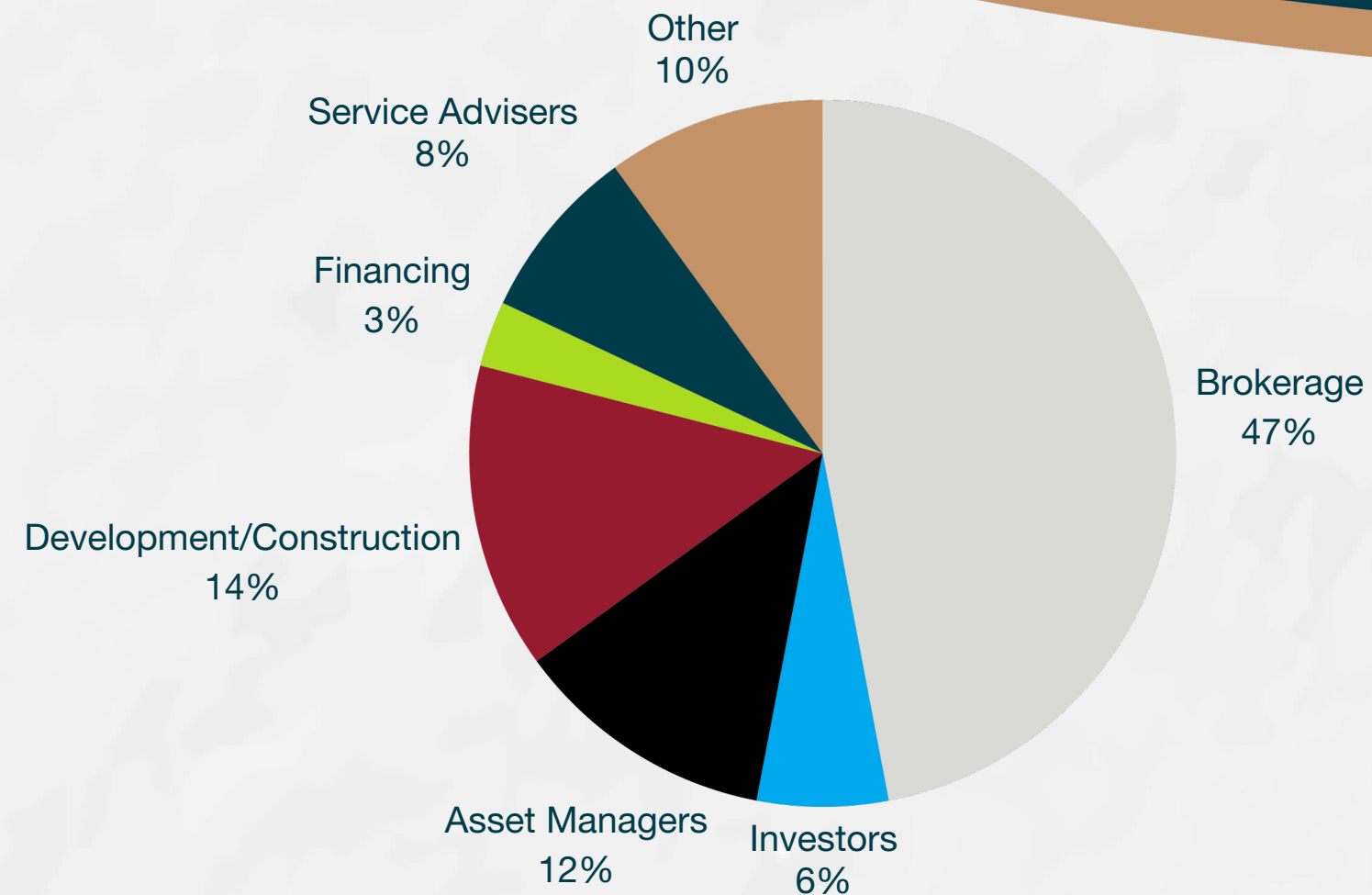
81%

OF MEMBERS
possess a graduate or
undergraduate degrees

20 Years

AVERAGE EXPERIENCE

commercial real estate
from members of
The CCIM Institute



47% of The CCIM Institute's members are brokers. The remaining 53% includes investors, developers, consultants, property managers, tenant reps, corporate real estate executives, landlord representatives, appraisers, lenders/bankers, and others.



Global Partnership

\$50,000 Commitment
Only 3 Available

As the Global Partner, your brand will gain prominent exposure through CCIM's events, publications, digital platforms, and educational programs, placing you directly in front of key decision-makers and stakeholders. This partnership positions your company as a leading authority in the commercial real estate industry.

You'll have the opportunity to create tailored communications that resonate with our members throughout the year, allowing you to highlight the topics and insights most relevant to them. Additionally, you'll have the chance to engage with CCIM leadership at both in-person and virtual events throughout the year, maximizing your networking opportunities.

The total value of this package exceeds \$95,000.

Company logo on ccim.com homepage for one (1) year	\$25,000.00
Recognition in Quarterly President Video	\$6,000.00
One (1) email to membership announcing partnership	\$4,500.00
Quarterly Sponsored Blog Post	\$20,000.00
One Speaker on Member Webinar Series	\$6,000.00
One (1) social media campaign to compliment the Member Webinar Participation	\$4,000.00
Spring & Fall Forums Pinning Ceremony Sponsor	\$20,000.00
Spring & Fall Forums Complimentary Attendance for Two	\$5,000.00
Fall Forum President Ball Sponsorship	\$5,000.00

Visionary Partnership

\$25,000 Commitment

Only 4 Available

As a Visionary Partner, you set the example and show your dedication to the industry and its future, demonstrating your role as a key partner in shaping the success of its professionals. Partnering with CCIM positions your company as a partner in fostering industry education and growth. We will align your brand with knowledge, leadership and continuous improvement in the field.

Whether through event sponsorship, digital marketing, or speaking opportunities, your business can showcase its expertise and services directly to our global membership.

The total value of this package exceeds \$45,000.

Company logo on ccim.com homepage for one (1) year	\$25,000.00
Recognition in Quarterly President Email	\$4,500.00
One (1) email to membership announcing partnership	\$4,500.00
Two (2) Sponsored Emails per year	\$9,000.00
Middle Square Ad in CCIM Insider Three (3) Months	\$800.00
Spring & Fall Forums Sponsorship of the Partner's Choice	\$3,000.00
Spring & Fall Forums Complimentary Attendance for Two	\$5,000.00
Fall Forum President Ball Sponsorship	\$3,000.00

Industry Partnership

\$10,000 Commitment

Multi-family, Office, Industrial, Retail, Hotel & Hospitality, Land, Mixed-Use, Special Purpose, Self-Storage, Life Sciences, Financial, Insurance, Title Companies and Media

As a CCIM Industry Partner for your specific sector, you will have a unique, year-long opportunity to distinguish your brand from competitors. With access to our global membership base, you can elevate your presence in the commercial real estate industry through targeted sponsorship opportunities.

CCIM provides you with a platform to showcase your brand, engage with influential leaders, and connect with our members through custom advertising and premier event sponsorships.

The total value of this package exceeds \$30,000.

Company logo on ccim.com homepage for one (1) year	\$25,000.00
One (1) email to membership announcing partnership	\$4,500.00
Curated Content Select two blog posts or one member webinar	\$5,000.00 - 8,000.00
Lower Banner Ad in CCIM Insider Three (3) Months	\$500.00

Industry Partnership Opportunities

Deal Maker Award and Event Partner

As the presenting partner of the prestigious Deal Maker Award, your company demonstrates a strong commitment to The CCIM Institute's mission and vision of advancing education in the commercial real estate industry. By sponsoring this program, you align your brand with the highest standards of expertise and professionalism that CCIM represents.

CCIM Designees earn 42% more than their peers, solidifying their position as leaders in the field. In 2025, we introduced the Deal Maker program in collaboration with our 59 chapters. This initiative will highlight our members' outstanding deal-making achievements across the globe.

The program will culminate in an exclusive gathering of quarterly Deal Makers at the October 2026 Fall Forum in Los Angeles, California. At this event, we will unveil the Top 10 Deal Makers of the Year, celebrating their excellence in real estate transactions.

As the industry exclusive sponsor, your brand will be front and center throughout this journey—featured prominently on our website, in emails, and across social media. Each quarterly Deal Maker will recognize you as not only a supporter of their success but as a champion of the entire commercial real estate industry.

Event Partnership Opportunities



Event Partnership Opportunities

Spring & Fall Forums

The CCIM Institute annually hosts two global membership Forums focused on dealmaking, education, and technology, bringing together 500–750 CCIM candidates and Designees from around the world. These events attract industry leaders, innovators, and decision-makers who are shaping the future of the commercial real estate market. Each Forum concludes with the CCIM Pinning Ceremony, where new Designees who have passed the exam are officially awarded their CCIM pin.

By becoming a partner, your brand gains direct exposure to hundreds of top-performing professionals through high-visibility marketing, relationship-building opportunities, and exclusive access to key events that define the CCIM member experience.

[Click here for taste of what to expect in 2026](#)

Please reach out to Kirsten Timmer, Manager of Strategic Partnerships, at ktimmer@ccim.com for partnership opportunities.

Advertising | Connect with Members



CCIM Podcast Underwriting

Launched in 2020, the CCIM Connections podcast is the perfect companion to our quarterly digital magazine. Listeners hear intimate conversations with industry leaders, where they **share their expertise and experience** on the latest trends in CRE.

This exclusive branding opportunity provides omni-channel recognition with one podcast adapted into a column in each issue of the online magazine.

Email and social media promotion provides exposure to the full audience of over 45,000 commercial real estate professionals.

2 - 2.5K **AVERAGE LISTENERS**
per podcast

**CCIM
CONNECTIONS
PODCAST**

THE CCIM INSTITUTE

CCIM Podcast Underwriting

As the official underwriter of the CCIM Connections podcast, you'll receive:

- One (1) :15 - :30s Pre-roll advertisement
- Acknowledgement at the beginning of all podcasts along with a quick tagline
- Logo recognition on both the podcast landing page and in digital print on the podcast column
- Recognition whenever the podcast is promoted (i.e., social media, CCIM Insider e-newsletter, etc.)
 - Minimum one (1) social post and one (1) e-newsletter inclusion per podcast episode

*Minimum one year commitment (four episodes).

Please contact Kirsten Timmer, Manager of Strategic Partnerships, at ktimmer@ccim.com for availability and pricing.

CCIM.COM Advertising

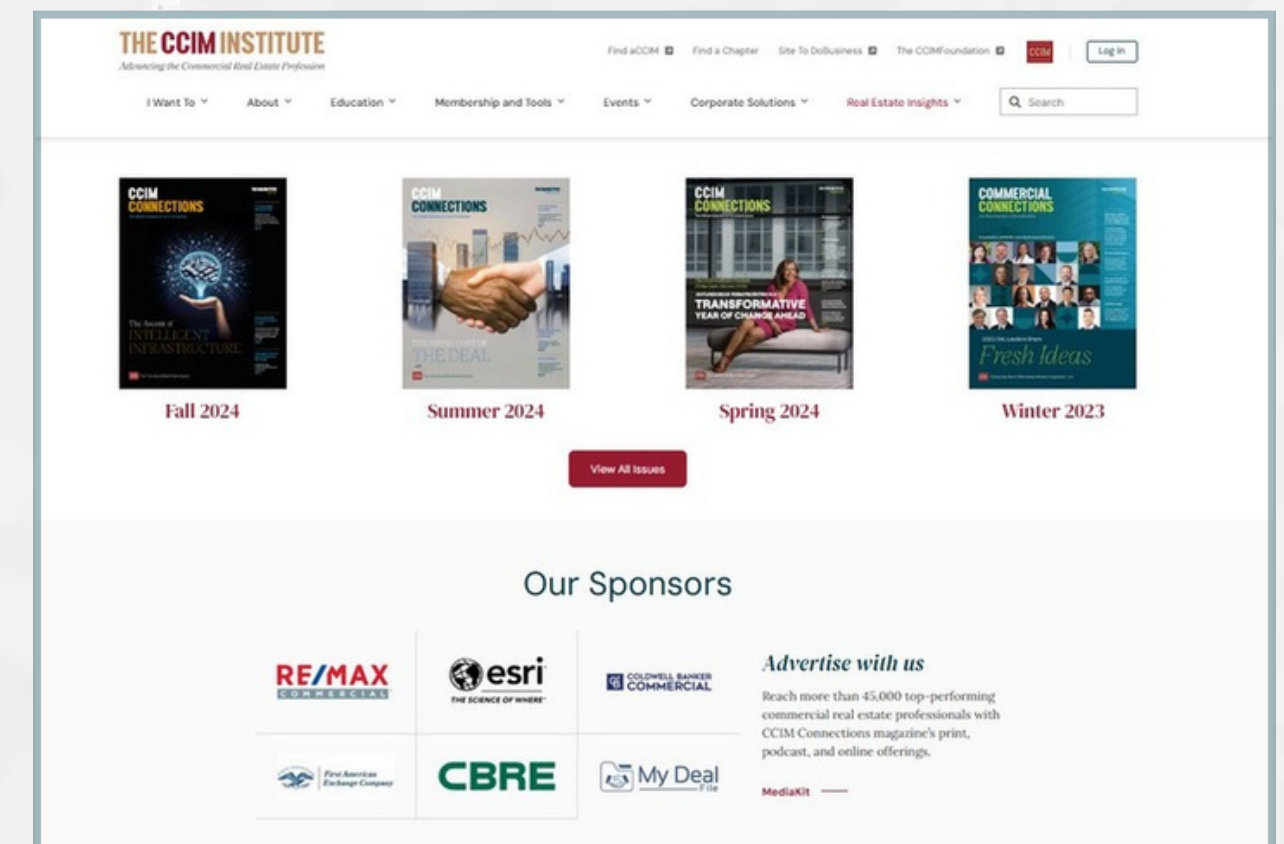
The **Commercial Connections** section on CCIM.com is the go-to destination for commercial real estate professionals worldwide with nearly 400,000 pageviews each year.

This section is rich with content from all present and past issues of the Commercial Connections magazine, our newsletters, blog posts, along with web exclusives.

400,000+ PAGEVIEWS ANNUALLY

70,000 AVG. PAGEVIEWS PER MONTH

62% AVG. ENGAGEMENT RATE



CCIM.COM Advertising

Two ads are available for run-of-site on the Commercial Connections magazine section on CCIM.com, including the CIRE podcast landing page.

Ad placement Rate Specs:

Ad Placement	Rate	Specs
Top Position	\$4,000/mo	300px x 250px
Second Position	\$3,800/mo	300px x 250px
Skyscraper Ad	\$2,750/mo	160px x 600px

Ad Spec Requirements:

- Acceptable files: JPG, PNG, GIF
 - Max file size: 40KB
- Animated GIFs must not exceed :15s
 - Animated GIFs are not compatible in CCIM Insider
- Click-through URL should be provided as a UTM or other tracking URL*

*Note: Ad analytics are not provided by The CCIM Institute for digital ad placements. It is the responsibility of the advertiser to create a tracking URL to analyze their ad metrics.

CCIM E-Newsletter

Target the CCIM membership

Advertise or create custom content to connect with the CCIM member. Every month, we publish an e-newsletter to update our membership on industry trends, CCIM news, the top deals of the month, chapter news, and local and global events.

Ad Placement	Rate	Specs
Top Banner	\$500/mo	600px x 100px
Middle Square	\$300/mo	300px x 300px
Lower Banner	\$200/mo	600px x 100px

9,233 RECIPIENTS

51% AVERAGE OPEN RATE

1.5 CLICKS PER BANNER AD



OPTIMIZE YOUR REAL ESTATE MARKETING STRATEGY
Simplify your marketing efforts with our all-in-one platform. Effortlessly create stunning websites for your listings, manage leads with ease, and securely share files.
[LEARN MORE](#)

**Insider**

Home | Courses | Chapters | Magazine

Member News and Information from The CCIM Institute

June 2024



Commercial Real Estate Loan Start to Finish
Dates: July 22 & 24, 2024
Time: 1 pm – 2:30 pm CT
Instructor: Tracy Ayers, CCIM

New Course! Commercial Real Estate Loan Essentials
From Market Impact to Closing, All You Need to Know

Participants will develop expertise in identifying commercial loan nuances, understanding loan types, and discerning appropriate loan applications. Tailored for professionals and individuals seeking insight into borrowing transactions and the real estate lending process, this course covers the influence of national market conditions and key components of loan applications, from lender qualifications to term negotiations.

This Course Will Teach You To:

- Identify commercial real estate loan characteristics, types, and applicable instances.
- Explore the impact of market conditions on lending.
- Recognize key components of the loan application process, including timing, lender qualifications, broker collaboration, and negotiable terms.
- Identify underwriting formulas, loan term determination, and risk mitigation strategies.
- Recognize opportunities for added value during the closing process, including post-closing obligations.

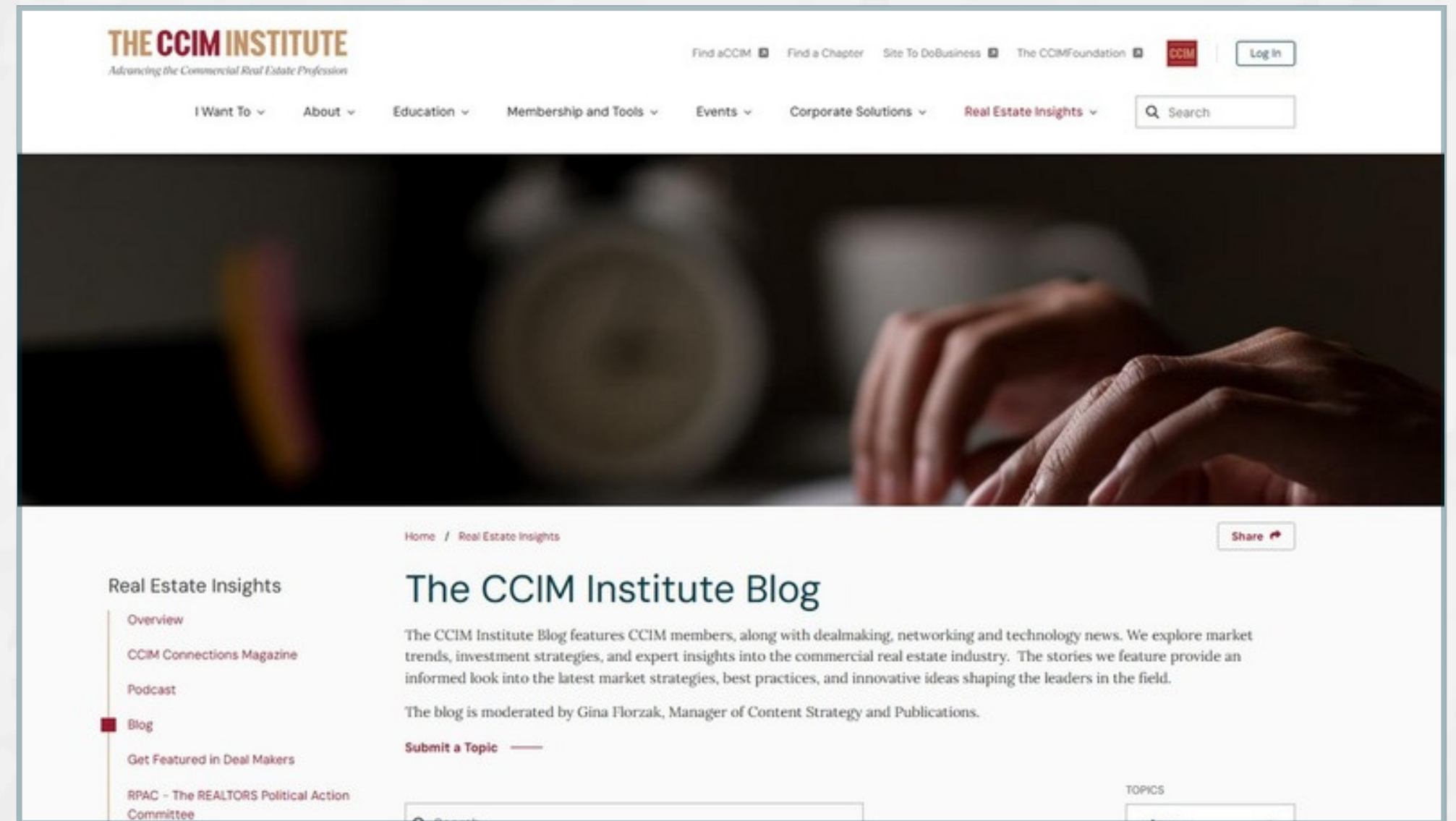
[REGISTER NOW](#)



Sponsored Blog Post

Elevate your thought leadership in commercial real estate with a sponsored blog post on ccim.com.

Your sponsored blog will live on our website for at least one year.



Sponsored Email

Elevate your brand and your leaders through a completely custom HTML email sent from The CCIM Institute to approximately 9,000 members in the U.S. and Canada. Inventory is limited and contracted on a first-come, first-served basis.

HTML Specifications:

- 650 px wide (recommended)
- Footer to include Company Name, Valid Postal Address, Email Address
- Mobile responsive
- Build the HTML file with tables instead of DIV
- All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
- All hyperlinks need to be embedded
- Avoid a single image as the eblast

Sponsored Email

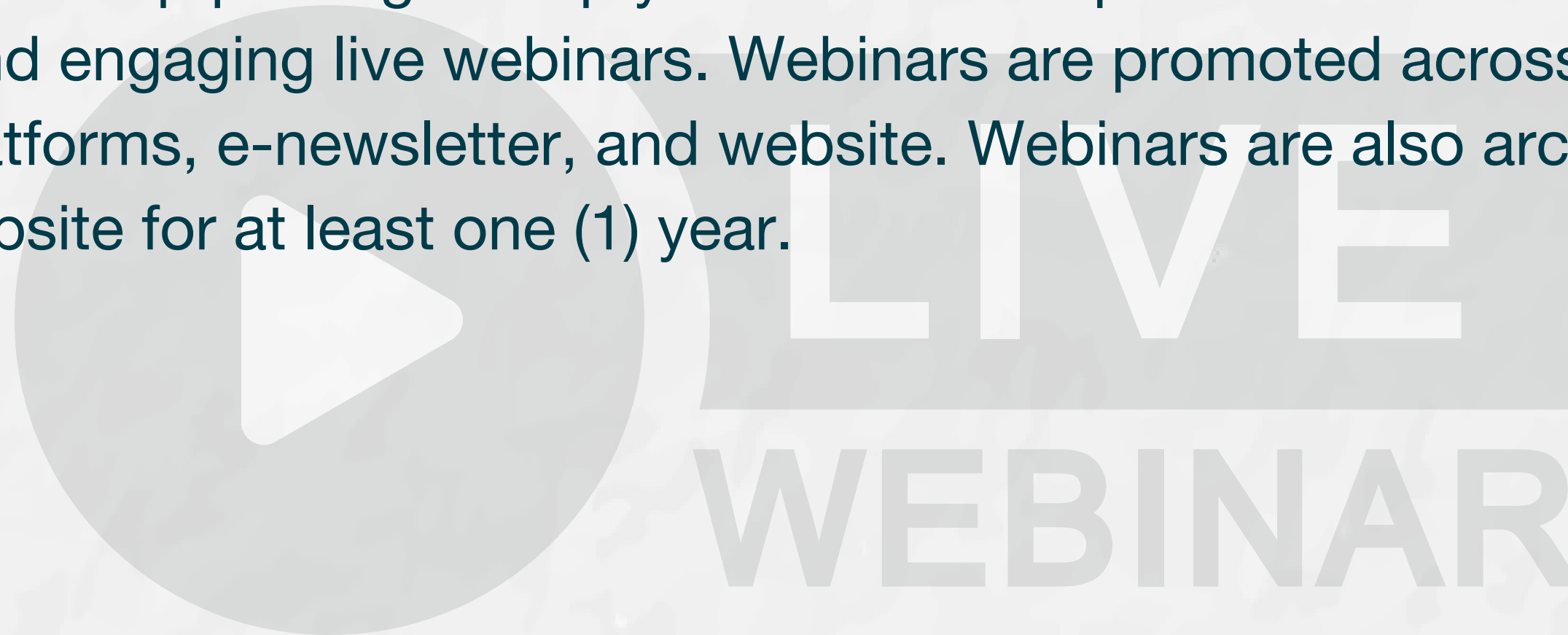
General Requirements:

- Materials are due on Monday, two weeks before the scheduled send date
 - A delay in materials or advertiser approval could jeopardize the send date
- All content is subject to review by The CCIM Institute
- Necessary alterations are the responsibility of and at the expense of the advertiser
- Materials that do not meet the stated advertising specifications will be rejected
- Disclaimer will be added to the top of the email “This message is brought to you by The CCIM Institute partner _____”
- Advertiser will be provided one proof for review before the final send

Webinars

Make your company's name **standout** by sponsoring a CCIM webinar opportunity.

Our sponsorship packages help you build and expand brand awareness through unique and engaging live webinars. Webinars are promoted across CCIM's social media platforms, e-newsletter, and website. Webinars are also archived on the CCIM website for at least one (1) year.



Webinars

Sponsored Content Webinar

Position yourself as a thought leader via a webinar. You create the content, and we promote it to our influential audience. Lead generation is available with an opt-in during registration.

Only four opportunities available in 2026 (topic subject to approval).

Webinar Underwriter

Put the focus on your brand when you underwrite an educational webinar from The CCIM Institute. These sessions attract an engaged audience that's perfect for your branding.

Social Media Posts

Compliment your blog post, webinar, or a launch a separate campaign to highlight your business to our followers.

4.15 M ORGANIC POST REACH

Placement	Specs and Guidelines
Twitter/X	• Recommended specs: 1200px x 675px ad • 100-280 characters max. text (with spaces) • Call to action • Click-through URL
LinkedIn	• Recommended specs: 1200px x 627px ad • 100-140 characters max. text (with spaces) • Call to action • Click-through URL
Facebook	• Recommended specs: 1200px x 628px ad • 300 characters max. text (with spaces) • Call to action • Click-through URL
Instagram	• Recommended specs: 1080px x 1080px ad • 125-250 characters max. text (with spaces)

Sponsored Downloads

Position your brand as a thought leader by delivering high-value resources such as toolkits, white papers, and infographics to a targeted professional audience. You will gain visibility through curated distribution channels that put your insights directly in front of engaged members seeking industry knowledge. By offering practical, data-driven content, you will build credibility and trust within the CCIM community. This is a great opportunity to generate qualified leads and deepen engagement with decision-makers across the commercial real estate industry.

Advertising Cost

Sponsored Blog Post	Website	\$5,000
Sponsored Email	Email	\$2,500
Webinar Underwriter	Webinar	\$2,500
Sponsored Content Webinar	Webinar	\$6,000
Social Media Networks (1 post)	Social Media	\$1,000
Sponsored Downloads (Toolkits, White Papers, Infographics, Etc.)	Website	\$2,000