ADVERTISE IN URBAN LAND AND REACH A GLOBAL AUDIENCE

The Urban Land Institute’s flagship publication, Urban Land magazine, provides insight into leading trends and issues in real estate development, finance, design, and planning. Advertising in Urban Land provides your organization with the opportunity to market your products and services to the decision-makers in the real estate and land use industry.

GAIN EXPOSURE TO ULI LEADERS IN REAL ESTATE DEVELOPMENT AND LAND USE BY ADVERTISING IN URBAN LAND MAGAZINE AND ON URBANLAND.ULI.ORG!

- 45,000+ ULI members receive Urban Land print edition
- 500,000+ unique website visitors and 1 MM+ page views per year
- 110,000+ ULI members and friends receive “This Week in Urban Land” e-newsletter

- over 85% of recipients read “This Week in Urban Land” e-newsletter
- 60% of subscribers read Urban Land to gain awareness and learn about products and services of related companies and organizations
- 5 annual publications PLUS bonus distributions at ULI’s Spring and Fall Meetings
ULI MEMBERSHIP WORLDWIDE

87% AMERICAS
8% EUROPE, MIDDLE EAST, & AFRICA
5% ASIA PACIFIC

WHERE ULI MEMBERS ARE LOCATED BY REGION

DELIVER YOUR MESSAGE TO INDUSTRY DECISION-MAKERS

Each issue is delivered to all 45,000+ ULI members, hailing from 80 countries. Members include developers, building owners, lenders and capital providers, architects, planners, brokers, attorneys, other service professionals, nonprofit officials, academics, and public officials.
2020 URBAN LAND EDITORIAL CALENDAR

SPRING 2020

Housing
HOST CITY FOCUS: TORONTO, CANADA
Site of ULI Spring Meeting in April
ULI EUROPE MEETING HIGHLIGHTS FROM AMSTERDAM
CORPORATE PROFILE ADVERTISING SUPPLEMENT

SPECIAL SECTION:
U.S. WESTERN REGION
Areas include: San Diego, Los Angeles, Orange County, San Francisco Bay area, Las Vegas, Seattle, Portland

ULI SPRING MEETING
Toronto, May 12-14, Bonus Distribution

Ad Sales Deadline: March 13, 2020
Artwork Due Date: March 27, 2020

SUMMER 2020

Developing for Leisure
ULI URBAN OPEN SPACE AWARDS

SPECIAL SECTION:
U.S. SOUTHWEST/MOUNTAIN REGION
Areas include: Dallas/Fort Worth, Houston, Austin, Denver, Salt Lake City

ULI SPRING MEETING HIGHLIGHTS
Lessons & images from Toronto
ULI ASIA PACIFIC SUMMIT HIGHLIGHTS
Tokyo, May 26–28

Ad Sales Deadline: May 29, 2020
Artwork Due Date: June 5, 2020

FALL 2020

Resilience
HOST CITY FOCUS: SAN FRANCISCO
Site of ULI Fall Meeting in October

SPECIAL SECTION:
U.S. NORTHEAST/NORTH CENTRAL REGION
Areas include: Chicago, Indianapolis, Detroit, metro D.C., Pittsburgh, Philadelphia metro, NYC metro, Boston

ULI FALL MEETING
San Francisco, October 12-15, Bonus Distribution

Ad Sales Deadline: August 7, 2020
Artwork Due Date: August 21, 2020

SPECIAL
ANNUAL REAL ESTATE TECH ISSUE 2020

Ad Sales Deadline: October 4, 2020
Artwork Due Date: October 16, 2020

WINTER 2021

Global & Economic Financial Outlook
EMERGING TRENDS IN REAL ESTATE™
A look at markets for investment and development in 2021

2020 ULI FALL MEETING HIGHLIGHTS
Lessons and images from San Francisco

ANNUAL EDUCATION ADVERTISING SUPPLEMENT
NORTH AMERICA CITY & STATE ECONOMIC DEVELOPMENT DIRECTORY

Ad Sales Deadline: November 13, 2020
Artwork Due Date: December 4, 2020
**URBAN LAND MAGAZINE 2020 PRINT ADVERTISING RATES**

Four-Color Rates (Net)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2X</th>
<th>3X – NEW!</th>
<th>4X</th>
<th>5X – NEW!</th>
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<tbody>
<tr>
<td>2-page spread</td>
<td>$11,700</td>
<td>$10,300</td>
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<td>$4,800</td>
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<tr>
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<td>$4,400</td>
<td>$4,200</td>
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<tr>
<td>Inside Back Cover</td>
<td>$7,100</td>
<td>$6,700</td>
<td>$6,300</td>
<td>$6,000</td>
<td>$5,700</td>
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<tr>
<td>Outside Back Cover</td>
<td>$10,300</td>
<td>$9,800</td>
<td>$9,300</td>
<td>$8,800</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

Circulation: 45,500

**AD SPECS**

- **2-PAGE SPREAD PLUS BLEED**: 17 3/4 X 11 1/8
- **FULL PAGE PLUS BLEED**: 9 1/8 X 11 1/8
- **FULL PAGE (NO BLEED)**: 8 X 10
- **2/3 VERTICAL**: 5 X 9 7/8
- **1/2 HORIZONTAL**: 7 5/8 X 4 7/8

**2020 URBAN LAND PRINT & DIGITAL MARKETING PACKAGES**

Showcase your organization in an integrated media campaign in *Urban Land* magazine and on the website with one of the packages below. Your message will receive exposure to print subscribers and online visitors to *Urban Land*’s website. Our site received over 1 million page views last year! Marketing messages receive higher ROI’s and have more of an impact on readers and viewers when run in both print and digital platforms.

**PACKAGE 1:**
- Print ad in 5 issues
- + 5 standard banners
- + 5 e-newsletter banners
- Two-page spread — $63,500
- Full page — $42,500
- 2/3 Page — $39,000
- Half page — $37,000

**PACKAGE 2:**
- Print ad in 4 issues
- + 4 standard banners
- + 4 e-newsletter banners
- Two-page spread — $58,400
- Full page — $41,200
- 2/3 Page — $38,000
- Half page — $36,000

**PACKAGE 3:**
- Print ad in 3 issues
- + 3 standard banners
- + 3 e-newsletter banners
- Two-page spread — $50,000
- Full page — $36,500
- 2/3 Page — $34,400
- Half page — $32,600

**PACKAGE 4:**
- Print ad in 2 issues
- + 2 standard banners
- + 2 e-newsletter banners
- Two-page spread — $40,600
- Full page — $31,800
- 2/3 Page — $30,200
- Half page — $28,800
2020 URBAN LAND NEW PRINT MARKETING OPTIONS

CITY/STATE/COUNTY INVESTMENT PROFILES
Showcase to Urban Land readers the benefits and value of your city or state for prospective businesses looking to relocate their headquarters. This unique marketing option may include in-depth profiles of the benefits of doing business in your town or city and highlight business districts, transportation advantages, environmental benefits, etc., unique to your area. Profiles are designed by you, including front and back covers, layout, editorial and graphics. These special marketing pieces are placed in issues as removable inserts.

Profile Package Rate: $40,000

CITY/STATE ECONOMIC DEVELOPMENT DIRECTORY
List your city or state economic development board or corporation in Urban Land’s new Economic Development Directory. Listings include organization logo, description, and your board’s contact information. Make it easy for Urban Land readers to get in touch with you to learn about the benefits of doing business in your area!

Directory Rate: $1,500/listing
Add a digital banner on Urban Land’s website for an additional $800! Integrated campaigns always provide higher ROI!

CUSTOM GUIDES FOR INVESTMENT FIRMS, ARCHITECTS, DESIGN FIRMS
List your business, design firm, or investment company information in Urban Land’s new specialized directories focusing on different aspects of the real estate and land use industry sectors. Guides will be divided into regional and business sectors in each issue.

Guide Rate: $1,500/listing
Add a digital banner on Urban Land’s website for an additional $800! Integrated campaigns always provide higher ROI!

BUSINESS CARD ADVERTISING (1/8 PRINT ADVERTS)
Providing advertisers with an inexpensive print advertising option: run your business card-size ad (1/8 page) in Urban Land’s business card directory. Single and package rates available. Add a digital banner to increase visibility for your business card marketing initiative!

Business Card Ad Rates:
$500–single business card ad
$1,200–three business card ads
$2,100–five business card ads
DIGITAL ADVERTISING OPPORTUNITIES

**URBAN LAND MAGAZINE ONLINE**

Updated weekly, the *Urban Land* website provides articles on current events affecting real estate development and land use.

**Push-Down, Premium, and Standard Ad Units** appear on the responsive site, giving advertisers additional exposure to mobile site viewers.

**ASK ABOUT OUR NEW PUSH-DOWN DIGITAL BANNER!**

**2020 URBAN LAND WEB BANNER RATES**

*Urban Land*’s website provides regular updates on current events affecting land use, plus commentary and actionable business advice. With approximately 50,000 page views per month and 1 million page views in 2018, digital advertising on *Urban Land*’s website allows you to reach ULI’s global executive-level audience, giving your marketing message a broader reach.

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>RATE</th>
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<tbody>
<tr>
<td>Push Down digital banner</td>
<td>$3,500</td>
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<tr>
<td>Leaderboard</td>
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<tr>
<td>Sponsored content</td>
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<tr>
<td>Skyscraper</td>
<td>$3,000</td>
</tr>
<tr>
<td>Standard</td>
<td>$2,500</td>
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*Please note: animated and static only, no flash files accepted.*

For responsive viewing, please submit the following: 320 x 50 and 468 x 60 banners and internal direct tag for all ad sizes.

Rates are monthly and not based on impressions. At the conclusion of your banner ad run, web metrics reports will be available upon request.

**SKYSCRAPER**

Rotations – One  
Specs – 300 x 600, 72 dpi  
File Type – JPEG, GIF

**SPONSORED CONTENT**

Posts are listed alongside regular website editorial and may include images, links providing access to your website, contact email page, etc.

**URBAN LAND’S WEEKLY E-NEWSLETTER**

Reach all ULI members via email with the “This Week in Urban Land” e-newsletter.

**2020 URBAN LAND E-NEWSLETTER RATES**

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>RATE</th>
<th>SPECIFICATIONS</th>
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<tr>
<td>Top</td>
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<tr>
<td>Middle</td>
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<tr>
<td>Bottom</td>
<td>$1,500</td>
<td>600 x 99 pixels</td>
</tr>
</tbody>
</table>

*Circulation: 110,000+ subscribers*

**ARTWORK SUBMISSION**

To complete the ad submission process, please upload the artwork to www.AdShuttle.com for approvals.

For technical support, call +1 866-774-5784.

For other questions related to ad submission, contact Sean Wallisch at sean.wallisch@uli.org.

**SPACE RESERVATIONS**

**SENIOR MANAGER, ADVERTISING**

Mary Sumner  
mary.sumner@uli.org  
+1 202-753-4777

**URBAN LAND’S MARKETPLACE** ([uli.org/marketplace](uli.org/marketplace))

Find your next project or obtain bids for new ventures in *Urban Land*’s Marketplace. Rate: **$1,500 net**  
(3-month listing)

Contact Mary Sumner at mary.sumner@uli.org for additional information.