



**2020 *URBAN LAND*
MEDIA PLANNER**

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.

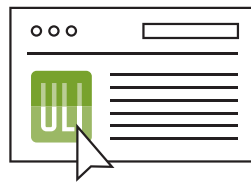


GAIN EXPOSURE TO ULI LEADERS IN REAL ESTATE DEVELOPMENT AND LAND USE BY ADVERTISING IN *URBAN LAND* MAGAZINE AND ON URBANLAND.ULI.ORG!



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



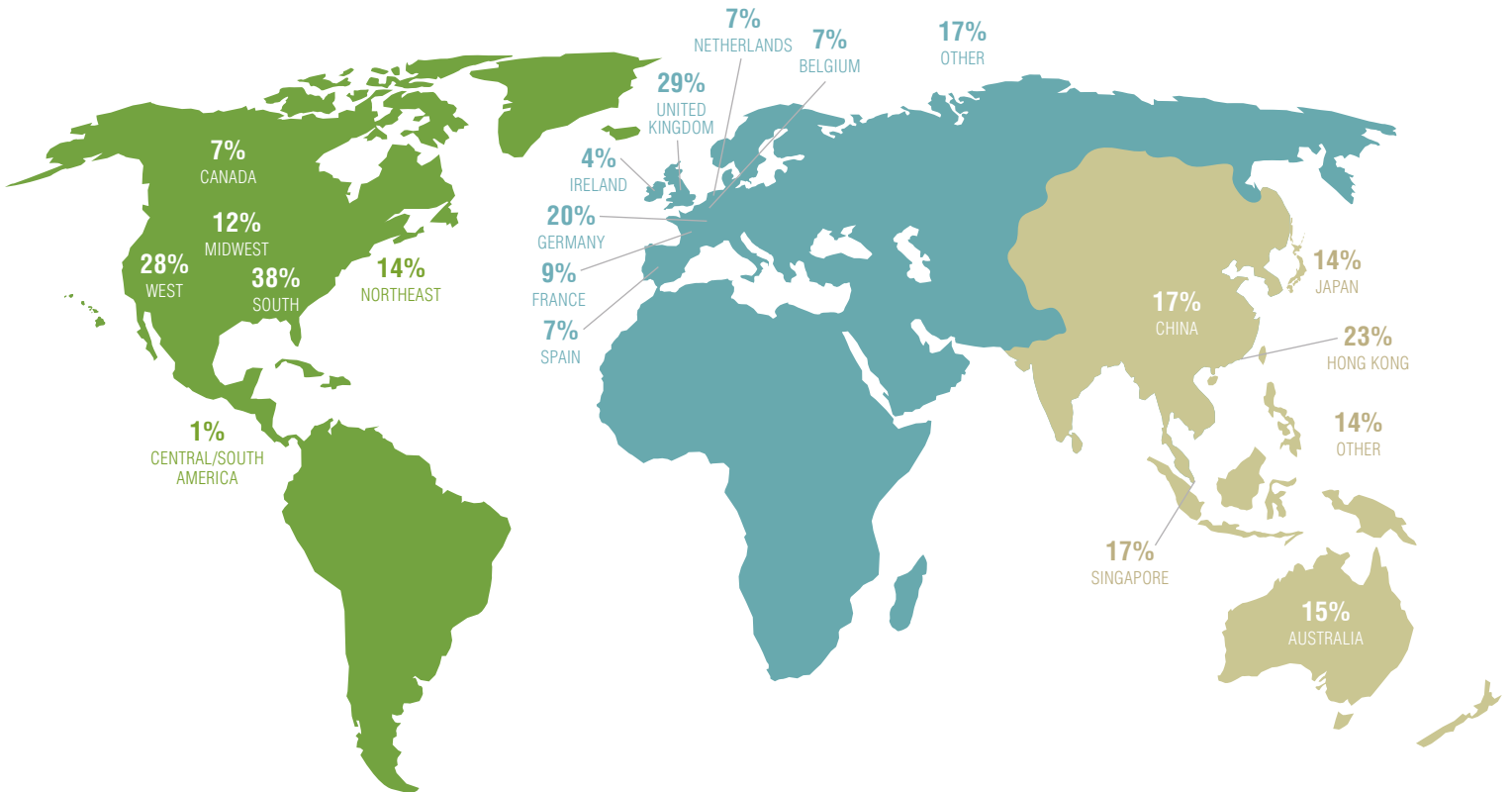
- **87% AMERICAS**
- **8% EUROPE, MIDDLE EAST, & AFRICA**
- **5% ASIA PACIFIC**

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.



WHERE ULI MEMBERS ARE LOCATED BY REGION





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

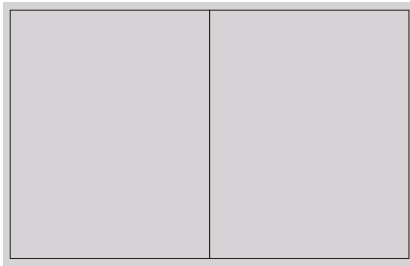
URBAN LAND MAGAZINE 2020 PRINT ADVERTISING RATES

Four-Color Rates (Net)

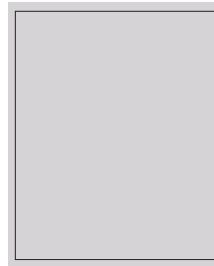
SIZE	1X	2X	3X-NEW!	4X	5X-NEW!
2-page spread	\$11,700	\$10,300	\$10,000	\$9,600	\$8,700
Full page	\$6,300	\$5,900	\$5,500	\$5,300	\$4,500
2/3 page	\$5,400	\$5,100	\$4,800	\$4,500	\$3,800
1/2 page	\$4,600	\$4,400	\$4,200	\$4,000	\$3,500
Inside Front Cover	\$8,300	\$8,000	\$7,700	\$7,400	\$7,100
Inside Back Cover	\$7,100	\$6,700	\$6,300	\$6,000	\$5,700
Outside Back Cover	\$10,300	\$9,800	\$9,300	\$8,800	\$8,000

Circulation: 45,500

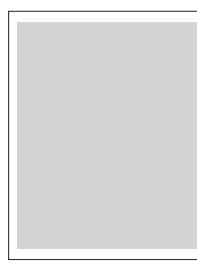
AD SPECS



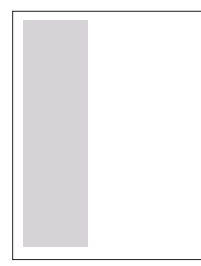
**2-PAGE SPREAD
PLUS BLEED**
17 3/4 X 11 1/8



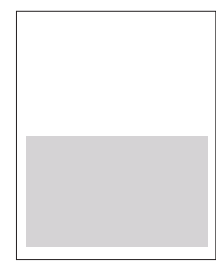
**FULL PAGE
PLUS BLEED**
9 1/8 X 11 1/8



**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

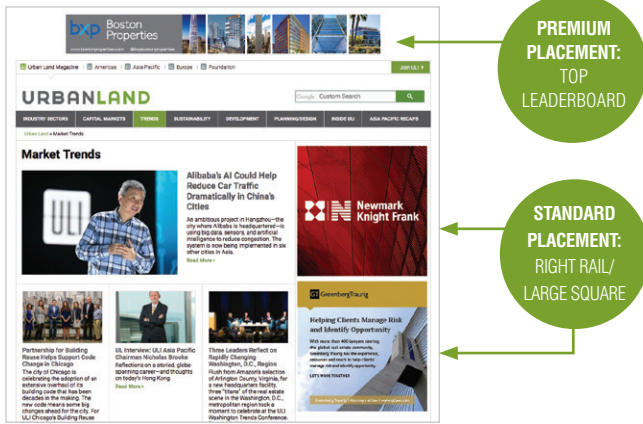
DIGITAL ADVERTISING OPPORTUNITIES

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!



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

PLACEMENT	RATE	SPECIFICATIONS
Top	\$3,000	600 x 99 pixels
Middle	\$2,000	600 x 242 pixels
Bottom	\$1,500	600 x 99 pixels

Circulation: 110,000+ subscribers

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.

PLACEMENT	RATE
Push Down digital banner	\$3,500
Leaderboard	\$2,000
Sponsored content	\$4,000
Skyscraper	\$3,000
Standard	\$2,500

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.

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.

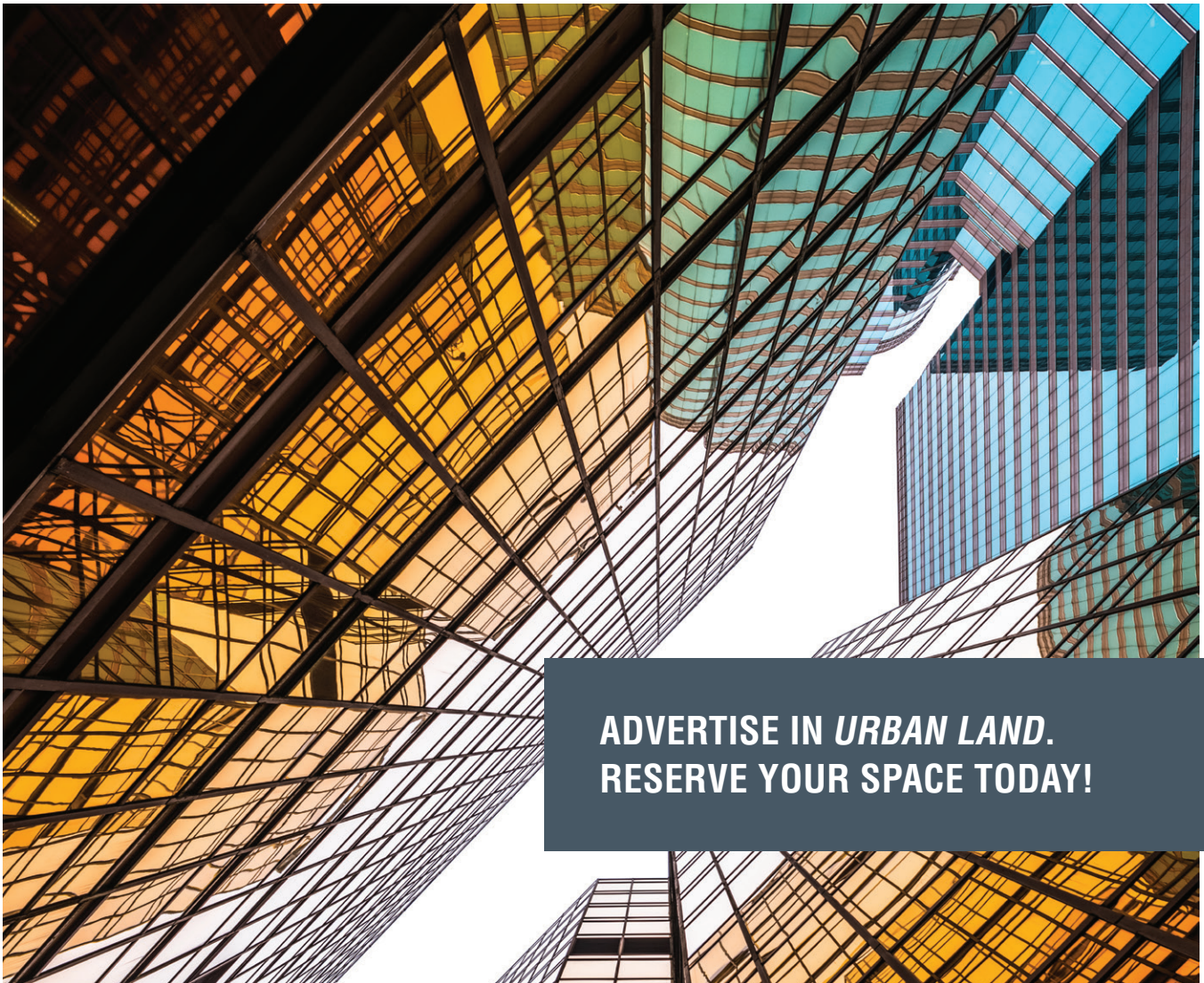
SPACE RESERVATIONS

SENIOR MANAGER, ADVERTISING
Mary Sumner
mary.sumner@uli.org
+1 202-753-4777

URBAN LAND'S MARKETPLACE (uli.org/marketplace)

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.



**ADVERTISE IN *URBAN LAND*.
RESERVE YOUR SPACE TODAY!**



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