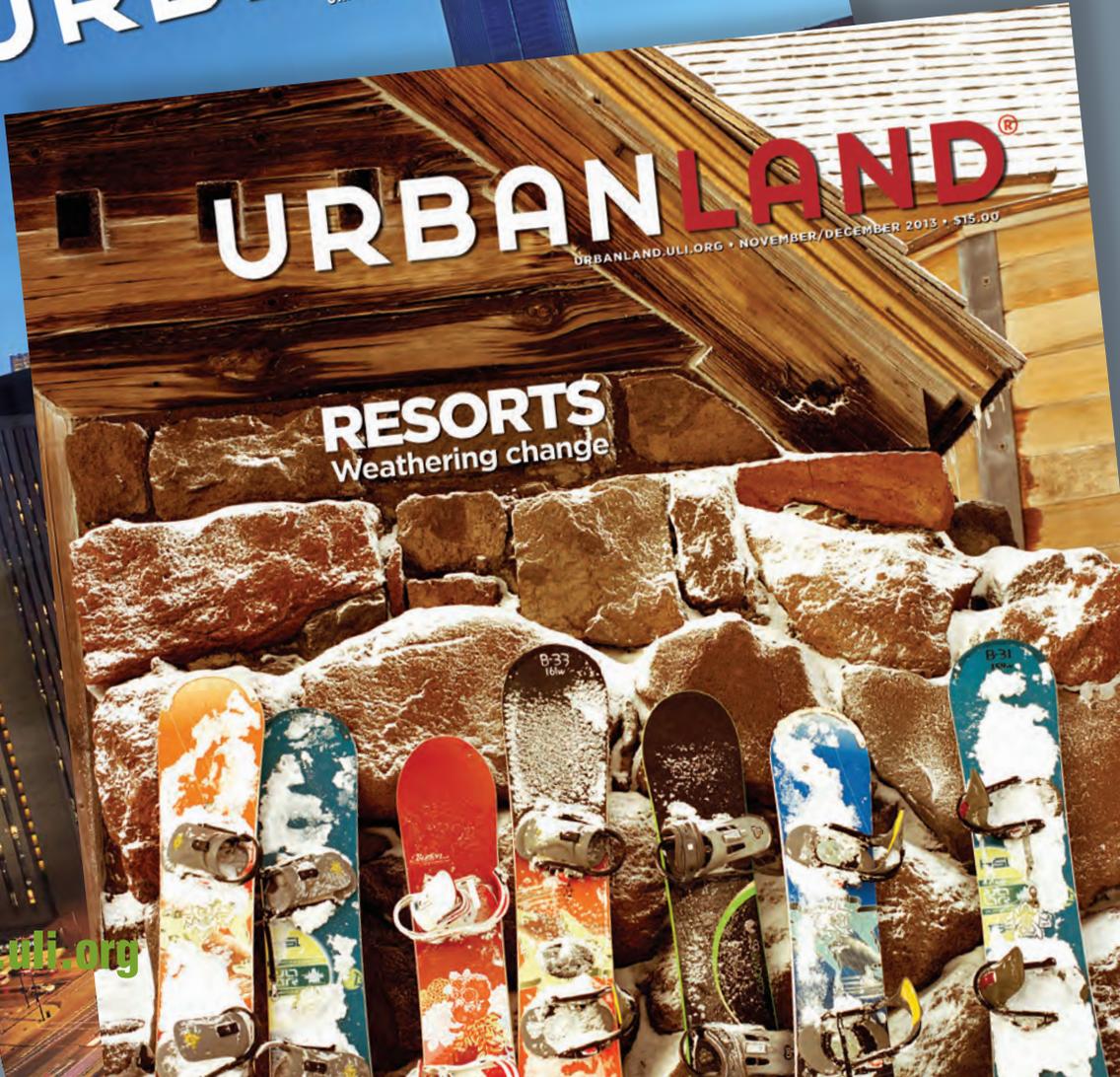


2014

URBAN LAND Media Planner



Urban Land
Institute

www.uli.org
www.urbanland.uli.org

THE ADVANTAGE OF ADVERTISING

ULI's 30,000+ worldwide members read *Urban Land*—a bimonthly print publication. Members include real estate development professionals, developers, owners, city and land planners, public officials, professional services providers, lenders, investors, and academics. ULI members are stakeholders in 80% of the U.S. commercial property market.

For almost 70 years, *Urban Land* magazine has provided members with insight into land use trends and issues and offered recommendations. Communicate your brand and service to ULI's constituencies. ULI is a trusted place for knowledge, networking, and leadership online and in print. Now more than ever, advertising gives you a competitive edge as your company can be seen by a wide audience of ULI members.



2014 URBAN LAND EDITORIAL OUTLINE

TOPICS TO INCLUDE:

NEW RECURRING FEATURES FOR 2014!

- ▶ **Financial Perspectives:** An analysis of a global financial/economic issue from ULI leaders in the field.
- ▶ **Report from Europe/Report from Asia:** In addition to feature articles, *Urban Land* will present regular reports from new special correspondents in Europe and Asia.
- ▶ **Global Awards for Excellence:** One or more winners of the ULI Global Award for Excellence will be profiled in each issue.

JANUARY/FEBRUARY

- ▶ Health Care & the Built Environment
- ▶ Emerging Trends/Global
- ▶ Regional Spotlight: Southwest/Southern California

MARCH/APRIL

- ▶ Distribution at ULI Spring Meeting in Vancouver, April 9–11
- ▶ Housing Issue
- ▶ Olympic Cities
- ▶ A special 16-page report on ULI's Spring Meeting city: Vancouver, B.C.
- ▶ Regional Spotlight: Pacific Northwest/Canada

MAY/JUNE

- ▶ Design Issue
- ▶ Regional Spotlight: Texas

JULY/AUGUST

- ▶ Retirement & Communities
- ▶ Regional Spotlight: Mid-Atlantic

SEPTEMBER/OCTOBER

- ▶ Distribution at ULI Fall Meeting in New York City, Oct. 21–24
- ▶ Coastline Development
- ▶ A special report on ULI's Fall Meeting city: New York City
- ▶ Regional Spotlight: Northeast

NOVEMBER/DECEMBER

- ▶ Golf and other amenities
- ▶ Regional Spotlight: Florida/Southeast

**Note: editorial topics subject to change.*

EDITORIAL STAFF

Elizabeth Razzi, editor in chief
elizabeth.razzi@uli.org

Brett Widness, online editor
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FOR ADDITIONAL INFORMATION ON EDITORIAL, PLEASE CONTACT:

Yasmine Yates
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Thomas Mitchell
202-624-7133 / tmitchell@uli.org

RATES & SPECIFICATIONS FOR PRINT

2014 Print Advertising Rates

Four-Color Rates (Net)

SIZE	1x	3x	6x
2-page	\$10,580	\$8,700	\$9,350
Full page	\$5,650	\$5,300	\$4,800
2/3 page	\$4,880	\$4,630	\$4,120
1/2 page	\$4,200	\$3,950	\$3,570

Cover Rates (Includes Color)

SIZE	1x	3x	6x
2nd cover IFC	\$7,522	\$7,205	\$6,885
3rd cover IBC	\$6,418	\$6,056	\$5,886
4th cover OBC	\$9,350	\$8,925	\$8,075

Deadlines

Advertising Reservations:

1st of each month preceding each edition.

Materials Deadlines:

5th of each month preceding edition.

CANCELLATIONS

Acceptance of advertising materials is subject to publisher's approval of design and content.

ULI reserves the right to cancel or reject any advertising at any time that is not in keeping with ULI guidelines.

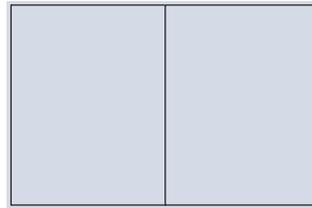
ULI reserves the right to place the word "Advertisement" on advertising material that resembles ULI editorial and may not be distinctive as advertising.

Any production costs incurred for advertisers will be rebilled to the advertiser or agency.

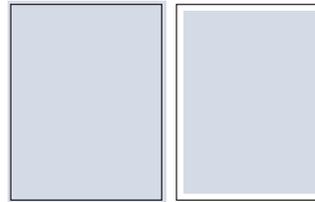


New in 2014—Urban Land Magazine App

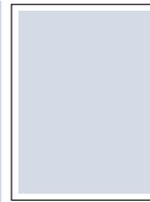
This mobile app delivers each issue of *Urban Land* to ULI members across the globe quickly and conveniently, providing all the content, illustrations, and photos of the print edition on your smartphone or tablet. (All print advertising is included in the mobile app. Website links are live in app version.)



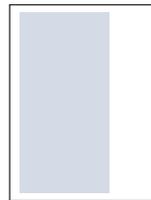
2-PAGE SPREAD PLUS BLEED
18¼ x 11½



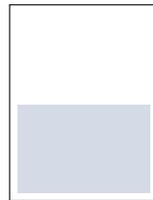
FULL PAGE PLUS BLEED
9½ x 11½



FULL PAGE (NO BLEED)
8 x 10



2/3 VERTICAL
5 x 9⅞



1/2 HORIZONTAL
7⅞ x 4⅞

Mechanical Specifications

Trim Size: 8 7/8" x 10 7/8"

Binding: Perfect

Printing: SWOP Web

Line Screen: 150 lpi

Resolution: 300 dpi

Acceptable Format

Ads must be delivered as high-resolution, press-ready PDF. To ensure correct formatting, make file with "Press Quality, PDF/X-1a or PDF/X-3" settings in Adobe Acrobat Professional 6 or later with all fonts and images embedded. Using the PDF/X-1a or PDF/X-3 setting will ensure that your PDF file will contain the correct data. The file must be a PDF version 1.3.

Original Formatting

Ads can be originated in any program that will support the creation of Adobe portable document format (PDF) files.

Image Preparation

Color images must be saved in CMYK. RGB images are not acceptable. B&W images may be saved in grayscale. The proper resolution of an image that will be printed in a magazine is at least 240 dpi at the size it is used in the ad. Bitmapped images should be at least 600 dpi.

Document Preparation

There are additional settings made within the page layout program necessary for your ad to print correctly.

BLEED Assuming your ad is created at the trim size of the publication, bleeds should be set to extend 1/4 inch (18 pts) around the ad.

PRINTER MARKS Include the following: Crop marks for all ads (even partial-page ads) offset 24 pts and should be .5 point or thinner. Please include color bars, registration marks, and a job slug with the document.

Digital Reproduction

There are no guarantees that the color fidelity or image reproduction of the proof will be maintained, but every attempt will be made to extract the best reproduction quality from every file.

Artwork Submission

Upload artwork to www.AdShuttle.com

For technical support, call 866-774-5784.

For all other questions, e-mail Jessie Himmelrich at jhimmelrich@uli.org.

RATES & SPECIFICATIONS FOR ONLINE

Urban Land Online
www.urbanland.uli.org

Each print publication is complemented by *Urban Land* online. The online issue provides regular updates on current events affecting land use with commentary and actionable business advice. Online advertising and sponsored features allow you to reach ULI's executive-level audience.

2014 Online Advertising Rates

Dimensions and Rates (net)

PLACEMENT	2 MONTHS	6 MONTHS	12 MONTHS
Premium Ads			
Premium Placement (homepage placements, top leaderboard)	\$650	\$950	\$1,350
Standard placement (large squares, bottom leaderboard)	\$500	\$750	\$900

Weekly E-mail Blast: \$1,200 per week/e-newsletter. Reach ULI members via direct e-mail. Only one firm per week is permitted to reserve a spot in ULI's e-newsletter. This allows your firm the opportunity to be the exclusive firm reaching ULI's membership for that week. Multi-run rates are also available. Advance reservations required.

Online Ad Specs

Top and Bottom Leaderboard: 720 pixels wide x 90 pixels high

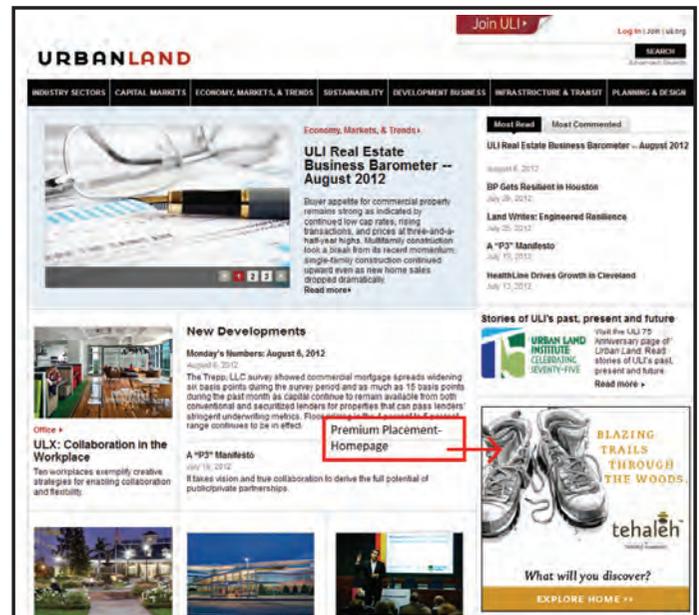
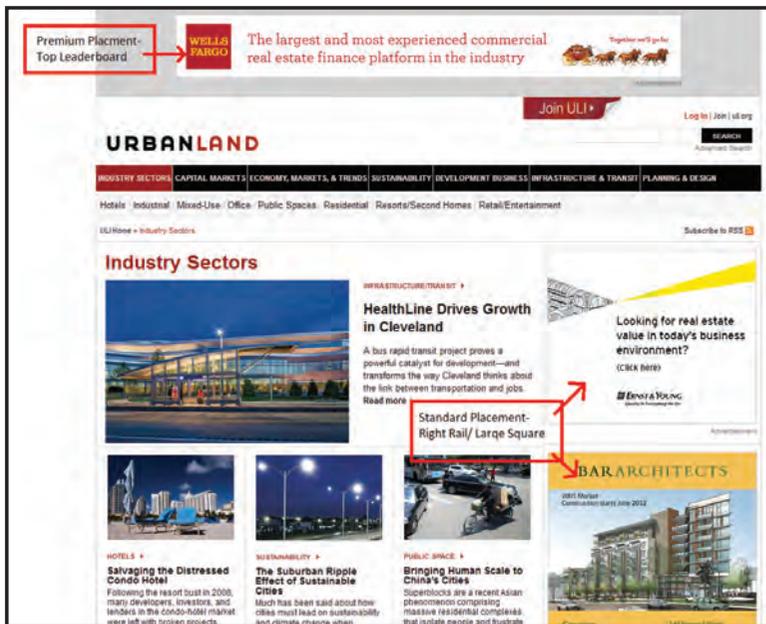
Large Square: 300 pixels wide x 300 pixels high

Ads should be submitted as jpg, gif, or tif files, 72 dpi in the sizes listed above. The site is not equipped to run ads that rotate or are flash artwork.

FOR MORE INFORMATION, CONTACT

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 National Sales Manager
 Design/Planning/
 Engineering/Construction
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 yyates@ULI.org

Tom Mitchell
 National Sales Manager
 Financial/Legal/Accounting
 Services
 202-624-7133 office
 tmitchell@ULI.org



REACH THE LEADERS IN REAL ESTATE DEVELOPMENT AND LAND USE.

URBAN LAND ADVERTISERS INCLUDE:

Ackman-Ziff Real Estate Group LLC
Bank of America
BAR Architects
Chicago Title
Cooper Carry
CW Capital
EDI International, Inc.
EDSA
Enterprise
First American Title
GGLO
Hart Howerton
Kimley Horn

Lifescapes International
Looney Ricks Kiss
OTAK
Perkowitz + Ruth
PNC
Prudential
SB Architects
STUDIOS Architecture
SWA Group
The Cordish Company
Thomas P. Cox Architects
Wells Fargo

ULI MEMBERS INTERESTS

- Residential
- Retail
- Office
- Infrastructure
- Hotel
- Resort
- Capital Markets
- Sustainability
- Economic Development
- Public/Private Partnerships

WHAT ULI MEMBERS DO

- 50% budget corporate expenses of over \$25,000
- 30% budget costs of projects to exceed \$100,000
- 33% develop shopping centers and retail destinations
- 68% specify materials and services
- 21% develop and invest in office, industrial, and business park projects
- 17% develop and invest in hotels, resorts, and tourism/entertainment projects
- 21% develop and invest in residential housing, including multifamily, mixed use, and master-planned communities

WHO ULI MEMBERS ARE

DEVELOPERS
37%

**ARCHITECTS, ATTORNEYS,
CONSULTANTS, AND OTHER
SERVICE PROFESSIONALS**
33%

**PUBLIC
OFFICIALS,
PLANNERS, AND
ACADEMICS**
16%

**INVESTMENT
FIRMS AND
FINANCIAL
INSTITUTIONS**
14%

ABOUT THE URBAN LAND INSTITUTE



Leaders in the Responsible Use of Land Worldwide

ULI, the Urban Land Institute, is a 501(c)(3) nonprofit research and education organization supported by its members. Founded in 1936, the Institute now has members in 95 countries worldwide, representing the entire spectrum of land use and real estate development disciplines working in private enterprise and public service. As the preeminent, multidisciplinary real estate forum, ULI facilitates an open exchange of ideas, information, and experience among local, national, and international industry leaders and policy makers dedicated to creating better places. Members say ULI provides information they can trust and is a place where leaders come to grow professionally and personally through sharing, mentoring, and problem solving. With pride, ULI members commit to the best in land use policy and practice.

ULI's mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

BE RECOGNIZED FOR YOUR SUPPORT OF ULI

YOUR FIRM'S FINANCIAL SUPPORT IS CRITICAL TO THE MISSION OF ULI

By underwriting a center of study and research, you gain actionable business advice and unprecedented access and insight into issues relevant to land use. Participate with key leaders, network with your peers, and hear from industry experts. Existing centers are:

- ▶ ULI J. Ronald Terwilliger Center for Workforce Housing
- ▶ ULI Daniel Rose Center for Public Leadership in Land Use
- ▶ ULI Center for Capital Markets

JOIN ULI'S 30,000 MEMBERS WORLDWIDE

When you join ULI, you receive:

- ▶ A subscription to ULI's *Urban Land* magazine in print and online
- ▶ Annual forecasts and trends reports
- ▶ Access to ULI's online membership directory
- ▶ Personal assistance from ULI's expert staff
- ▶ Discounts on books, conferences, and meetings
- ▶ Opportunities to participate in local district councils

Visit www.uli.org for an application.

SUPPORT THE ULI FOUNDATION

Corporate contributions to the ULI Foundation Annual Fund are used to support specific research, education, and outreach initiatives of the Urban Land Institute. With your support, ULI can make a visible difference in communities far and wide.

Select your giving level:

- ▶ Leadership Circle (\$10,000 or more)
- ▶ Chairman's Circle (\$5,000–\$9,999)