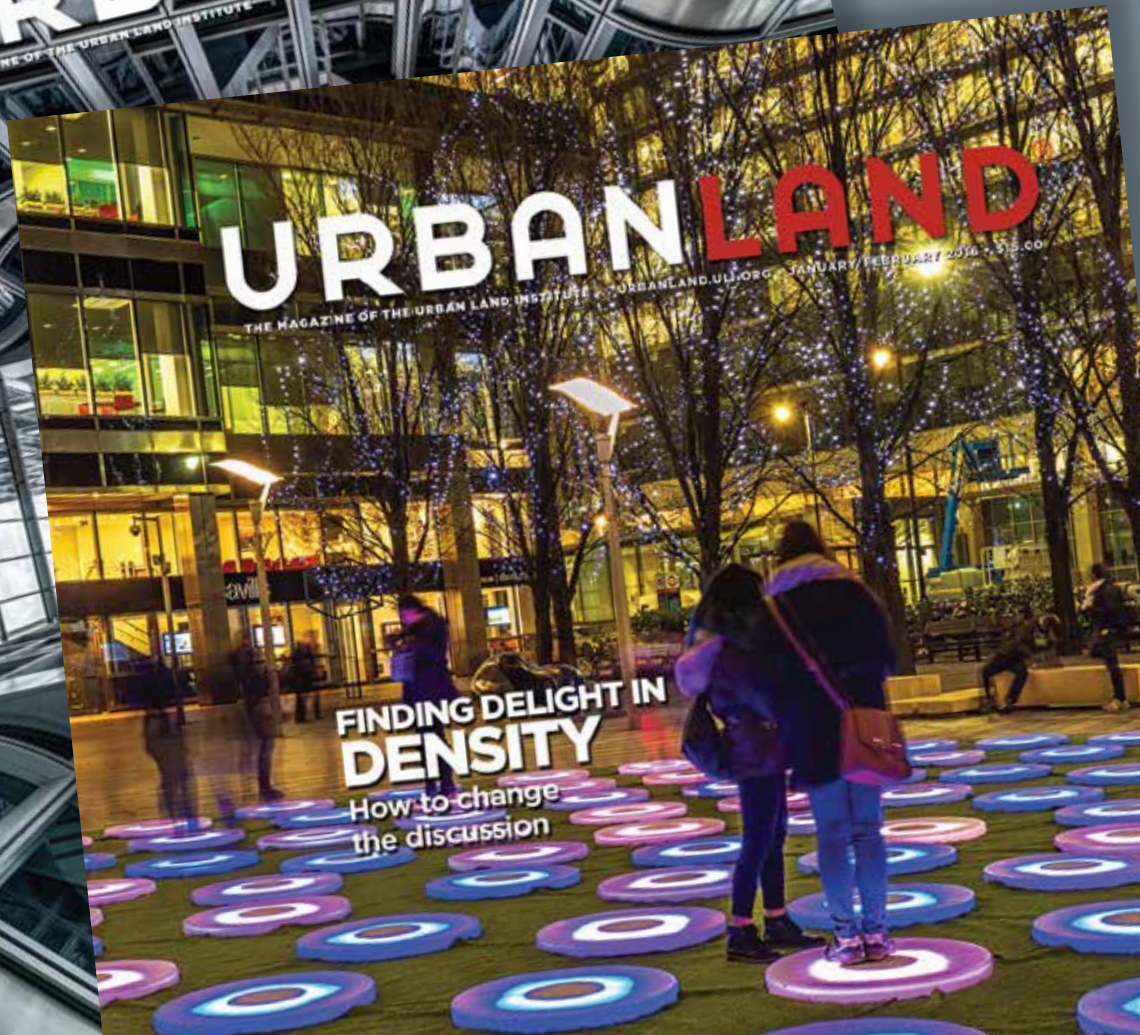


2016

URBAN LAND Media Planner



THE ADVANTAGE OF ADVERTISING

ULI's more than 37,000 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.

For almost 80 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. Advertising in *Urban Land* allows your firm to be seen by ULI's membership.



2016 URBAN LAND EDITORIAL OUTLINE

TOPICS* INCLUDE:

JANUARY/FEBRUARY

- ▶ Density, Approaches from Europe, Asia and the Americas in a Time of Rapid Urbanization, Emerging Trends: Europe and Asia
- Special Section: Midwest

MARCH/APRIL

- ▶ **ULI Spring Meeting Issue***—Philadelphia, Pennsylvania
- Building on History, Adaptive Use, Historic Preservation, Tourism, and Livability
- Special Section: Northeast

MAY/JUNE

- ▶ Water, Recreation, Refreshment, and Resilience
- Regional Spotlight: Southeast (Including Florida)

JULY/AUGUST

- ▶ Housing, Trends in Design, Demand, and Delivery
- Regional Spotlight: California (Entire State)

SEPTEMBER/OCTOBER

- ▶ **ULI Fall Meeting Issue***—Dallas, Texas
- Special Section: Southwest (Excluding California)

NOVEMBER/DECEMBER

- ▶ *Urban Land's* 40 Under 40
- Two Special Sections:
 1. Mid-Atlantic Real Estate Market,
 2. Trends in Design, Engineering, and Planning

**Note: editorial topics subject to change.*

For additional information on Advertising, please contact:
advertising@uli.org

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EDITORIAL STAFF

Elizabeth Razzi, editor in chief
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RATES & SPECIFICATIONS FOR PRINT

2016 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

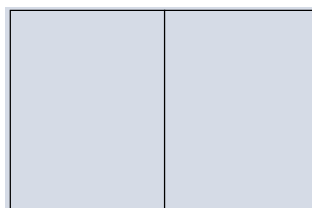
Deadlines

Advertising Reservations:

1st of each month preceding each edition.

Materials Deadlines:

5th of each month preceding edition.

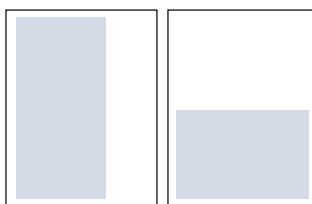


2-PAGE SPREAD PLUS BLEED
18¹/₄ x 11¹/₈

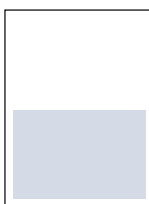


FULL PAGE PLUS BLEED
9¹/₈ x 11¹/₈

FULL PAGE (NO BLEED)
8 x 10



2/3 VERTICAL
5 x 9¹/₈



1/2 HORIZONTAL
7⁵/₈ x 4⁷/₈

ADVERTORIAL GUIDELINES

- ▷ Text-heavy or “advertorial” ads will only be placed in the back half of the magazine.
- ▷ An advertisement may not contain an ad within the ad, whether for their own product or someone else’s.
- ▷ Urban Land reserves the right to place “Paid Advertisement” atop any advertising that could be mistaken for editorial content.
- ▷ Advertising will not imitate editorial copy by adopting the same typefaces, page layout, or other design features commonly used in Urban Land.
- ▷ An advertiser’s logo should be displayed prominently in any ad that relies heavily on the use of text.

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.

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

Additional settings made within the page layout program are 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) should be offset 24 pts and be 0.5 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 Irene Katradis at Irene.Katradis@uli.org.

RATES & SPECIFICATIONS FOR ONLINE

Urban Land Online 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.

2016 Online Advertising Rates Dimensions and Rates (net)

PLACEMENT	1 MONTH	6 MONTHS	12 MONTHS
Premium Ads			
Premium placement (home page placements, top leaderboard)	\$500	\$2,500	\$4,500
Standard placement (large squares, bottom leaderboard)	\$400	\$2,000	\$3,600

Urban Land's Weekly Newsletter: \$1,500 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 reach ULI's global member and prospect member lists. Multi-run rates are also available. Advance reservations required.

Urban Land's E-Newsletter Specs: 500 pixels wide x 90 pixels high

Online Ad Specs

Top and Bottom Leaderboard: 728 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.

Urban Land Magazine App

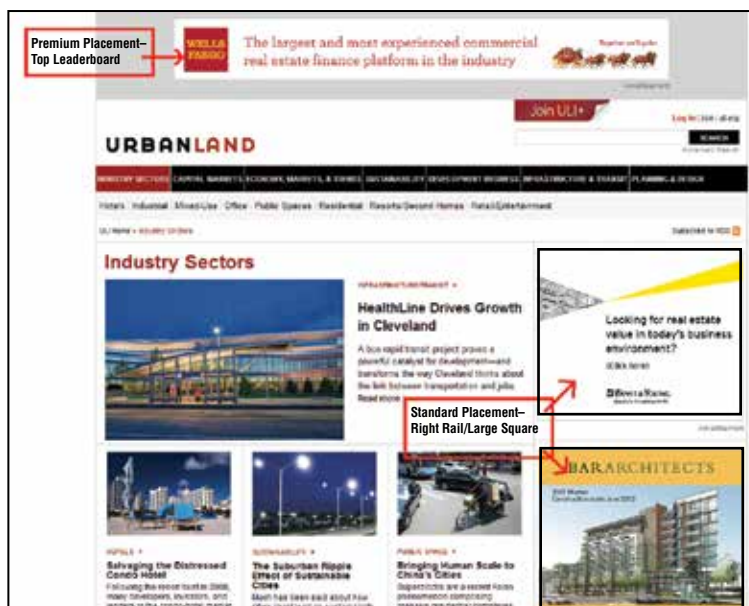


This mobile app delivers each issue of *Urban Land* to ULI members across the globe quickly and conveniently, providing all the content, illustrations, and photos of the print edition on your smartphone or tablet. (All print advertising is included in the mobile app. Website links are live in app version.)

**For more information, contact:
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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
Berkadia
Cooper Carry
CW Capital
EDI International Inc.
Fidelity National Title Insurance Company
First American Title
GGLO
Hart Howerton
Lancaster City Alliance
Kimley Horn

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

ULI MEMBER 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 more than 36,000 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.

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