Advertise in *Urban Land* and Reach the Decision Makers in Real Estate Development and Land Use.

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.

Each bimonthly issue is delivered to all 39,000 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.
Gain Exposure to Industry Leaders with Buying Power

What ULI Members Do

- 19% C-SUITE
- 55% DECISION MAKERS
- 26% MILLENNIALS

ULI Member Interests
- Mixed use
- Residential
- Retail
- Office
- Infrastructure
- Hotel
- Resort
- Capital markets
- Sustainability
- Economic development
- Public/private partnerships

- 14% Investment firms and financial institutions
- 16% Public officials, planners, and academics
- 33% Architects, attorneys, consultants, and other service professionals
- 37% Developers
Leading Companies, Cities, and Universities Advertise in *Urban Land*

**URBAN LAND ADVERTISERS INCLUDE:**

**Architects, Engineers, Planners, Landscapers, and Construction Firms**

- Allford Hall Monaghan Morris
- Anderson Baron
- Arrowstreet
- BMA Architecture
- Bull Stockwell Allen Architecture + Planning + Interiors
- Charlan•Brock•Associates
- DOMUS Studio Group
- Dowdey, Anderson & Associates Inc.
- DTJ Design
- FFKR Architects
- Field Paoli Architects
- Francis Krahe & Associates Inc.
- Gardner Architects
- Gensler
- Geotest Engineering Inc.
- Heller Manus Architects
- Hensley Lamkin Rachel Inc.
- Hoar Construction
- Huitt-Zollars Inc.
- Humphreys & Partners Architects L.P.
- Jerde
- JZMK Partners
- Kephart community planning architecture
- KTGY Architecture + Planning
- Marx|Okubo Associates Inc.
- Norris Design
- Perkins+Will
- RSM Design
- RVi Planning + Landscape Architecture
- Tryba Architects
- WDG Architecture
- Ziegler Cooper Architects
- Zyscovich Architects

**Attorneys**

- Addison Law Firm
- Foley & Lardner LLP
- Goulston & Storrs
- Greenberg Traurig LLP
- Katten Muchin Rosenman LLP
- Morris, Manning & Martin LLP
- Perkins Coie LLP

**Financial Firms**

- American Assets Trust
- Bank of America Merrill Lynch
- Berkadia
- Berkshire Group
- BMO Harris Bank
- Chicago Title Insurance Company
- Commonwealth Land Title Insurance Company
EagleBank
EB5 Capital
Fidelity National Title Insurance Company
NAI Global
NorthMarq Capital
Pearlmark
Wells Fargo

Advisory Firms
Ackman-Ziff Real Estate Group LLC
CBC Advisors
CBRE
Colliers International
The Resmark Companies

Cities
Buffalo Urban Development Corporation
City of Coral Gables
City of Decatur
City of Denver and Denver County
City of Fort Worth
City of Madison
City of Minneapolis
City of Norfolk
City of Oakland Park
City of Ontario
City of Orlando
City of Peoria
City of Phoenix
City of Plano
City of Raleigh
City of Sacramento
City of Sugar Land
City of Tucson/Pima County
City of Union City
City of Westerville
City of West Palm Beach

Universities
Auburn University
Cornell University
Georgetown University
Harvard University Graduate School of Design, Executive Education
Mays Business School | Texas A&M University
MIT Center for Real Estate
NYU School of Professional Studies
University of Maryland—Colvin Institute of Real Estate Development
University of Miami School of Architecture
York University—Schulich School of Business
2017 *Urban Land* Editorial Calendar

**JANUARY/FEBRUARY**
**BONUS DISTRIBUTION AT EUROPE CONFERENCE IN PARIS.**

**SECURITY.** A global need. Who’s responsible? Who pays? What works? Covering retail/restaurant properties, residences, offices, and public areas. How to address the expectations and needs of tenants, customers, and investors.

**Regional Spotlights:** Europe and the U.K., and the U.S. Midwest

**MARCH/APRIL**
**2017 Annual Spring Meeting Issue!**

**BONUS DISTRIBUTION AT SPRING MEETING IN SEATTLE • MAY 2–4, 2017**

**SMART CITIES.** Efforts at the cutting edge around the world. Updates on high-speed bandwidth, the Internet of Things, etc., including examples from Japan and South Korea.

Highlights from the ULI Europe Meeting in Paris

**Host City Special Package:** Seattle

**Regional Spotlights:** Pacific Northwest and Canada

**MAY/JUNE**

**DESIGN ISSUE.** Trends in interior, exterior, and landscape design across real estate sectors, including a look at Creative Places.

**SPECIAL COVERAGE:** Real estate in Asia Pacific region

**Meeting Highlights:** The best of ULI’s Spring Meeting in Seattle

**Regional Spotlights:** Southeastern U.S., including Florida

**JULY/AUGUST**

**THE AFFORDABLE LIFE.** Balancing authenticity, affordability, and profitability. What’s the right mix for mixed-use development? Plus: Small cities that excel.

**Meeting Highlights:** The best of the ULI Asia Pacific Summit in Singapore

**Regional Spotlights:** South America and the U.S. Northeast

**RESERVE YOUR SPACE EARLY FOR THE BEST PLACEMENT OPPORTUNITIES**
Recurring features in each issue

• ULX: Ten global examples of design excellence
• Solution File: Case studies in planning and development
• Outlook: Top ULI members’ views on a specific type of development
• ULI Global Awards for Excellence
• ULI Case Study: Details on how an exemplary development project was put together
• Finance Focus: A new feature looking at the availability, cost, and factors affecting real estate finance worldwide
• ULI Meeting Highlights and Regional Spotlights

SEPTEMBER/OCTOBER
2017 Annual Fall Meeting Issue!
BONUS DISTRIBUTION AT FALL MEETING IN LOS ANGELES • OCT. 23–26, 2017
GETTING THERE. Solutions for untangling the traffic knot—and how the ability to get around with ease is driving where people live, work, and invest around the globe. Innovations in transit-oriented development.
Host City Special Package: Los Angeles
Regional Spotlights: California and the U.S. Southwest

NOVEMBER/DECEMBER
BONUS DISTRIBUTION AT ASIA PACIFIC SUMMIT IN SINGAPORE
FORECASTS & TRENDS, including ULI/PwC’s exclusive Emerging Trends reports on Americas/Asia Pacific/Europe. Capital and finance/economic forecasts & demographics.
Meeting Highlights: The best of ULI’s Fall Meeting in Los Angeles
Regional Spotlights: Asia Pacific Gateway Cities and the U.S. Mid-Atlantic
# Urban Land Magazine Print Edition

## 2017 Print Advertising Rates

### Four-Color Rates (Net)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page</td>
<td>$10,580</td>
<td>$9,350</td>
<td>$8,700</td>
</tr>
<tr>
<td>Full page</td>
<td>$5,650</td>
<td>$5,300</td>
<td>$4,800</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$4,880</td>
<td>$4,630</td>
<td>$4,120</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$4,200</td>
<td>$3,950</td>
<td>$3,570</td>
</tr>
</tbody>
</table>

### Cover Rates (Includes Color)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd cover IFC</td>
<td>$7,522</td>
<td>$7,205</td>
<td>$6,885</td>
</tr>
<tr>
<td>3rd cover IBC</td>
<td>$6,418</td>
<td>$6,056</td>
<td>$5,886</td>
</tr>
<tr>
<td>4th cover OBC</td>
<td>$9,350</td>
<td>$8,925</td>
<td>$8,075</td>
</tr>
</tbody>
</table>

### Deadlines

**Advertising Reservations:** 1st of each month preceding each edition.

**Materials Deadlines:** 5th of each month preceding edition.

### Artwork Submission

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

For technical support, call 866-774-5784.

For all other questions, e-mail Irene Katradis at Irene.Katradis@uli.org.
SPECIFICATIONS FOR PRINT

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.
BLEEDS: 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.

Cancellations
Acceptance of advertising materials is subject to publisher’s approval of design and content.
ULI reserves the right to cancel or reject at any time any advertising that is not in keeping with ULI guidelines.
Any production costs incurred for advertisers will be rebilled to the advertiser or agency.

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 the advertiser’s 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.
Digital Advertising Opportunities

*Urban Land* Magazine Online

The online issue provides regular updates on current events affecting land use, plus commentary and actionable business advice. Online advertising and sponsored features allow you to reach ULI’s executive-level audience.

### Rates

<table>
<thead>
<tr>
<th>Placement Description</th>
<th>1 Month</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium Ads</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium placement (home page placements, top leaderboard)</td>
<td>$500</td>
<td>$2,500</td>
<td>$4,500</td>
</tr>
<tr>
<td><strong>Standard placement</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(large squares, bottom leaderboard)</td>
<td>$400</td>
<td>$2,000</td>
<td>$3,600</td>
</tr>
</tbody>
</table>

### Specifications

**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.
Digital Advertising Opportunities

*Urban Land*’s Weekly E-Newsletter

Reach ULI members via direct email. 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. Advance reservations required.

**Rates and Specifications:** $1,500 per week; 500 pixels wide x 90 pixels high

ULI Case Studies

Case studies are popular among ULI members. Gain logo recognition for one new case study on the individual case study page, in the video, and at the bottom of the case study web page on ULI’s member-only Case Studies site. Case studies have an extensive shelf life.

ULI Videos

Place your ad in a ULI video.

ULI Member Live Webinar Series

ULI hosts complimentary webinars for members on a wide variety of topics. Advertise your firm while attendees wait for the webinar to begin.

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 on digital advertising opportunities and rates, contact Yasmine Yates, yyates@uli.org.
Advertise in *Urban Land*. Reserve your space today!

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