



2017 *Urban Land* Magazine Media Planner

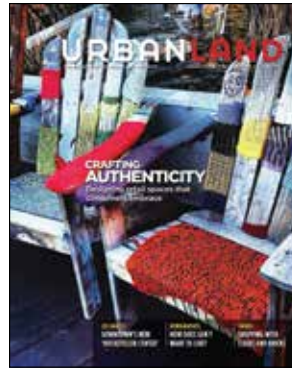
URBANLAND

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.

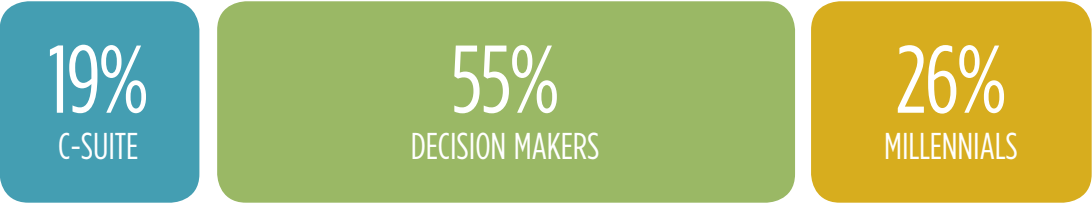
Each bimonthly issue is delivered to all 39,000 ULI members hailing from 80 countries.

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



ULI Member Interests

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

Leading Companies, Cities, and Universities Advertise in *Urban Land*

***URBAN LAND* ADVERTISERS INCLUDE:**

Architects, Engineers, Planners, Landscapers, and Construction Firms

Allford Hall Monaghan Morris

AndersonBaron

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





RESERVE YOUR
SPACE EARLY
FOR THE BEST
PLACEMENT
OPPORTUNITIES

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

SEPTEMBER/OCTOBER

2017 Annual Fall Meeting Issue!

BONUS DISTRIBUTION AT FALL MEETING IN LOS ANGELES • OCT. 23–26, 2017

GETTING THERE. Solutions for untying 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

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

Urban Land Magazine Print Edition

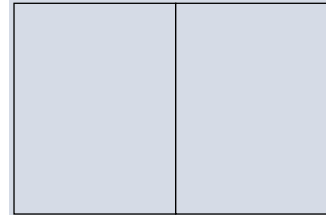
2017 Print Advertising Rates

Four-Color Rates (Net)

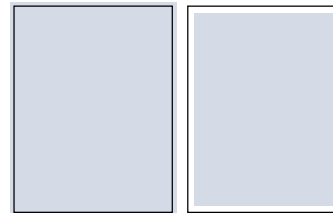
SIZE	1X	3X	6X
2-page	\$10,580	\$9,350	\$8,700
Full page	\$5,650	\$5,300	\$4,800
2/3 page	\$4,880	\$4,630	\$4,120
1/2 page	\$4,200	\$3,950	\$3,570

Cover Rates (Includes Color)

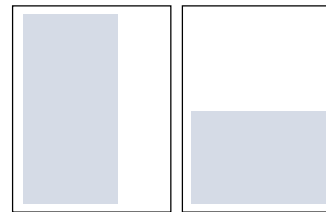
SIZE	1X	3X	6X
2nd cover IFC	\$7,522	\$7,205	\$6,885
3rd cover IBC	\$6,418	\$6,056	\$5,886
4th cover OBC	\$9,350	\$8,925	\$8,075



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



FULL PAGE PLUS BLEED 9¹/₈ x 11¹/₈ FULL PAGE (NO BLEED) 8 x 10



2/3 VERTICAL 5 x 9⁷/₈ 1/2 HORIZONTAL 7⁵/₈ x 4⁷/₈



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.

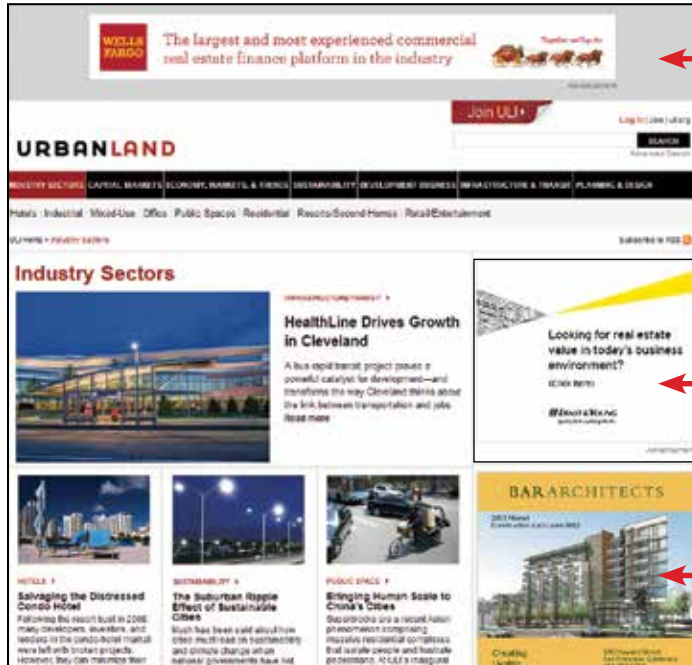
Advertorial Guidelines

- ▷ 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.



Premium Placement-Top Leaderboard

Standard Placement-Right Rail/ Large Square

Rates

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

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 Connect

Opportunities for sponsored content in ULI's monthly global member email newsletter.

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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