

# SIOR 2013

## ADVERTISING CATALOG

A COMPREHENSIVE PROSPECTUS ON HOW TO  
CONNECT WITH COMMERCIAL REAL ESTATE'S MOST  
SUCCESSFUL INDUSTRIAL AND OFFICE BROKERS

## OPPORTUNITIES:

LAUNCH MULTI-MEDIA AD CAMPAIGNS

INCREASE EXPOSURE

MEASURE RESULTS

ATTAIN YOUR GOALS



# SIOR 2013

## OPPORTUNITIES CATALOG

# IN THIS OPPORTUNITIES CATALOG

- ABOUT SIOR 3
- PROFESSIONAL REPORT MAGAZINE 4
- WEBSITE 7
- E-NEWSLETTER 9
- ADVERTISING POLICIES/PROCEDURES 10
- ORDER FORM 11

Companies who obtain the best returns on their investment with SIOR elect to participate in multiple platforms. Find the right mix for you.

**Contact Alexis Fermanis, Director of Communications at  
202.449.8226 or [afermanis@sior.com](mailto:afermanis@sior.com).**

# SIOR 2013

## OPPORTUNITIES CATALOG

## ABOUT SIOR

### ABOUT SIOR

BUILD RELATIONSHIPS WITH THE COMMERCIAL REAL ESTATE INDUSTRY'S TOP BROKERS FOR LONG-TERM BUSINESS OPPORTUNITIES.

THE SOCIETY OF INDUSTRIAL AND OFFICE REALTORS® (SIOR) IS THE WORLD'S LEADING INDUSTRIAL AND OFFICE REAL ESTATE BROKERAGE ASSOCIATION. 2,800 INDUSTRIAL AND OFFICE BROKERS AND AGENTS WORLDWIDE HAVE MET STRINGENT QUALIFICATIONS TO EARN THE SIOR DESIGNATION, CERTIFYING THEIR EXPERTISE AND SUCCESS. THERE ARE MEMBERS IN MORE THAN 630 CITIES AND 31 COUNTRIES WORLDWIDE.

### ABOUT OUR MEMBERS

Brokers do not *join* SIOR, they *earn* the SIOR Designation – requirements include:

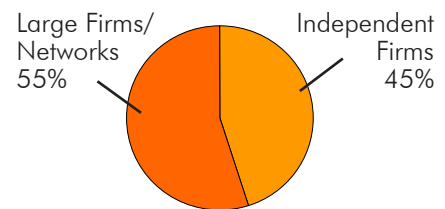
- Experience: Minimum of five years as an industrial and/or office broker
- Production: Minimum annual transaction volume
- Recommendations: Endorsements from SIOR members
- Education: Completion of stringent education requirements
- Ethics: Adherence to the SIOR Code of Ethics

Collectively SIORs close more than 78,000 transactions annually for a per-member average of:

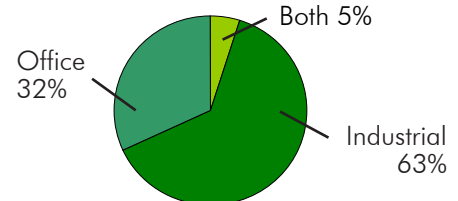
- 30 deals
- 1 million square feet (93,000 meters)
- US \$30 million in leases/sales

**SIOR members are influencers and decision-makers who have significant say or input in the direction of their respective companies.** Therefore, the benefit of having your message in front of 2,800 high-caliber real estate brokerage professionals is exponentially increased by the number of people each designee impacts on a daily basis.

PERCENT OF MEMBERS WITH LARGE FIRMS/  
NETWORKS VS. INDEPENDENT FIRMS



PERCENT OF MEMBERS SPECIALIZING  
IN INDUSTRIAL, OFFICE, OR BOTH



#### Countries with SIOR Members:

- |             |                  |
|-------------|------------------|
| • AUSTRALIA | • LEBANON        |
| • BAHAMAS   | • MALAYSIA       |
| • BELGIUM   | • MEXICO         |
| • BRAZIL    | • NETHERLANDS    |
| • CANADA    | • NORWAY         |
| • CHINA     | • POLAND         |
| • FRANCE    | • ROMANIA        |
| • GERMANY   | • RUSSIA         |
| • GREECE    | • SOUTH KOREA    |
| • INDIA     | • SPAIN          |
| • INDONESIA | • SWEDEN         |
| • IRELAND   | • SWITZERLAND    |
| • ISRAEL    | • UNITED KINGDOM |
| • ITALY     | • VENEZUELA      |
| • JAPAN     | • VIETNAM        |
| • LATVIA    |                  |

# SIOR 2013

## OPPORTUNITIES CATALOG

# PROFESSIONAL REPORT MAGAZINE

### The Professional Report

SIOR's Professional Report magazine is produced quarterly and includes news and information geared towards the elite professionals in the commercial real estate industry. Articles are written by industry experts and focus on topics that cover the evolving paradigms in commercial real estate brokerage.

The magazine provides exposure to the top decision-makers in the industry; many with access to billion-dollar budgets and influential partners. A recent member survey result indicates that the majority of members read Professional Report "cover to cover."

SIOR's Professional Report strives for the most educational, relevant, and thought-provoking content. Every issue includes a focus on some of the following areas of interest:

- BROKERAGE AND SALES SKILLS
- INTERNATIONAL TRENDS AND INSIGHT
- ECONOMIC OVERVIEW
- MARKETING AND ADVERTISING TRENDS
- INDUSTRIAL / OFFICE PRODUCT
- TECHNOLOGY



### Three ways to Advertise in Professional Report: Print, Digital, Mobile

To supplement the print version of Professional Report, SIOR now offers digital and mobile versions of the magazine. Your ad will appear in both the print and digital versions of the magazine.

#### PRINT

The *Professional Report* is distributed to more than 4000 members and industry leaders and is provided at national and global SIOR Chapter events and industry conferences and conventions. Each advertiser will receive one complimentary copy of the issue containing its advertisement. Additional copies may be purchased for a fee from SIOR.

#### DIGITAL/WEB

The digital version of *Professional Report* is available for free and widely promoted on the SIOR Website and is distributed to a growing number of digital subscribers.

#### MOBILE/SMARTPHONES

The magazine is also available on nearly any mobile phone and is being downloaded and regularly accessed at a quickening rate each edition. Apps are available on both the iOS (Apple), Android, and Amazon platforms. (Blackberry coming soon.)



*Professional Report* is a quarterly publication of SIOR (ISSN: 1067-4764).

# PROFESSIONAL REPORT MAGAZINE

## PRINT AD SPECIFICATIONS

### Magazine

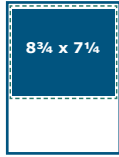
### Advertising

#### Full Page



Bleed: 8.75 x 11.25  
Live Area\*: 8 x 10.5

#### 2/3 Page Horizontal



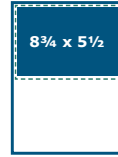
Bleed: 8.75 x 7.25  
Live Area\*: 8 x 6.75

#### 2/3 Page Vertical



Bleed: 5.5 x 11.25  
Live Area\*: 5 x 10.5

#### 1/2 Page Horizontal



Bleed: 8.75 x 5.5  
Live Area\*: 8 x 5

#### 1/2 Page Vertical



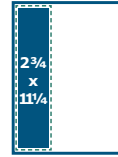
Bleed: 4.25 x 11.25  
Live Area\*: 3.75 x 10.5

#### 1/3 Page Horizontal



Bleed: 8.75 x 3.5  
Live Area\*: 8 x 3

#### 1/3 Page Vertical



Bleed: 2.75 x 11.25  
Live Area\*: 2.25 x 10.5

#### 1/4 Page



No Bleed/Live Area:  
4 x 5

\* Live Area = no bleed spec size. Content on bleed ads is best optimized within the live area.

### Magazine

### Advertising

Print Ad Type	Dimensions	Live Area
Full Page	8.75 x 11.25	8 x 10.5
2/3 Page Horizontal	8.75 x 7.25	8 x 6.75
2/3 Page Vertical	5.5 x 11.25	5 x 10.5
1/2 Page Horizontal	8.75 x 5.5	8 x 5
1/2 Page Vertical	4.25 x 11.25	3.75 x 10.5
1/3 Page Horizontal	8.75 x 3.5	8 x 3
1/3 Page Vertical	2.75 x 11.25	2.25 x 10.5
1/4 Page	4 x 5	4 x 5

### Issue and Submission Closing Dates

Issue	Insertion Order Deadline	Material Deadline
1 <sup>st</sup> Quarter	December 14	January 18
2 <sup>nd</sup> Quarter	March 8	April 12
3 <sup>rd</sup> Quarter	June 7	July 19
4 <sup>th</sup> Quarter	September 6	October 11

All placements are first come, first served. The placement and position of all ads are made at the discretion of SIOR.

Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

### Magazine Advertising Rates

Page Size	Frequency/Price*	
	2X	4X
Back Cover	□ \$5375	□ \$4775
Inside Cover	□ \$4900	□ \$4400
Inside Back	□ \$4475	□ \$4025
Full Page	□ \$2625	□ \$2475
2/3 Page	□ \$1950	□ \$1800
1/2 Page	□ \$1525	□ \$1375
1/3 Page	□ \$1175	□ \$1075
1/4 Page	□ \$825	□ \$725

\*Price per issue

For questions and inquiries, contact Alexis Fermanis, Director of Communications at [afermanis@sior.com](mailto:afermanis@sior.com) or 202.449.8226.



### Acceptable Applications

PDF: PDFs must be Press Ready High Resolution (300 dpi) with fonts embedded, BW, Grayscale or CMYK (no RGB, no Pantone, no Spot Colors).

InDesign, Illustrator: Must include all fonts and graphics.

Photoshop: Native Photoshop, JPEGs, and TIFFs accepted. Must be a minimum of 300 dpi and be converted to CMYK. If EPS images are linked, be sure to include all linked fonts as well.

### Unacceptable Applications

Microsoft Word, Publisher, Powerpoint or any word processing program.



## Digital Magazine Advertising Dimensions

Ad Type	Dimensions	
	Width	Height
Web Leaderboard	728	90
Web Banner	180	150
Web Blow-In	500	300
Mobile App Banner:		
Small (Phone/Tablet)	320	50
Small (Tablet Portrait)	728	90
Small (Tablet Landscape)	960	90

## Digital Magazine Advertising Rates

Ad Type	Frequency/Price*	
	2X	4X
Web Leaderboard	□ \$500	□ \$450
Web Banner	□ \$450	□ \$400
Web Blow-In	□ \$400	□ \$350
Mobile App Banner**	□ \$400	□ \$350

\*Price per issue

\*\*Mobile App Banner includes both smartphones and tablets

## Ad Type Definitions

- **Web Leaderboard:** Top banner ad; always displayed as magazine is read. Web-version only.
- **Web Banner:** Lower, left-side banner ad; always displayed as magazine is read. Web-version only.
- **Mobile App Banner:** Bottom banner ads. Appear on main screen of app. Mobile version only.

## Issue and Submission Closing Dates

Issue	Insertion Order Deadline	Material Deadline
1 <sup>st</sup> Quarter	December 14	January 18
2 <sup>nd</sup> Quarter	March 8	April 12
3 <sup>rd</sup> Quarter	June 7	July 19
4 <sup>th</sup> Quarter	September 6	October 11

All placements are first come, first served. The placement and position of all ads are made at the discretion of SIOR.

Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

## Design Requirements

- **Web File Formats:** JPEG, GIF, animated GIF, or PNG
- **Mobile App File Formats:** JPEG, PNG
- Provide URL destination for banner ad when tapped
- Animation is limited to 10 seconds and must not loop forever.

## Design Recommendations:

- No visible graphic borders
- Include contact information, your company website URL, logo, and brand colors
- Keep the live copy a minimum of ½ inch from trim size for bleed ads.

For questions and inquiries, contact Alexis Fermanis, Director of Communications at [afermanis@sior.com](mailto:afermanis@sior.com) or 202.449.8226.

# SIOR 2013

## OPPORTUNITIES CATALOG

# WEBSITE OPPORTUNITIES

### The SIOR Website

The SIOR website is the main source of information and services for SIOR members and elite professionals in the commercial real estate industry. News and information is current and relevant and top-decision makers are visiting the site on a regular basis.

The robust online member directory is the first-stop for any industry professional looking for experts around the globe. Information on upcoming events, educational opportunities, and membership requirements are available. A new members-only website provides the ultimate value proposition for members. The SIOR website is also mobile-friendly.



### Areas of the Website

- Home Page
- Find a Member Online Directory
- MySIOR Members' Only Community
- Blog
- Channel Pages:
  - ABOUT SIOR
  - EDUCATION
  - CHAPTERS
  - MEMBERSHIP
  - RESOURCES
  - SIOR FOUNDATION
  - EVENTS
  - MARKETING

### SIOR.COM at a Glance

- More than 65,000 views each month
- Receives more than 15,000 monthly visits
- Average of 9.1 pages per visit
- Visits from more than 90 countries worldwide each month



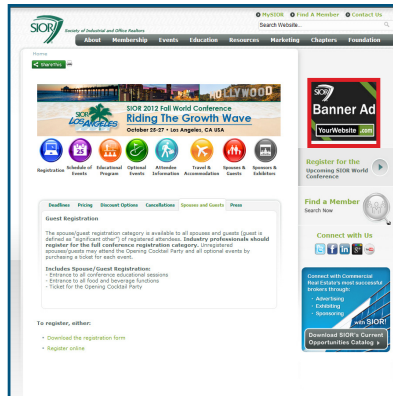
# WEBSITE ADVERTISING

# WEB AD SPECIFICATIONS

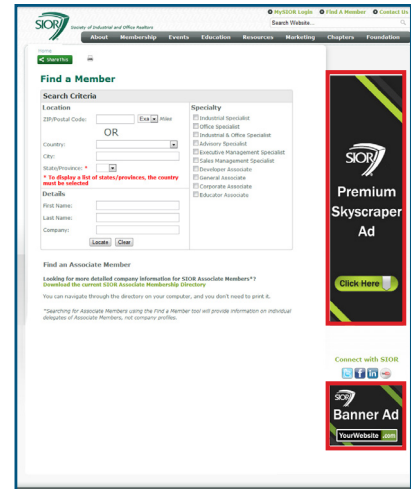
## Home Page Banner



## Channel Page Banner



## Find a Member Banners



## Website Advertising Dimensions

Web Location/Type	Dimensions	Price/Year <sup>1</sup>
Home Page Banner	180 x 300	\$8,000
Channel Page Banner <sup>2</sup>	180 x 150	\$4,000
Find a Member Premium Skyscraper <sup>3</sup>	160 x 600	\$20,000
Find a Member Premium Banner <sup>4</sup>	180 x 150	\$10,000
Find a Member Search Banner <sup>5</sup>	600 x 150	\$2500

1. Customized monthly contracts may be available upon request.
2. Channel Page can be from the following: Events, Education, Membership, Blog, MySIOR
3. Find a Member Premium Skyscraper Banner is always displayed on the right-hand side of the Find a Member page, regardless of the search results. The ad is above the fold.
4. Premium Banner is always displayed on the right-hand side of the Find a Member page, regardless of the search results. The ad is below the fold.
5. Find a Member Search Banner generates ads based on search criteria entered by the user. (i.e., an ad purchased for California will only appear when members are searched for in California.)

Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

## Design Requirements

- **Web File Formats:** JPEG, GIF, animated GIF
- Provide URL destination for banner ad when tapped
- Animation is limited to 10 seconds and must not loop forever.
- New files must be received at a minimum of 7 business days before the start of the new month for updates/replacements or new contracts\*

## Banner Advertising Policies

- Banners will rotate with either in-house ads or featured ads if needed.
- Ads receive equal weighting and refresh every 10 seconds and/or every page refresh
- Order of ads is random each unique visit
- Advertisers have access 24/7 to metrics/analytics with unique account login

For questions and inquiries, contact  
Alexis Fermanis,  
Director of  
Communications, at  
[afermanis@sior.com](mailto:afermanis@sior.com)  
or 202.449.8226.



# E-NEWSLETTER ADVERTISING

## E-NEWSLETTER SPECIFICATIONS

### SIOR Monthly E-Newsletter

SIOR Monthly is the SIOR Headquarters monthly e-newsletter that is distributed to the entire SIOR membership. Each edition includes important news and information our members care about. Readership continues to rise each edition, well above industry standard.

Target specific advertising campaigns and get frequent, consistent exposure with this widely distributed and well-read platform.

### E-Newsletter Advertising Dimensions

Web Location/Type	Dimensions	Price/Year*
Primary Banner (top right)	125 x 125	\$6000
Leaderboard (bottom)	180 x 150	\$4800

\*Customized monthly contracts may be available upon request.

Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

### Design Requirements

- **Web File Formats:** JPEG, GIF, animated GIF
- Provide URL destination for banner ad when tapped
- New files must be received at a minimum of 7 business days before the start of the new month for replacements/new contracts

### Unacceptable Applications

Animated gifs, PDF, Images embedded in Microsoft Word, Publisher, Powerpoint or any word processing program, native .psd, .ill, .ai files.

### Banner Advertising Policies

- **First come, first served**
- **Banners may rotate with either in-house ads or featured ads if needed.**
- **Ads receive equal weighting and refresh every 10 seconds and/or every page refresh**

For questions and inquiries, contact Alexis Fermanis, Director of Communications, at [afermanis@sior.com](mailto:afermanis@sior.com) or 202.449.8226.

### Find a Member Banners

**Society of Industrial and Office Realtors®**

**Dear SIOR,**

New Member Benefits Right Around the Corner!

Check your mailbox for a letter from SIOR President, Geoff Kreusser, SIOR, FRICS, highlighting some exciting new member benefits coming soon. From a brand new members-only broadcast messaging service, to online discussion forums, and even a blog (finally!), SIOR is working to bring you the online tools and resources you need to not only stay up-to-date, but a step ahead of the competition.

**SIOR's Global Market Coverage**

SIOR's are closer than you think! With our new interactive map, you can see SIOR's reach across the globe, with members in 630 cities and 31 countries. View SIOR's new interactive map [here](#).

**Only Seven More Days to Win a Free Stay at the 2012 Fall World Conference!**

Register for the 2012 Fall World Conference and book your hotel room within the next seven days and be entered to win your hotel stay\* on SIOR!

[Click here](#) to register now!

[Click here](#) for hotel information and reservations!

On Wednesday, August 1, SIOR will announce the winner of the free hotel stay. Anyone who has registered and booked their hotel room through Tuesday, July 31st will be entered to win! So what are you waiting for? [Register now!](#)

\*SIOR will pay for up to three nights at the host hotel, the Hyatt Regency Century Plaza.

**NAR Partners with Xceligent**

Earlier this month, NAR announced a game-changing partnership between **NAR Benefits** and **Xceligent** - a top commercial real estate information services provider. The relationship will provide Commercial REALTORS® with a competitive advantage and preferred pricing on important tools and products for your business. Watch the video to see NAR Senior Vice President of Marketing, Bob Goldberg, and 2012 NAR Treasurer Bill Armstrong, walk through the details.

[Watch the video!](#)

**SIOR CCA Brokerage Minute Segment**

The SIOR Center for Career Advancement is pleased to release a new brokerage minute segment on Emergency Plans.

[Click here](#) to listen now!

**Upcoming International Events**

**SIOR London Reception September 25, 2012**  
SIOR and the SIOR European Regional Council are hosting a reception sponsored by **Saetings** at the St. Stephen's Club in London. SIOR members are invited to attend and bring a guest. Please contact Michael Topp, SIOR Director of Membership at [mtopp@sior.com](mailto:mtopp@sior.com) to RSVP.

**Having Trouble Receiving SIOR Emails?**

To ensure you are receiving emails from SIOR HQ, check that SIOR emails [media@sior.com](mailto:media@sior.com), [education@sior.com](mailto:education@sior.com), and [events@sior.com](mailto:events@sior.com) are not being labeled as spam. Make sure to add the emails to your safe-senders list.

July 2012  
**In This Issue**

**Global Market Coverage**

**2012 Fall World Conference**

**NAR Partners with Xceligent**

**Banner Ad**

[YourWebsite.com](#)

**International Market Reports**

SIOR International Members periodically provide continent and country market reports. Select Q1 2012 reports [are available here](#).

**SIOR M2M Transactions**

[Click here to view June transactions.](#)

To submit your M2M transactions [click here](#).

Learn more about how M2M can benefit your career.

**What's Buzzing?**

3 Steps to Viral Commercial Property Listings: [hit by @MuzoVid](#) (via @CIMMS)

"Talent hits a target no one else can hit. Genius hits a target no one else can see." - Arthur Schopenhauer #quotes

Well's Fargo Securities Economics Group: #Industrial Production Business Back in June! [check @BBQzy](#) (via @AreaDevelopment)

**Welcome New Members!**

## E-NEWSLETTER Banner Ad

Your Website.com

Join the conversation... [f](#) [t](#) [in](#) [v](#) [+](#)

SIOR's social media network is the newest and best way for you to keep in the know on everything commercial real estate. From market reports to major transactions, we work to bring you the very best of industry and organization news.

# ADVERTISING POLICIES

## Insertion Orders

Insertion orders must be completed, signed, and delivered on or before the advertising space reservation deadline.

## Ad Placement

- All placements are first come, first-serve. No warranty of placement position is given or implied.
- SIOR reserves the right to refuse any advertisement not in keeping with the standard of the magazine, or that does not serve the best interest of SIOR or its membership.
- If a new advertisement does not reach publisher by material deadline, publisher reserves the right to repeat previous ad.

## Payment Terms

- Payment can be made by credit card, check, or via invoice payments.
- Credit Card transactions will incur an additional 3%; charge information must be included on the Insertion Order.
- Check payments must accompany the first insertion.
- Invoice payment is due within 30 days of invoice.
- Contracts must be paid in full at the beginning of the contract, unless otherwise specified. Invoices will be sent at the beginning of the contract.
- All advertising fees must be up-to-date in order for contracts to continue to be filled. Late payments may result in ads not being published.

- All costs related to advertising dollars are in U.S. dollars.
- SIOR reserves the right to collect monies due and payable for advertisements from either the advertiser's agency or the advertiser.

## Cancellations

All cancellations must be made in writing 15 days before the ad space insertion order deadline. SIOR must confirm this cancellation in order for the request to be successfully completed. SIOR is not responsible for fulfilling cancellation requests made after this deadline, and placement and invoice may still be due.

## Copy Liability

SIOR reserves the right to refuse any advertisement not in keeping with the standard of the magazine, or that does not serve the best interest of SIOR or its membership.

## Additional Fees

A design fee may be incurred for any work SIOR does on behalf of the customer. Advertiser materials delivered beyond deadline may be subject to additional charges.

**Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.**

To submit an insertion order, secure your ad placement, and/or place an order, go to Page 11.

For questions and inquiries, contact Alexis Fermanis, Director of Communications at [afermanis@sior.com](mailto:afermanis@sior.com) or 202.449.8226.

# SIOR ADVERTISING CONTRACT

Advertiser/Company Name: \_\_\_\_\_ Referring Member Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Member Name(s) Associated with Ad: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ ZIP/PC: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

## Professional Report Magazine

**Frequency:**  x2  x4 **Issue to Run In:**  Q1  Q2  Q3  Q4 **Artwork:**  New  Rollover, Prv. Issue \_\_\_\_\_

**Print Premiums:**  Back Cover  Inside Cover  Inside Back

**Print Size/Layout:**  Full Page  2/3 Horizontal  2/3 Vertical  1/2 Horizontal  1/2 Vertical  1/3 Horizontal  1/3 Vertical  1/4 Page

**Digital Ad Type:**  Web Leaderboard  Web Button  Web Blow-In  Mobile App Banner

## Website

**Location/Ad Type:**  Home Page Banner  Channel Page Banner  Find a Member Online Directory  
 Events  
 Education  
 Membership  
 Blog (Coming Soon)  
 MySIOR (Coming Soon)  
 Premium Skyscraper  
 Premium Banner  
 Search Banner  
 State/Province: \_\_\_\_\_

## E-Newsletter

**Location/Ad Type:**  Primary Banner  Secondary Banner  Leaderboard (Bottom)

## Cost

Print Mag. (per issue): \$ \_\_\_\_\_ Digital Mag. (per issue): \$ \_\_\_\_\_ Web: \$ \_\_\_\_\_ E-News: \$ \_\_\_\_\_

Start Date: \_\_/\_\_/\_\_ 3% Processing Fee (credit card only): \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

## Payment

Invoice  
 Check Enclosed  
 Visa  Mastercard  AMEX Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CV #: \_\_\_\_\_

Website URL for digital ad(s): \_\_\_\_\_

I have read and agree to all terms and conditions.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Contacts:

Sales inquiries, general questions and to submit contracts, send to: Alexis Fermanis, SIOR Director of Communications  
 P: 202.449.8226 E: afermanis@sior.com F: 202.517.9160

Submit artwork (smaller than 5mb) to: media@sior.com

Mailed contracts/payments must be made to:

The Society of Industrial and Office Realtors® 1201 New York Ave., NW, Ste 350 Washington, DC 20005