

# PRINT AND DIGITAL ADVERTISING

## 2025 MEDIA KIT



**SIO R**<sup>®</sup>

SOCIETY OF INDUSTRIAL  
AND OFFICE REALTORS<sup>®</sup>



Big Red M is the authorized advertising representative  
for the Society of Industrial and Office Realtors<sup>®</sup>.



# Table of Contents

<b>About SIOR</b> .....	3
Why Advertise with SIOR? .....	3
<b>How to Advertise with SIOR</b> .....	4
<b><i>SIOR Report Magazine</i></b> .....	5
Print Placements and Rates.....	6
<i>SIOR Report Magazine</i> Digital Edition eNewsletter .....	7
Digital Ad Specifications and Rates .....	7
<i>SIOR Report</i> Thought Leadership Opportunities .....	8
Corporate Profiles.....	9
Exclusive C-Suite Q&A .....	10
<i>SIOR Report</i> Editorial Calendar .....	11
Submission Guidelines .....	12
<b>SIOR Digital Products</b> .....	13
SIOR Website.....	13
Homepage Sponsored Posts .....	13
Social Media .....	14
Digital Ad Deadlines .....	15
<b>SIOR eNewsletters</b> .....	16
SIOR Monthly eNewsletter.....	16
SIOR Weekly eNewsletter .....	17
SIOR Sponsored HTML eBlasts .....	18
<b>SIOR Thought Leadership</b> .....	19
Website Thought Leadership Series.....	19
Whitepapers .....	19
SIOR Webinar Packages .....	20
<i>Pulse Blog</i> Sponsored Posts .....	20
<b>SIOR 2025 Media Partnerships</b> .....	21
<b>Media Terms and Conditions</b> .....	22
<b>Contact Us</b> .....	24



# About SIOR

The Society of Industrial and Office Realtors (SIOR) is the world's leading industrial and office brokerage association. SIOR members are key influencers and decision-makers who have significant say or input in the direction of companies.



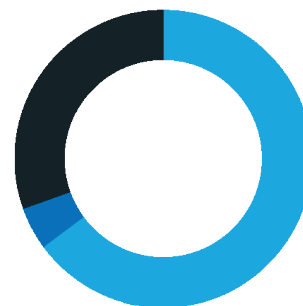
## Why Advertise with SIOR?

Because SIORs are the decision-makers in their businesses, your chances of securing new clients and customers exponentially increases when you market to the leaders in their fields.

- SIOR represents 4,000 members in 50 countries.
- SIOR has represented the top commercial real estate professionals around the world for more than 80 years.
- Designees can hold the following specialty designations: industrial, office, industrial and office (dual), sales manager, executive manager, or advisory service.
- Affiliate members include corporate executives, developers, educators, and others involved in the commercial real estate industry.

Don't miss out on potential business and growth. There are many ways to achieve success when partnering with SIOR, from digital and print opportunities, global conferences, in-person and virtual networking events, you can get in front of the best in the business and stay top of mind.

### Member Specialization

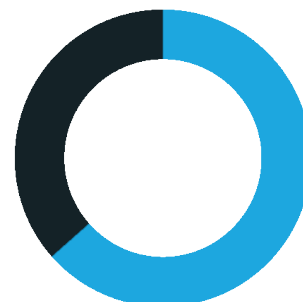


**63%**  
Industrial

**32%**  
Office

**5%**  
Both Industrial & Office

### Member Firms



**61.54%**  
Large Firms/Networks

**38.46%**  
Independent Firms

# Contact your Account Executive Today!



@ **Ronnie Jacko**

📞 503-445-2234

✉️ [ronnie@bigredm.com](mailto:ronnie@bigredm.com)

🌐 [www.bigredm.com](http://www.bigredm.com)



Big Red M is the authorized advertising representative  
for the Society of Industrial and Office Realtors®.



# SIOR Report Magazine

SIOR Report is produced quarterly and includes relevant, educational, and thought-provoking content geared toward the elite professionals in the commercial real estate industry.

Distributed to more than 8,200 member and industry leaders, the magazine provides exposure to the top decision-makers in the industry—many with access to billion-dollar budgets and influential partners.

QUARTERLY

FREQUENCY

8,200

DISTRIBUTION

93%

READ THE MAGAZINE REGULARLY

89%

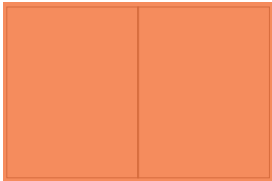
FEEL SIOR CONNECTS MEMBERS TO CLOSE DEALS



# Print Placements and Rates

For all ad sizes, add .125-inch bleed and a .25 inch margin.

**Two-Page Spread (Bleed)**



Trim: 17.25"W x 11.25"H

**Full Page (Bleed)**



Trim: 8.5"W x 11"H  
Bleed: 8.75"W x 11.25"H

**2/3 Page**



Horizontal: 8.5"W x 7"H  
Vertical: 5.25"W x 11"H

**1/2 Page**



Horizontal: 8.5"W x 5.25"H  
Vertical: 4"W x 11"H

**1/3 Page**



Horizontal: 8.5"W x 3.25"H  
Vertical: 2.5"W x 11"H

SIZE	1X	2-3X	4X
Two-page Spread	\$5,880	\$5,630	\$5,130
Back Cover	\$6,090	\$5,830	\$5,170
Inside Front Cover	\$5,570	\$5,310	\$4,780
Inside Back Cover	\$5,110	\$4,860	\$4,360
Full Page	\$2,940	\$2,840	\$2,680
2/3 Page	\$2,220	\$2,130	\$1,950
Half Page	\$1,740	\$1,660	\$1,500
1/3 Page	\$1,340	\$1,290	\$1,190

## Each Issue includes a focus on some of the following areas of interest:

- Brokerage and Sales Skills
- Economic Overview
- Industrial/Office Products
- International Trends and Insights
- Marketing and Advertising Trends
- Business Development
- Market Trends and Analysis
- Industrial and Office Commercial Brokerage Insights
- Technology and Innovation
- Economic and Politics
- Societal and Environmental Issues
- Headquarter Highlights and Transactions



# SIOR Report Magazine Digital Edition eNewsletter

Our Digital Edition newsletter, sent quarterly, is a great way to reach SIOR members! The email alerts readers not to miss out on the latest digital edition of *SIOR Report Magazine* related to Brokerage and Sales Skills, Market Trends and Analysis, Industrial and Office Commercial Brokerage Insights, Economic Overview and much more!

## Digital Ad Specifications and Rates

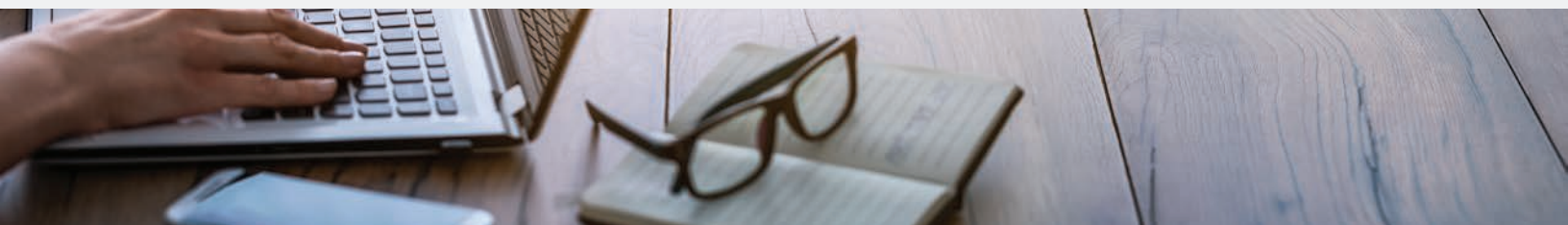
SIZE	1X	2X	4X
Banner (600 x 300px)	\$1,650	\$3,000	\$5,250

\*File types permitted – JPEG and PNG.



**10,000+**  
Distribution

**15%**  
Open Rate





# SIOR Report Thought Leadership Opportunities

Draw attention to a recent research study, infographic, white paper, or in-depth blog post by publishing its executive summary in the printed *SIOR Report* magazine. By including your thought-leadership piece in *SIOR Report* magazine, you can educate SIOR members on the benefits of using a product or service similar to what you provide, while improving the credibility of your company with commercial real estate's most successful industrial and office professionals.



## Rates and Specifications

PLACEMENT	PRICE	SPECS
<b>Two-page Thought Leadership Piece</b>	\$5,200	<ul style="list-style-type: none"> <li>• Headline: 6 words max, Sub-headline: 15 words max</li> <li>• Body: 900-1200 words</li> <li>• Logo: jpeg or tif (300 dpi)</li> <li>• One Image (optional but would need to be at least 300 DPI and allowed to be published by SIOR)</li> <li>• Company Information (Address, Phone/Fax,Email, Website)</li> </ul>
<b>One-page Thought Leadership Piece</b>	\$3,000	<ul style="list-style-type: none"> <li>• Headline: 6 words max, Sub-headline: 15 words max</li> <li>• Body: 450-600 words</li> <li>• Logo: jpeg or tif (300 dpi)</li> <li>• One Image (optional but would need to be at least 300 DPI and allowed to be published by SIOR)</li> <li>• Company Information (Address, Phone/Fax,Email, Website)</li> </ul>
<b>One-page Thought Leadership Piece with full page ad</b>	\$4,000	<ul style="list-style-type: none"> <li>• Headline: 6 words max, Sub-headline: 15 words max</li> <li>• Body: 450-600 words</li> <li>• Logo: jpeg or tif (300 dpi)</li> <li>• Full page advertisement</li> <li>• One Image (optional but would need to be at least 300 DPI and allowed to be published by SIOR)</li> <li>• Company Information (Address, Phone/Fax,Email, Website)</li> </ul>

## Content Guidelines

- Content should be educational in nature and solution-based, geared to solving a common problem or need of the commercial real estate market. The educational content should not promote the company's product or service but rather communicate best practices that would allow SIOR members and professionals to be more effective and efficient in their roles.
- Content should include practical, useful information in which SIOR members would find value, and it should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- SIOR reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and to provide maximum value for its members. Any changes to content will be communicated to the supplying party for final approval.
- Content must identify the company and state that the piece is a "Thought-Leadership Article - Sponsored by XXXX."



# Corporate Profiles

Corporate Profiles are a great opportunity to introduce SIOR's audience to your company, and its latest news & achievements, or market your knowledge and experience in a more prominent way.

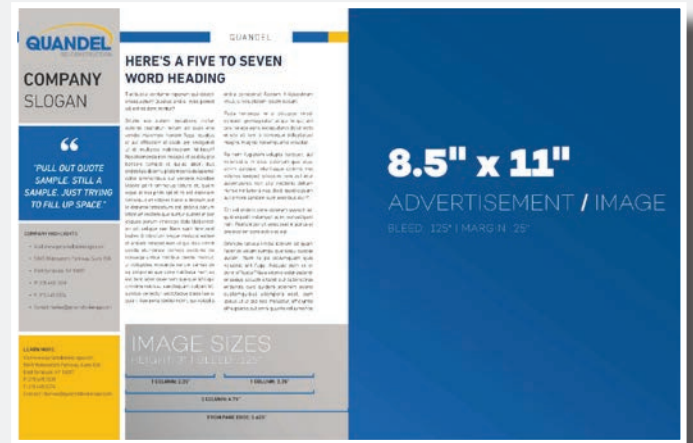
Corporate Profiles are published in specially selected, themed issues throughout the year. In 2025, corporate profiles will be included in the Q3 issue.

## Rates and Specifications

PLACEMENT	PRICE	SPECS
Two-page Article Spread	\$4,550	<ul style="list-style-type: none"> <li>Company name</li> <li>Company contact information</li> <li>5-7 word headline (120 max characters)</li> <li>775 word article (5,000 max characters)*</li> <li>Company logo</li> <li>Up to 5 images</li> </ul>
Full Page Article and Ad	\$4,350	<ul style="list-style-type: none"> <li>Company name</li> <li>Company contact information</li> <li>5-7 word headline (60 max characters)</li> <li>Up to 400 word article (2,500 max characters)*</li> <li>Company logo</li> <li>Up to 3 images</li> </ul>
Full Page Article	\$2,530	<ul style="list-style-type: none"> <li>Company name</li> <li>Company contact information</li> <li>5-7 word headline (60 max characters)</li> <li>Up to 400 word article (2,500 max characters)*</li> <li>Company logo</li> <li>Up to 3 images</li> </ul>
Half Page Article and Ad	\$2,330	<ul style="list-style-type: none"> <li>Company name</li> <li>Company contact information</li> <li>5-7 word headline (60 max characters)</li> <li>Up to 200 word article (1,230 max characters)*</li> <li>Company logo</li> <li>Up to 1 image</li> </ul>

\* Word counts are subject to change based on the number of images provided.

Ad sale close: May 23, 2025 | Artwork Due: June 3, 2025



# Exclusive C-Suite Q&A

Now available in every *SIOR Report* print and SIOR's eNewsletters, the Q&A Section is an opportunity to distinguish yourself from your peers and competitors. Get a one or two page spread in the *SIOR Report* Magazine with a complimentary SIOR Weekly add-on article listing, with an option to promote your Q&A digitally in the SIOR Monthly eNewsletter, linking to the full article on your website. This turnkey offer gives you the opportunity for your CEO executives to be interviewed by one of our SIOR editors. Tell the industrial and office brokerage audience about yourself in the NEW Q&A Section.



## Rates and Specifications

PRINT OPTIONS	RATES
Full Page	\$4,000 per issue
Two-page Spread	\$6,000 per issue

NEWSLETTER OPTIONS	RATES
SIOR Weekly eNewsletter Add-on	Free when purchased in print issue
SIOR Monthly eNewsletter Add-on	\$650 per issue

## Deliverables Include

- Advertiser provides topic and 4–5 questions
- Advertiser provides contact information for C-Suite or leader to be interviewed
- Optional: Advertiser can submit their own Q&A with questions and answers already provided if preferred to write themselves
- High-res (300 dpi) photo (For large circle)
- Headshot of the person answering questions (High resolution - 300dpi)
- The person answering the questions must provide the following information: Full Name, Title, Company Name, City, State
- Full page specs: Headline: 6 words max, Sub-headline: 15 words max, Body: 450–650 words
- Two page specs: Headline: 6 words max, Sub-headline: 15 words max, Body: 900–1,200 words
- Note: SIOR reserves the write to modify (with advertiser approval) length of submission to fit within the page

## General Requirements

- All content is subject to review by SIOR editorial advisors
- Necessary alterations are the responsibility of and at the expense of the advertiser
- Materials that do not meet the stated advertising specifications will be rejected
- Content must exclusively relate to the advertiser and make no mention of SIOR or indicate any affiliation or partnership

All deliverables are due at the insertion order deadline to allow time for SIOR to conduct interviews. Final content due **at the art due deadline** for standard ads for the issue.

# SIOR Report Editorial Calendar



## Regular Departments and Columns

- Chapter News: reports and updates on SIOR chapter events and announcements
- Legislative Update: legislative news relevant to the commercial real estate industry
- Commercial Real Estate Index: quarterly updates on the economic conditions and trends in each U.S. market
- Top Deals: the largest member-to-member deals reported each quarter
- Case Studies: highlighting unique deals and an in-depth look at how they were completed
- Real Deal: a look at what makes SIOR members unique and special beyond their business

ISSUE	THEME	AD CLOSE	ART DUE	MAIL DATE
<b>Q1 Spring 2025</b>	<b>Topics may include:</b> Executive Decision-Making in a Changing Market, Post-Election Impact on Commercial Real Estate, Investing in Evolving Office Real Estate, Construction Cost Trends and Their Implications, Integrating Smart Technology in Real Estate.	12/13/24	1/6/25	March 2025
<b>Q2 Summer 2025</b>	<b>Topics may include:</b> Protecting Clients in a Shifting Office Market, Exploring Rent Control in Commercial Real Estate, Crime Rate and Safe Office Locations, Strategies for Adapting to Climate Change, Transforming Outdated Factories into Modern Spaces.	2/24/25	3/14/25	June 2025
<b>Q3 Fall 2025</b>	<b>Topics may include:</b> Building Lifelong Client Relationships, Attracting and Retaining Top Brokerage Talent, Valuing Your Brokerage Business, Global Investment Trends and Their Impact on U.S. CRE, Emerging Markets for CRE Investment. <b>Corporate Profiles Issue</b>	5/23/25	6/3/25	September 2025
<b>Q4 Winter 2025</b>	<b>Topics may include:</b> Investing in SEZs and free zones, Navigating Cross-Border Business Challenges, Impact of the NAR Settlement, Post-Olympics Infrastructure Utilization, Planning for Business Transition in CRE. <b>Partners Guide Issue</b>	8/22/25	9/12/25	December 2025

\* All content and dates are subject to change



# Submission Guidelines

- A **high-resolution PDF/X-1a** file is required for all ads.
- **Colors must be CMYK.** No ICC profiles, RGB, or Pantone colors.
- Resolution of all photography and scanned illustrations must be at least **300 dpi**. Line art should be 600 dpi.
- Vital copy and images must be at least 1/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Materials should be submitted **without crop marks**, but full-page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Flatten all layers and set transparency to highest setting.
- Ads must be suitable to print as-is. Association is not responsible for any errors in content.
- **PLEASE NOTE:** Materials that do not meet the stated advertising specifications will be rejected.
- Email [ads@bigredm.com](mailto:ads@bigredm.com) to submit ad materials and for more detailed specifications.
- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- **Need help creating an ad?** Free ad design (with revisions up to 3 proofs).
- Please allow up to 2 business days for first proof. Contact your sales representative for more information.







## SIOR Website

The SIOR website holds all current and archived issues of *SIOR Report* magazine, newsletters, social media links, member and industry information, and much more.

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 are current and relevant, and top decision-makers visit 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 is available. The SIOR website is also responsive and mobile friendly.

**MORE THAN**  
**100,000**  
monthly impressions

**RECEIVES NEARLY**  
**20,000**  
monthly visits

**MORE THAN**  
**60%**  
of traffic is from returning visitors

**VISITS FROM MORE THAN**  
**90**  
countries worldwide each month

SIZE	SPECS	1X	6X	12X
Run-of-Site Banner	300 x 200px	\$530	\$2,840	\$5,550
State Search Banner	600 x 150px	\$210	\$1,240	\$2,220
SIOR Report Targeted Article Zones	970 x 90px	\$280	-	-

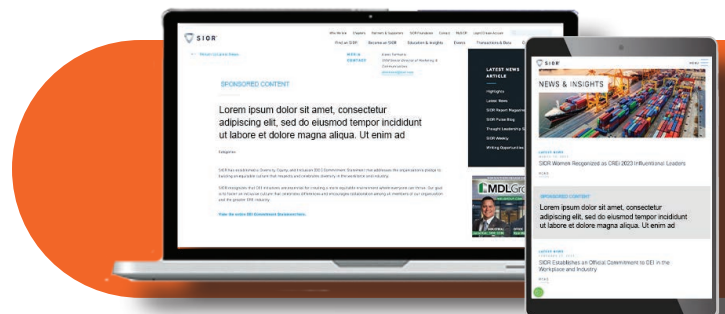
Animation capabilities are available, PNG, GIF and JPEG are accepted.  
*3rd party tags are not accepted.*

## Homepage Sponsored Posts

**\$1,500 per month**

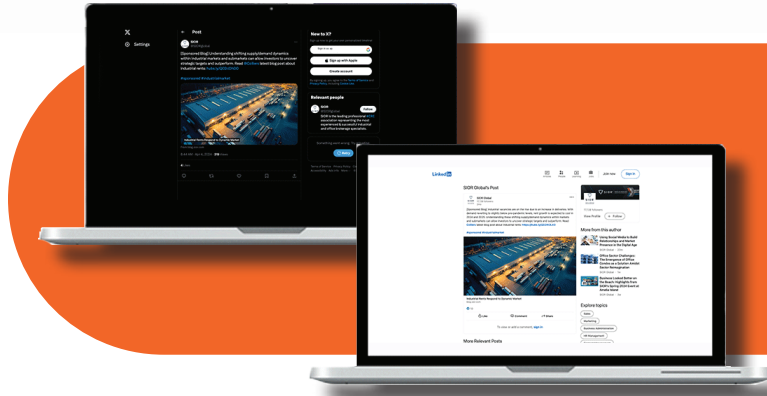
Drive traffic to your article by purchasing a spot on their exclusive homepage. Showcase your content and get in front of 4,000 SIORs.

- 10–20-word headline.
- Article content.
- Content must be original and not previously published anywhere else.
- Content should be educational in nature and solution-based, geared to solving a common problem or need of the commercial real estate market. The educational content should not overtly promote the company's product or service but rather communicate best practices that would allow SIOR members and professionals to be more effective and efficient in their roles.
- Content should include practical, useful information in which SIOR members would find. The overall message and tone should not be promotional in nature.
- SIOR reserves the right to deny any content as it deems necessary to meet the above requirements and to provide maximum value for its members. Any changes to content will be communicated to the supplying party.



# Social Media

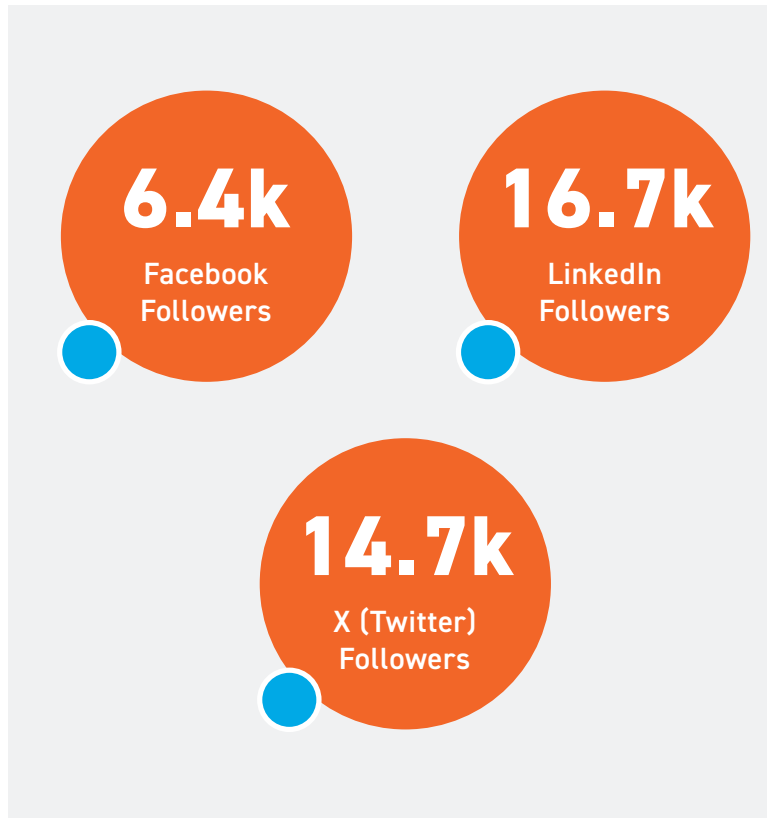
Reach top-tier commercial real estate decision-makers by advertising on SIOR.com, the premier platform where industry leaders connect for expert insights, exclusive networking, and high-value business opportunities, ensuring maximum visibility for your brand.



## Rates and Specifications

PLACEMENT	RATE
1 Facebook post 1 LinkedIn post 1 Tweet (advertiser-provided content)	\$1,150

PLACEMENT	DIMENSIONS AND GUIDELINES	FEED AD CHARACTER LIMITS
Facebook	Recommended image size: 1200 x 628px—JPG and PNG.	Text: Less than 300 characters Call-To-Action with Link (i.e., Read more here [URL])
LinkedIn	Recommended image size: 1200 x 628px Size Limit: 5MB Image ratio: 3:1 to 2:3	Text: 100 characters recommended; 140 max Call-To-Action with Link (i.e., Read more here [URL])
X (Twitter)	Recommended image size: 1200 x 675px Maximum file size: 5MB for photos and 3MB for animated GIFs.	Keep the character count to fewer than 280. Call-To-Action with Link (i.e., Read more here [URL]) Note: A single URL is always 23 out of the total 280 characters



# Digital Ad Deadlines

## Sponsored eBlast Deadlines

Must provide materials two weeks before your send date.

## Ad Submission Requirements

- Send digital ad materials to: [ads@bigredm.com](mailto:ads@bigredm.com).
- When emailing us your materials, please include the client acronym in your subject line.
- All advertisers are subject to review and publisher's advertising policies.
- Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.

MONTH AD IS RUNNING IN	ART DEADLINE
January	12/13
February	1/13
March	2/17
April	3/17
May	4/15
June	5/15
July	6/16
August	7/15
September	8/15
October	9/15
November	10/15
December	11/17





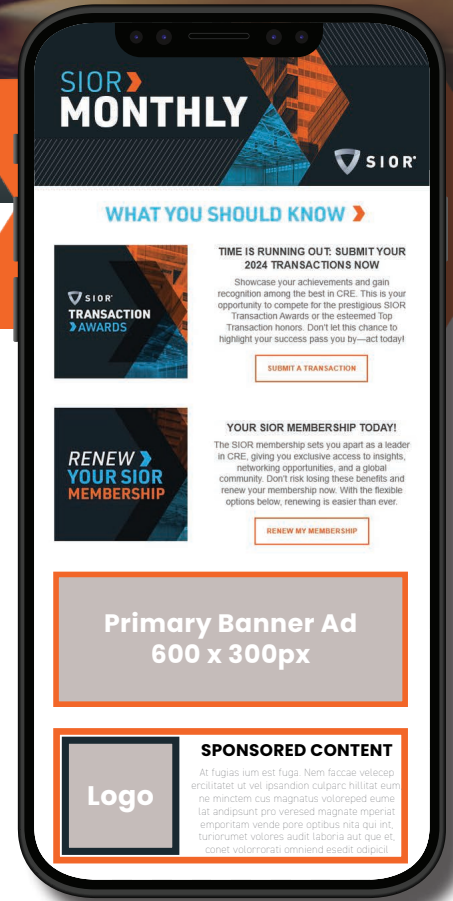


## SIOR Monthly eNewsletter

Enhance your visibility and reach the entire SIOR Membership when you advertise in the SIOR Monthly. Highlight an upcoming listing or promote your product or service in a variety of ways within the eNewsletter. SIOR Monthly is distributed to the entire SIOR membership at the end of every month. Each edition includes important news and information our members care about. Readership continues to rise with each edition, well above industry standard.

**4,000+**  
Subscribers

**28%**  
Open Rate



PLACEMENT	SPECS	1X	6X	12X
<b>Primary Banner Ad (One Spot Available)</b>	600 x 300px URL	\$530	\$2,840	\$5,550
<b>Sponsored Content (Two Spots Available)</b>	100 x 100px Logo 50 words URL	\$630	\$3,400	\$6,650
<b>Secondary Banner Ad (One Spot Available)</b>	600 x 300px URL	\$420	\$2,260	\$4,430
<b>Event Takeover</b>	Both banners and sponsored content included. 1 per issue.	Ask your account executive for pricing	-	-
<b>Animated Banner Add-On</b>	600 x 300px URL Looping animated GIF. Auto plays in most desktop email clients. Looping animated GIF of no more than 8 seconds. Additional click will go to the designated link. GIF files should not exceed 10MB.	\$100 add-on to primary or secondary banner	-	-

\*See Page 10 for exclusive C-Suite Q&A add-on opportunity.



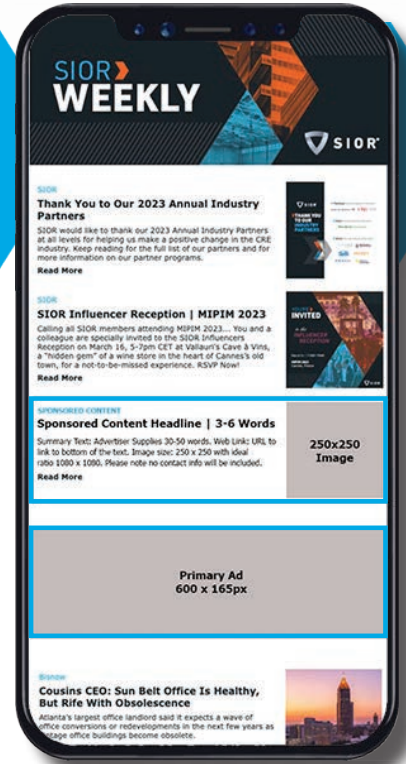
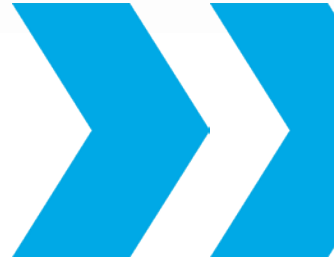
# SIOR Weekly eNewsletter

Enhance your brand's visibility as a trusted voice in the CRE industry by advertising in the SIOR Weekly eNewsletter. The SIOR Industry eNews is a weekly e-newsletter that reaches service providers and professionals in the industry who seek to stay up-to-date with SIOR's industry updates and seek to increase their visibility in the industry. Don't miss out on this chance to amplify your message and make a lasting impression on top industry professionals.

**NEW!**

Reach SIOR's **37,000** social media audience by adding onto your *SIOR Weekly* eNewsletter placement for **\$1,000**.

Offering includes: **1 Facebook post, 1 LinkedIn post, and 1 tweet (advertiser-provided content)**



**68%**

Open Rate

**13,000+**

Subscribers

PLACEMENT	SPECS	1-4 WEEKS	5-8 WEEKS	7-12X	24 WEEKS
<b>Primary Banner Ad (One Spot Available)</b>	600 x 165px URL	\$430 per week	\$380 per week	\$300 per week	\$220 per week
<b>Secondary Banner Ad (One Spot Available)</b>	600 x 165px URL	\$350 per week	\$280 per week	\$220 per week	\$180 per week
<b>Sponsored Content (Two Spots Available)</b>	Headline: Advertiser supplies 3-6 words Summary Text: Advertiser supplies 30-50 words Web Link: URL to link to bottom of the text Image size: 250 x 250px with ideal ratio of 1080 x 1080px Please note no contact info will be included	\$2,000 per week	\$1,680 per week	\$1,380 per week	\$960 per week
<b>Event eNewsletter Takeover</b>	Both banners and sponsored content included. 1 per issue.	Ask your account executive for pricing	-	-	-
<b>Animated Banner Add-On</b>	600 x 300px URL Looping animated GIF. Auto plays in most desktop email clients. Looping animated GIF of no more than 8 seconds. Additional click will go to the designated link. GIF files should not exceed 10MB.	\$100 add-on to primary or secondary banner rate	-	-	-
<b>NEW! Social Media Add-On</b>	1 Facebook post 1 LinkedIn Post 1 tweet (advertiser provided content)	\$1,000 add-on	-	-	-

\*See Page 10 for exclusive C-Suite Q&A add-on opportunity.

# SIOR Sponsored HTML eBlasts

**Rate: \$3,000**

Let SIOR send an email blast to 4,000+ member contacts as sponsored content. Showcase your products and services in a customized format.

## Material Requirements:

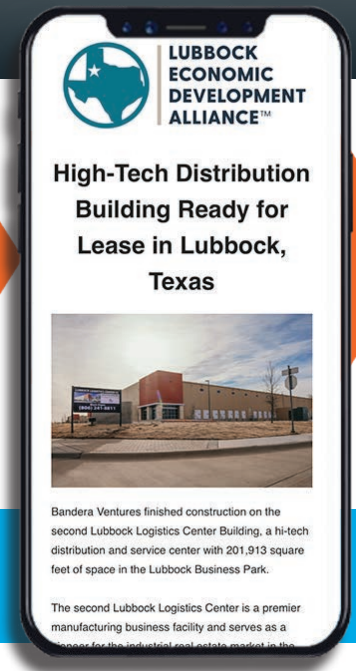
- Fully designed, ready-to-send email in an HTML file.  
>>Email platforms can display your content differently, so it is recommended to use a testing service to confirm html validation and deliverability of code.
- Subject line for email (40 characters, recommended; 78 maximum).
- Pre-Header text for the email (75 characters maximum).

## HTML Specifications:

- 650px wide (recommended).
- Company Name, Valid Postal Address, Email Address in footer.
- Mobile responsive.
- Build the HTML file with tables instead of DIV.
- All images and fonts need to be linked to the appropriate files hosted on your servers (no local files).
- All hyperlinks need to be embedded.
- Avoid a single image as the eBlast.



**Maximum of TWO eBlast launches per month**



## General Requirements:

- Please add the following disclaimer at top: This is a paid advertisement sent by SIOR on behalf of the advertiser. The opinions expressed are that of the advertiser.
- Materials are due on Monday, two weeks before the scheduled send date. A delay in materials or advertiser approval could jeopardize the send date.
- All content is subject to review by SIOR editorial advisors.
- Necessary alterations are the responsibility of and at the expense of the advertiser.
- Materials that do not meet the stated advertising specifications will be rejected.
- Content must exclusively relate to the advertiser and make no mention of SIOR or indicate any affiliation or partnership.
- Advertiser will be provided one proof for review before the final send.



## Website Thought Leadership Series

Choosing to purchase a sponsored content segment provides your company the opportunity to have increased visibility to SIOR members. Improve your credibility and educate them on products or services your company provides.

## White Papers

**Rate: \$9,000**

- Fully designed 5+ pages.
- PDF published online within SIOR’s Thought Leadership section.
- Content supplied by advertiser.
- Promoted on social media, blog posts and newsletters.

## Abbreviated Thought Leadership Offering ..... \$6,000

- Fully designed 2-5 pages.
- PDF published online within SIOR’s Thought Leadership section.
- Content supplied by advertiser.



### Content Guidelines

Content should be educational in nature and solution-based, geared to solving a common problem or need of the commercial real estate market. The educational content should not promote the company's product or service but rather communicate best practices that would allow SIOR members and professionals to be more effective and efficient in their roles.

Content should include practical, useful information in which SIOR members would find value, and it should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.

SIOR reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and to provide maximum value for its members. Any changes to content will be communicated to the supplying party for final approval.



## SIOR Webinar Packages

Make your company's name stand out by sponsoring a SIOR webinar. Our sponsorship packages help you build and expand brand awareness through unique and engaging live webinars.

### Webinar Presentation ..... \$4,500

- Sponsor provides one speaker and content to present a webinar on SIOR's platforms.
- All content, speakers, and themes are vetted through SIOR for approval.
- Sponsor recognition at the start and end of the webinar.
- Sponsor recognition logo present before and ending the webinar.
- Promotion on SIOR website, newsletter(s) & social media channels starting 3 weeks out from the start date of the webinar.
- List of attendees provided after the webinar.

### Webinar Commercial ..... \$3,300

- Sponsor provides two 30 second commercials to be read during a webinar.
- Sponsor recognition at the start and end of the webinar.
- Sponsor recognition logo present before and ending the webinar.
- Sponsor recognition on promotional channels (SIOR Website, eNewsletter(s), and social media).
- Sponsor recognition on all webinar promotion materials.
- List of attendees provided after the webinar.

### Webinar Logo ..... \$1,750

- Sponsor recognition at the start and end of the webinar.
- Sponsor recognition logo present before and ending the webinar.
- Sponsor recognition on promotional channels (SIOR Website, eNewsletter(s), and social media).
- Sponsor recognition on all webinar promotion materials.
- List of attendees provided after the webinar.

## Pulse Blog Sponsored Posts

### \$3,500 per post

- Be compelling, unique, and relevant content.
- Be applicable and appropriate for the SIOR Global Network and/or the CRE industry.
- Be written in U.S. English.
- Be approved for SIOR to own the on-going rights to distribute and publish your blog post as SIOR sees fit (with proper credit given to the author).
- Approximately 500–800 words.
- Include a "teaser" or topical introductory paragraph (only the first few sentences will be displayed on the blog home page).
- Pictures and graphics are encouraged and must be public domain.
- Sponsored posts are promoted on social media and in SIOR Weekly.

**\*Blog post is subject to SIOR's approval.**





# SIOR 2025 Media Partnerships

Align yourself with the mission of SIOR by becoming a Media Partner for 2025! With premium exposure opportunities in SIOR's print/digital communication channels, there is no better way to reach commercial real estate brokerage specialists.

## **GOLD MEDIA PARTNERSHIP: \$25,000 (\$32,850 VALUE!)**

- Full-page advertisements to appear in the 2025 editions of *SIOR Report Magazine* (four total); if contract is signed in 2025 one or more of your ads will appear in the 2026 issue(s)
- Sponsored content ad in all 2025 SIOR Monthly Newsletters (12 total)
- Run of Site Web Ad (12 months)
- Two SIOR Homepage Sponsored Content Posts
- Two Sponsored eBlasts

## **SILVER MEDIA PARTNERSHIP: \$15,500 (\$19,160 VALUE!)**

- Half-page advertisements to appear in the 2025 editions of *SIOR Report Magazine* (four total); if contract is signed in 2025 one or more of your ads will appear in the 2026 issue(s)
- Sponsored content ad in 2025 SIOR Monthly Newsletters (6 total)
- Run of Site Web Ad (6 months)
- One SIOR Homepage Sponsored Content Post
- One Sponsored eBlast

## **BRONZE MEDIA PARTNERSHIP: \$10,000 (\$11,980 VALUE!)**

- One-third-page advertisements to appear in the 2025 editions of *SIOR Report Magazine* (four total); if contract is signed in 2025 one or more of your ads will appear in the 2026 issue(s)
- Footer ad in 2025 SIOR Monthly Newsletters (6 total)
- State Search Banner on SIOR Website (6 months)
- One SIOR Homepage Sponsored Content Post
- One-page thought leadership piece in *SIOR Report Magazine*

## **CONTENT MEDIA PARTNERSHIP: \$22,000 (\$25,500 VALUE!)**

- SIOR Sponsored Blog Post (2 posts)
- One-page Thought Leadership in *SIOR Report Magazine* (2 issues)
- Dedicated eBlast to SIOR Membership (1 Send)
- SIOR Webinar (2 webinars)

# Media Terms and Conditions

**Big Red M** is the authorized publisher or advertising agent for the Society of Industrial and Office Realtors®. Updated materials and change requests must be submitted by material due date.

Advertising Agreements are subject to the terms outlined herein as well as those in the current Advertising Rate Card. Please read all the terms carefully before binding yourself to Advertising Agreement by acknowledging your approval.

All Advertising Agreements are subject to Publisher's approval and acceptance. Acceptance of Advertising Agreement(s) shall constitute an agreement to provide advertising space as described in the Advertising Agreement and for Production Services if and only when an additional Advertising Production Estimate agreement is attached to the Advertising Agreement. By the signing of an Advertising Agreement acknowledges that he/she has read and understood all of the terms contained therein, and in the current Advertising Rate Card and that the Advertising Agreement is subject to all such terms which are expressly made a part of Agreement.

Cancellations or changes in the Advertising Agreement are not permitted after the duly authorized officer of the Advertising Advertiser or Agency has accepted the terms of the Advertising Agreement, and no cancellation may be considered executed unless acknowledged in writing by Publisher. In the event of such cancellation, all charges for

the contracted space (including multiple insertions) will be immediately due and payable to Publisher, any applied discounts will be retroactively cancelled, and any deposits will be forfeited.

Ad placement is at the complete discretion of the Publisher based on the layout of the publication unless a cover position is purchased.

Payment for all advertising and production shall be the responsibility of the advertiser and any contracted advertising agency and shall be made in accordance with Publisher's current rate card unless otherwise duly noted in the Advertising Agreement. Publisher shall not be required to seek payment directly from the advertiser when the advertisement is placed by any contracted advertising agency and may seek payment from either or both of said parties. Past due accounts (over 30 days) will be charged 1.5% interest per month. After 60 days a late fee penalty will be applied equal to ten percent (10%) of the outstanding amounts owed.

In the event payment is not made as required and agreed to in the Advertising Agreement, and the account is referred to the attorneys of the Publisher, the advertiser and the advertising agency shall also be responsible for any and all attorney's fees and court costs incurred in the collection of the debt plus all costs and fees incurred in connection therewith. The Publisher reserves the right to request payment prior to publication.

In the event that any amount due to Publisher remains unpaid ten (10) days after presentation of an invoice to Advertiser, Publisher, in its sole discretion, may immediately terminate the Advertising Agreement and/or withhold or

suspend the Services. Suspension of Services does not necessarily imply termination of the Advertising Agreement and service charges may continue to accrue, as if no suspension had occurred.

The advertiser and advertising agency agree to indemnify and hold harmless Publisher and any and all of Publisher's publishing advertisers with whom Publisher may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of any advertised copy submitted, printed or published. The Advertiser and the advertising agency accept all responsibility for ensuring that all content and images provided to the Publisher will not violate any law or ordinance.

Advertiser and advertising agency also agree to indemnify and hold harmless Publisher and any and all of Publisher's publishing advertisers with whom Publisher may have contracted from the loss of any artwork, CDs, discs, emailed content and other materials submitted to Publisher for said advertisement or for raw materials submitted to Publisher for production of advertisement, such as copy and photography, and any related expense or other liability (including attorney's fees). Advertiser agrees that Publisher may rely on the belief that information and documentation provided to Publisher will not infringe on the rights of any other parties without independent investigation or verification.

The Advertising Agreement does not create any agency, partnership, joint venture or any other such relationship between the parties; it being understood that the parties are independent contractors vis-a-vis one another. Except as specified herein, neither party shall have the right, power or implied authority to create any obligation or duty, expressed or implied, on behalf of the other party without the expressed written authority of the granting party.

Publisher makes no guarantees regarding the performance of the Advertiser's Projects. Publisher will use best efforts to create and provide the publication in a way that is successful for the Advertiser. The Advertiser understands that it is

Publisher's goal to increase sales and profitability but in no way can it guarantee specific financial outcomes.

PUBLISHER MAKES NO EXPRESS OR IMPLIED REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE PUBLICATION. Services provided under the Advertising Agreement ARE PROVIDED "as is" with all faults, and the entire risk as to satisfactory quality, performance, accuracy, and effort is with the ADVERTISER DURING THE PROOF APPROVAL PROCESS.

The Publisher is not liable for delays in delivery and/or non-delivery in the event of natural disasters, strike, labor or material shortage, editorial or production delays, or any condition affecting production or delivery in any manner.

This Agreement shall be governed in all respects, including its validity, interpretation and effect, and construed by and in accordance with the laws of the Commonwealth of Virginia, including, without limitation, its limitation of action and other procedural laws without giving effect to the principles of conflict of laws of the Commonwealth of Virginia. Venue shall be proper in the courts located in and around Falls Church, Virginia.

Published information may not be copied, rekeyed, reproduced, or transmitted in any form by means including but not limited to electronic or mechanical, without the express written permission of the association. Use outside the association's original intent is not permitted for any reason without the written consent of the association. Reproduction of any material in this publication for any reason is not permitted without written consent of the association.

The advertiser assumes complete responsibility to use any or all brand names, trademarks, guarantees and statements which appear in their advertisements.



# Contact your Account Executive Today!

## Ronnie Jacko

503-445-2234

ronnie@bigredm.com

www.bigredm.com

## John Manganiello

213-725-4993

jmanganiello@sior.com

www.sior.com

### Artwork Questions?

- Email [ads@bigredm.com](mailto:ads@bigredm.com) to submit ad materials and for more detailed specifications.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- **Need help creating an ad?** Free ad design (with revisions up to 3 proofs).
- Please allow up to 2 business days for first proof. Contact your sales representative for more information.



Big Red M is the authorized advertising representative for the Society of Industrial and Office Realtors®.

