

REAL ESTATE ISSUES®

Published by The Counselors of Real Estate

2010 Advertising Rate Sheet

The Counselors of Real Estate has published *Real Estate Issues* since 1976. This commercial real estate journal is written for and by practitioners, focusing on practical applications and applied theory. *REI* publishes three times annually for the benefit of CREs (individuals who have earned the Counselor of Real Estate designation) and commercial real estate nonmember subscribers.

REI reaches a lucrative segment of the real estate industry as well as a representative cross-section of professionals in related industries including real estate academics, planners, architects, developers, economists, government personnel, lawyers, accountants and others.

Frequency	Half Page Ad vertical (3.25"w x 9.55"h) horizontal (7"w x 4.75"h)	Full Page Ad (7"w x 9.55"h)
1 Issue	\$360	\$600
2 Issues *	\$300	\$500
3 Issues *	\$250	\$420

* Cost shown are per ad

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Real Estate Issues

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CRE

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REAL ESTATE ISSUES

2010 Advertising Contract

Company/Agency: _____
 Contact Name: _____
 Address: _____
 City: _____ State: _____
 Postal Code: _____ Country: _____
 Phone: _____ Fax: _____
 E-mail: _____
 Web site: _____

Rates
(costs shown are per ad)
 Full page, 1X: \$600 Half page, 1X: \$360
 Full page, 2X: \$500 Half page, 2X: \$300
 Full page, 3X: \$420 Half page, 3X: \$250

Materials Deadline
 Volume 35, No. 1 Jan. 22, 2010
 Volume 35, No. 2 June 1, 2010
 Volume 35, No. 3 Oct. 4, 2010

Complete information for each issue in which you would like to reserve ad space:

Issue	Ad size	Notes	Subtotal
Vol. 35, No. 1	<input type="checkbox"/> Full page <input type="checkbox"/> Half page		\$_____
Vol. 35, No. 2	<input type="checkbox"/> Full page <input type="checkbox"/> Half page		\$_____
Vol. 35, No. 3	<input type="checkbox"/> Full page <input type="checkbox"/> Half page		\$_____
			Total
			\$_____

Ad Specifications

Dimensions

Full Page

7"w x 9.55"h, no bleed

Half Page

vertical: 3.25"w x 9.55"h, no bleed

horizontal: 7"w x 4.75"h, no bleed

Submission Criteria

REI runs only black-and-white advertisements. Art should be supplied on CD or via e-mail as camera-ready PDF files with all fonts and graphics embedded, 133 or 150 line screen. A hard copy proof should be supplied with all ads; The Counselors of Real Estate assumes no liability for ads submitted without a proof.

Payment Information

Enclosed is a check for \$_____ in U.S. funds, payable to The Counselors of Real Estate

Charge my MasterCard/VISA/American Express:

Acct. #: _____

Exp. Date: _____

Amount: \$ _____

Signature: _____

Name on credit card *(if different from above)*: _____

Billing address *(if different from above)*: _____

Full payment is due upon receipt of completed Advertising Contract.

Send artwork to: Carol Scherf, REI managing editor, 430 N. Michigan Ave., Chicago, IL 60611-4089
 cscherf@cre.org ♦ 312.329-8881 (fax)



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