



# CRE<sup>®</sup> THE COUNSELORS OF REAL ESTATE<sup>®</sup>

## ABOUT US

The Counselors of Real Estate<sup>®</sup> is a distinguished global organization of commercial property advisors from leading real estate, appraisal, financial, law, and business advisory firms, as well as real property experts in academia and government. Experienced, innovative, and credentialed problem solvers across all real estate asset classes, Counselors have earned the prestigious CRE<sup>®</sup> designation.

Total Members	Website Impressions
<b>1K</b>	<b>100K</b>
Email Engagement Rate	LinkedIn Impressions
<b>82%</b>	<b>230K</b>

### THE NUMBERS

<b>22</b> Countries Represented	<b>95%</b> Avg. Member Retention	<b>61</b> Areas of Expertise
<b>65+</b> Consulting Corps Assignment (Public Service Initiative)	<b>30</b> Professional Disciplines	

 Click the icon for Member Testimonial #1

 Click the icon for Member Testimonial #2

## MENTIONED IN





# REAL ESTATE ISSUES®

Published by THE COUNSELORS OF REAL ESTATE®

Since 1976, **Real Estate Issues**® has been the premier forum in which the world's foremost real estate thought leaders present innovative ideas, novel strategies, and intriguing commentary on all matters relating to real property.



Recognized by SharpLaunch as one of America's Essential Commercial Real Estate Publications.

Subscribers

**3.3K**

Average  
# of Readers

**25K**

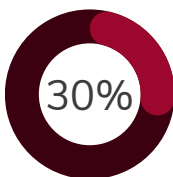
Engagement  
Rate

**56%**

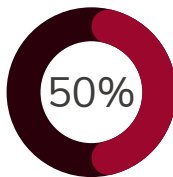
Articles  
Published

**1.1K**

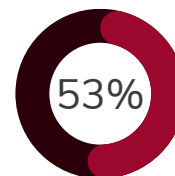
## READERSHIP STATISTICS



Women



Ages  
25-54



Outside of  
the U.S.

Readers in

**143**

Countries

**1.9K**

New Readers  
in 2023

**80+**

Topics Covered



Click the icon for  
our most read  
article this year



Click the icon for  
our most recently  
published article



# Advertising Packages

## Package #1 - The Works

Advertisement on **two** article webpages and **four** broadcast emails.

- Ad embedded in two article webpages for four consecutive weeks.
- Ad placed prominently in two bi-weekly emails to members and subscribers, four emails total.
- Engagement Report provided at the conclusion of the advertisement period containing email and article viewership and engagement data.

Cost: \$500

## Package #2 - Email Only

Advertisement in **four** broadcast emails.

- Ad placed prominently in two bi-weekly emails to members and subscribers, four emails total ONLY. No webpage placement.
- Engagement Report provided at the conclusion of the advertisement period containing email viewership and engagement data.

Cost: \$300

## Package #3 - Article Only

Advertisement on **two** article webpages.

- Ad embedded in two article webpages for four consecutive weeks ONLY. No email placement.
- Engagement Report provided at the conclusion of the advertisement period containing article viewership and engagement data.

Cost: \$250

All advertisement packages are **subject to scheduling availability**.



**Ask us** about consecutive month or double placement pricing.



# Terms and Conditions

## Advertising Details

Our email system and webpages have capacity for two different ads to be published at once. If only one block of advertising has been purchased for the month, only one advertisement will be published. *Real Estate Issues*® cannot guarantee that a second advertisement will not be placed from a competing business or for similar services, goods, etc. However, we offer **double placement** (submit two different advertisement images to be placed in each block or request the second block be disabled for the length of your advertisement agreement) if you do not wish to share an article, email, or both with a *potential* second advertiser at an additional cost. Double placement cost is subject to vary or change from month-to-month depending on publication queue. Once advertiser agreements have been finalized (including approved ad placement proofs) and both advertisement blocks have gone live on our website or been published in a broadcast email, they **cannot** be edited or changed. A roundup of analytics will be sent to advertisers following the conclusion of the advertisement period for which an agreement has been set.

## Scheduling and Purchase Process

Prior to accepting payment, we will inform you when your advertisement will go live. If we do not have an already-pending article or series of articles with an open advertising block in which your advertisement(s) can be placed, your ad will be placed on the *Real Estate Issues* landing page, with the understanding that although we try our best to publish on a bi-weekly basis, this is not always the case due to submission numbers, reviewer availability, etc. Your spot is **NOT** guaranteed until payment has been processed and your signed advertiser agreement has been returned.

## Payment Policies

Advertisement packages are **non-refundable**. Checks, credit cards, and e-checks are all acceptable forms of payment, however, check payments will need to be received and processed in our system for the advertiser agreement to be finalized and placement to begin.

## Standards

**All potential advertisers and submitted advertisements are subject to review by the Real Estate Issues editorial board and/or by The Counselors of Real Estate team.** *Real Estate Issues* reserves the right to reject advertiser content that is not consistent with CRE standards or which may be considered graphic and/or inappropriate.

## Advertisement Requirements and Parameters

Advertisers can submit one of the following:

- Ad code - HTML and/or JavaScript code snippet.
- Double banner - Two HTML and/or Javascript code snippets to be inserted next to or above each other when seeking double placement.
- Image - your uploaded image from your files (accepted image formats are: JPG/JPEG, PNG, WebP, GIF). Ideal sizing for maximum quality is 300 x 250 pixels.

All submitted ads will be formatted and proofs will be sent prior to executing advertiser agreement.

# Advertiser Agreement

Company or Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone Number: \_\_\_\_\_

By signing this advertisement agreement with *Real Estate Issues*® (henceforth referred to as *REI*), the professional journal of The Counselors of Real Estate®, **I certify that I have read and agree to the terms and conditions set forth by *REI* and formally enter into an advertisement agreement as follows:**

Package Purchased:      THE WORKS      EMAIL ONLY      ARTICLE ONLY

Double Placement?      YES      NO

Date Range:

Total Cost:

***Real Estate Issues*® Signature**

**Advertiser Signature**

*By signing above, both advertiser and REI consider this agreement final and binding. Should the advertiser desire additional advertising services from REI both parties shall negotiate terms for those services, and a new/separate advertisement agreement will be put in place.*

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