

# DIGITAL ADVERTISING RATES



Reach the commercial real estate markets in 14 Midwest states by advertising on Midwest Real Estate News e-newsletters and [www.rejournals.com](http://www.rejournals.com). Our loyal readership includes commercial real estate owners, investors, brokers, site selectors, developers, builders, property managers, finance sources, and consultants. Our e-newsletters are sent to over 23,000 readers every Tuesday and Thursday.

## WEBSITE RATES (Net)

### TOP HORIZONTAL BANNER

Desktop : 728px (w) x 90px (h)  
w/Mobile: 320px (w) x 50px (h)

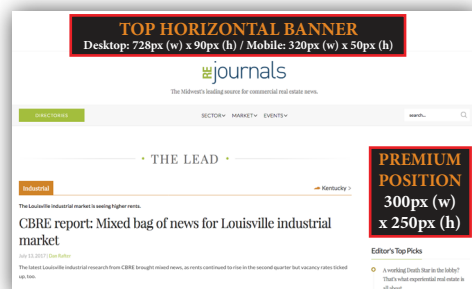
**\$1250/month**

### SIDE BANNER

300px (w) x 250px (h)

**\$975/month**

PREMIUM Position (Top Side Banner) **Add 10% Surcharge**



## E-NEWSLETTER RATES (Net)

### TOP HORIZONTAL BANNER

Desktop : 728px (w) x 90px (h)  
w/Mobile: 320px (w) x 50px (h)

**\$750 per e-newsletter**

### BOX BANNER

300px (w) x 250px (h)

**\$500 per e-newsletter**



## INCREASE FREQUENCY @ MORE SAVINGS (E-Newsletter)

**2-4x Horizontal Banner \$500 per e-newsletter**

Desktop : 728px (w) x 90px (h)  
Mobile: 320px (w) x 50px (h)

**5+ Horizontal Banner \$400 per e-newsletter**

Desktop : 728px (w) x 90px (h)  
Mobile: 320px (w) x 50px (h)

**2-4x Box Banner \$400 per e-newsletter**

300px (w) x 250px (h)

**5+ Box Banner \$350 per e-newsletter**

300px (w) x 250px (h)

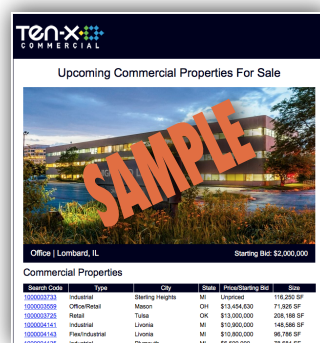
## DEDICATED "SPOTLIGHT" BLAST RATES (Net)

Our Dedicated "Spotlight" blast reaches approximately 23,000 eSubscribers per blast. Client provides: Subject line, HTML or JPEG with designated link.

**1-2x \$1000 per blast**

**3-4x \$750 per blast**

**5+ \$650 per blast**



## SUBMISSION GUIDELINES

- For E-Newsletters, Creative must be submitted as a JPEG, PNG, or GIF format with a resolution of 96 DPI (pixels/dots per inch) at actual size (see above for banner dimensions). We will NOT except PDF files or Microsoft Word documents.
- For Website, All banner file submissions should be in JPEG, PNG, or GIF format and have a resolution of 96 DPI (pixels/dots per inch). Contact your sales representative for file information regarding video submissions (HTML5 only).
- For Dedicated "Spotlight" blasts, All file submissions must be HTML or JPEG with designated link.

Contact your sales rep for additional advertising packages and frequency discounts.

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