



Illinois

Journal[®]



2021 PLANNER

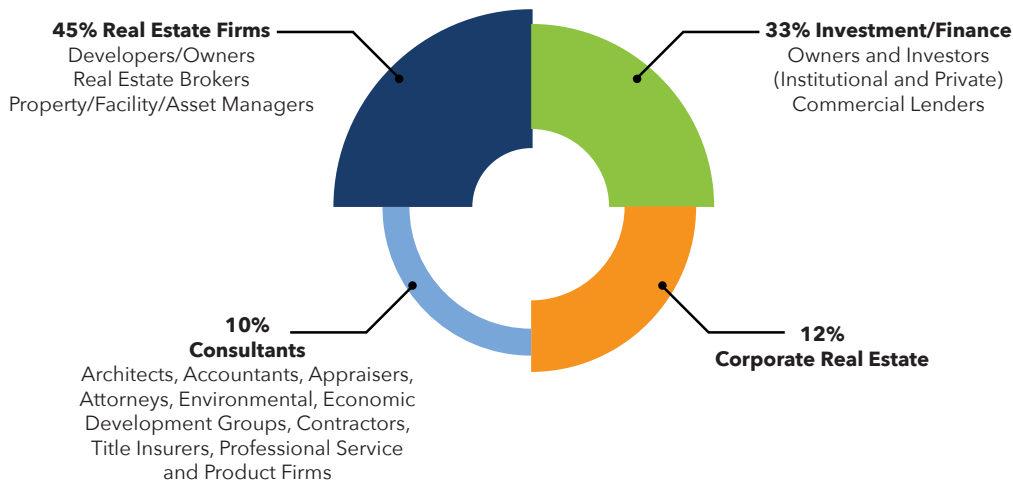


2021 Media Readership

The *Illinois Real Estate Journal* is the only community newspaper for the local commercial real estate industry. Each issue provides comprehensive coverage of the deals that have happened and insight on the trends shaping deals about to happen.



Senior-Level Decision-Makers



Our readers include members of the following major industry organizations and associations:

- American Institute of Architects (AIA)
- The Appraisal Institute (AI)
- Association of Industrial Real Estate Brokers (AIRE)
- Association of Subcontractors and Affiliates (ASA)
- Building Owners and Managers Association (BOMA)
- Certified Commercial Investment Members (CCIM)
- Chicago Building Congress (CBC)
- Commercial Real Estate Executive Women (CREW)
- Commercial Real Estate Organization (CREO)
- Corporate Real Estate Network (CORENET)
- Counselors of Real Estate (CRE)
- Hotel/Motel Brokers of America (HMBA)
- Illinois CPA Society (ICPAS)
- Illinois Development Council (IDC)
- Illinois Mortgage Brokers Association (IMBA)
- Institute of Real Estate Management (IREM)
- International Association of Attorneys and Executives in Corporate Real Estate (AECRE)
- International Council of Shopping Centers (ICSC)
- International Facility Management Association (IFMA)
- Leading Lawyers Network
- National Association of Industrial and Office Properties (NAIOP)
- National Association of Real Estate Investment Trusts (NAREIT)
- National Multi Housing Council (NHMC)
- Northern Illinois Commercial Association of Realtors (NICAR)
- Pension Real Estate Association (PREA)
- Real Estate Investment Association (REIA)
- Society of Industrial and Office Realtors (SIOR)
- Urban Land Institute (ULI)

2021 Editorial Calendar

Editorial Contributions to IREJ

Email our editor, Matt Baker, at mbaker@rejournal.com with industry news and trends; new hires or promotions; sales and leases and upcoming events. In addition to appearing in print, news will also appear at www.rejournal.com and will be distributed via broadcast email every Wednesday and Friday. For byline article submission and direction please contact the editor prior to writing the article. All articles must be exclusive to IREJ. All art and photography attachments should be 300 dpi pdf or jpg files (see advertising specifications).

The Illinois Real Estate Journal is a community newspaper for the local commercial real estate industry. Each issue of IREJ covers the hottest topics and trends pertaining to a specific commercial real estate sector.

The geographic focus gives an in-depth look at major markets throughout Illinois, highlighting the important stories and trends in each area.

Company Profile: An in-depth look at commercial real estate firms making an impact in Illinois. Whether it is corporate giants, successful private firms or new ventures, we highlight firms with a unique story to tell.

Professional Profile: A look at a successful commercial real estate professional, highlighting the reasons for the person's success.

CRE Future Leaders: Once a week we profile a young professional who has had early success and who is projected to be a leader in the real estate industry.

Editorial attachments are preferred as Word documents. Please do not embed photos in copy. Deadline for bylined articles: 2nd Friday of the month for consideration in following month's edition.

For editorial direction, please contact:

Matt Baker, editor, p 312.644.7114, mbaker@rejournal.com

Development Profile: The Illinois Real Estate Journal gets the story behind marquee developments and examines what makes them a success.

Q&A: The editor of the Illinois Real Estate Journal often sits down with a highly successful professional with a unique story to tell.


News Briefs: Our Briefs sections highlight the deals and dealmakers that make the commercial real estate industry such a vibrant business.

Weekly E-Newsletter: Every Wednesday and Friday, the Illinois Real Estate Journal sends its weekly eBlast to approximately 12,000 subscribers. The eBlast is filled with the latest breaking news, industry profiles and company announcements.

Directories: Each issue will feature directories that include: company logo, company contact info, key contacts, 35-word services provided, 35-word company description. Low cost advertising, maximum exposure.

ISSUE	EDITORIAL FEATURE	AREA FOCUS/ DIRECTORIES	AD CLOSE/ ART DUE
February	Multifamily, Finance, Construction Trends	EAST-WEST CORRIDOR Brokerage Firms, Construction Cos./General Contractors, Law Firms/RE Attorneys, Multifamily Finance	2/5
April	Downtown Office, Industrial, Opportunity Zones	NEAR NORTH SUBURBS Asset/Property Management Firms, Contractors, Developers, Economic Development Corporations	4/2
June	Finance, Healthcare & Medical Office, Retail	NEAR SOUTH SUBURBS Brokerage Firms, Construction Companies, Multifamily Finance Firms, Law Firms/RE Attorneys	6/4
August	Property Management, Multifamily & Affordable Housing, Construction Trends	CHICAGO, NORTHWEST INDIANA Brokerage Firms, Construction Companies, Multifamily Finance Firms, Economic Development Corporations	8/6
October	Office, Retail, Suburban Office	SOUTHEAST WISCONSIN, I-80 Asset/Property Management Firms, Contractors, Developers, Law Firms/RE Attorneys	10/1
December	Industrial, Senior Housing, Finance, Year in Review	O'HARE Annual Resource Guide	12/3

2021 Print Advertising Rates

	WIDTH X HEIGHT	1X (Net Rates)	3X (Net Rates)	6X (Net Rates)
	Full Page 10" x 13"	\$3,125	\$2,630	\$2,500
	Junior Page 7-1/2" x 10-1/2"	\$2,385	\$2,145	\$1,900
	Half Page 10" x 7"	\$1,930	\$1,640	\$1,540
	Quarter Page 4-7/8" x 7"	\$1,285	\$1,090	\$1,030
	Directory Listing	\$275	\$275	\$275
	Women in Real Estate Profiles	\$350		

Submitting advertising

All materials should be submitted at 100 percent of print size. Images should be saved in PDF or JPG format at a resolution of 300 dpi (CMYK). RGB files will be converted to CMYK. Files in JPEG format are acceptable but not preferred.

Pre-printed inserts

Inserts available for advertisers. Please contact the Publisher for rates at least one month prior to insert date. Size restrictions: max: 10" x 13 1/2"/ min: 5" x 3 1/2".

Production charges

Creative/design services are available at additional cost.

FOR ADVERTISING INFORMATION AND RATES/DISCOUNTS/PACKAGES, CONTACT:

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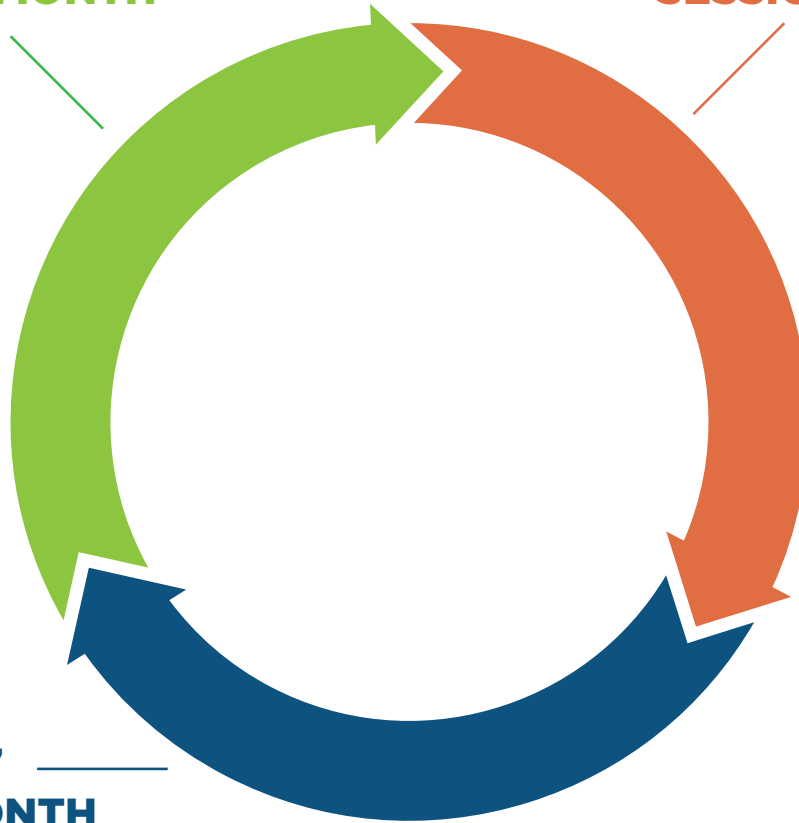
Mark Menzies
SVP, National Publisher
312.644.4610
menzies@rejournal.com

2021 Digital Advertising Rates: Website

87,695
PAGEVIEWS/MONTH

60,046
SESSIONS/MONTH

48,777
USERS/MONTH



TOP HORIZONTAL BANNER

Dimensions:

728 pixels (w) x 90 pixels (h) - Desktop

320 pixels (w) x 50 pixels (h) - Mobile

\$1,300 per month

INCREASE FREQUENCY @ MORE SAVINGS

3-4x Horizontal Banner **\$1150 per month**

5x + Horizontal Banner **\$975 per month**

BOX BANNER

Dimensions:

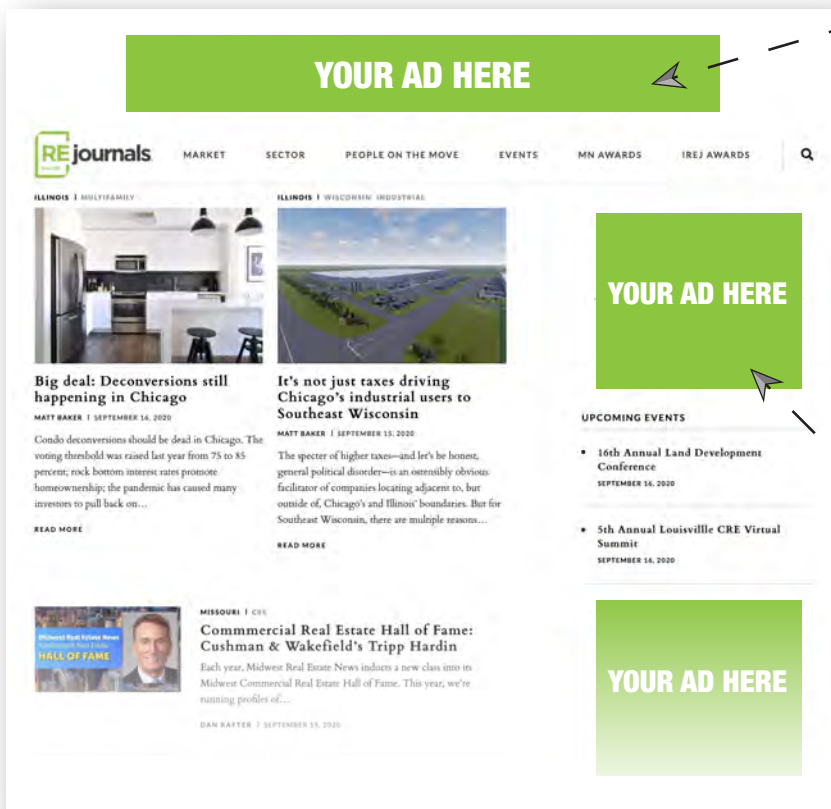
300 pixels (w) x 250 pixels (h)

\$1,000 per month

INCREASE FREQUENCY @ MORE SAVINGS

3-4x Box Banner **\$850 per month**

5x + Box Banner **\$750 per month**



2021 Digital Advertising Rates: E-Newsletter



The latest headlines from
Illinois Real Estate Journal

YOUR AD HERE

* THE LEAD *



Big deal: Deconversions still happening in Chicago

Condo deconversions should be dead in Chicago. The voting threshold was [raised last year](#) from 75 to 85 percent; rock bottom interest rates promote homeownership; the pandemic has caused many investors to pull back on their reins. And yet, the trend persists.



Q&A: The Goldie Initiative's 2020 Shero, Lynn Reich, SIOR, and her former mentee, Alexandra Jimenez-Franke

Each year, in addition to providing scholarship and mentorship opportunities for women starting careers in commercial real estate, [The Goldie Initiative names a Shero](#): a woman in CRE who sets an example and changes corporate culture to support women in the industry. This year's Shero, Lynn Reich, SIOR, CCM, executive vice president, [Colliers International](#), will be honored at the [virtual Goldie Gala on September 17](#).

YOUR AD HERE

YOUR AD HERE

TOP HORIZONTAL BANNER

Dimensions:

728 pixels (w) x 90 pixels (h) - Desktop

320 pixels (w) x 50 pixels (h) - Mobile

\$775 per e-newsletter

INCREASE FREQUENCY @ MORE SAVINGS

3-4x Horizontal Banner \$700 per e-newsletter

5x + Horizontal Banner \$600 per e-newsletter

BOX BANNER

Dimensions:

300 pixels (w) x 250 pixels (h)

\$525 per e-newsletter

INCREASE FREQUENCY @ MORE SAVINGS

3-4x Box Banner \$475 per e-newsletter

5x + Box Banner \$400 per e-newsletter

SUBMISSION GUIDELINES

- For E-Newsletters, creative must be submitted as a JPEG or PNG format with a resolution of 96 DPI (pixels/dots per inch) at actual size (see above for banner dimensions). We will NOT accept 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.

2021 Digital Advertising Rates: Spotlight Blast/Sponsored Content

BREAKING GROUND AT CUSTOM CO.

NORTHLAKE, IL

PREMIER Design + Build Group has broken ground on a 223,703-square-foot facility for Custom Companies, Inc., a full service transportation company with 500 employees. The new facility will be situated just off the Central Tri-State Tollway in Northlake on a partially reconfigured site. PREMIER and CenterPoint Properties recently partnered on the reconfiguration of an adjacent building, resulting in 23.76 acres of land available for this build-to-suit cross dock facility. It is fitted with 204 auto parking stalls, 236 trailer parking stalls, 137 exterior truck docks and 5 drive-in doors to accommodate shipping and receiving operations.

DEDICATED "SPOTLIGHT" BLAST

- Our Dedicated "Spotlight" blast reaches approximately 12,000 IL real estate eSubscribers per blast.
- Client provides: Subject line, HTML or JPEG with designated link.

1-2x	\$1,000 per blast
3-4x	\$775 per blast
5+	\$650 per blast

THAT'S DUPAGE. INNOVATION DUPAGE. dupage

REJournals MARKET SECTOR PEOPLE ON THE MOVE EVENTS MN AWARDS IREJ AWARDS

Sponsored Illinois

One company's century of progress in age-old battle with bugs

IT WAS ANOTHER SUCCESS STORY FOR THE VENERABLE McCloud SERVICES, WHICH HAS BEEN IN OPERATION FOR WELL OVER 100 YEARS. ALONG WITH COMMERCIAL PROPERTY PROTECTION, ANOTHER FOCUS OF McCloud'S EFFORTS IN THE FOOD SUPPLY CHAIN, SPECIFICALLY WORKING WITH FOOD PRODUCERS TO PROTECT OUR FOOD FROM THE FORK.

Trying to remove bed bugs can be a frustrating process. They're tiny, hard to see, and spread quickly. It takes time, money, and effort to remove them. In an office environment, the source of bed bugs can be difficult to locate. Some - particularly situations from the government.

Not that long ago a Chicago-based company had a bed bug issue in several office buildings on one floor of its building. Fearing the future could be permanently damaged, management turned to South Elgin-based McCloud Services to assess what steps were required on both a short-term and long-term basis to eradicate the bed bugs.

The McCloud team responded quickly entering the building, seeking out where the bed bugs were rooted. By using both humans and bed bug cameras, the bed bugs were spotted. Traps were put in place and chemical treatments were applied. After three months of vigilant monitoring, the bed bugs disappeared and the company did not face any government regulatory actions and employees were satisfied.

It was another success story for the venerable McCloud Services, which has been in operation for well over 100 years. Along with commercial property protection another focus of McCloud's efforts is in the food supply chain, specifically working with food producers and protecting our food from farm to fork.

"We differentiate our company by providing the highest level of pest management services and customer care throughout the food chain," said Chris McCloud, the President/CEO of McCloud Services. "We protect the U.S. food supply through a systematic, data-driven approach that delivers long-term protection against risk to our customer's brand, prosperity, employees, and profitability."

However, while equipment changes, the fundamentals of a company do not.

"The pest management service is ultimately based on communication and partnership," McCloud said. "Every company in our industry has access to the same tools and there are no exclusive secrets recipes used to eliminate pests. What we have been able to do is create lasting, operational relationships with many of our clients."

LOCAL ADVANTAGE. CBRE

MINI EVENTS

Texas Capital Markets Virtual Event
SEPTEMBER 10, 2020

16th Annual Chicagoland Asset, Property, Facility Management Virtual Summit
SEPTEMBER 10, 2020

Live Virtual Event
September 22nd @ 2pm
A Commercial Real Estate Awards
2020
REJournal CHICAGO

CUSTOM, SPONSORED CONTENT

- Sponsored Content will position you and your firm as leaders in the industry.
- Your article will be featured on our website and E-Newsletters.
- Your headline will link to your full story and will be read by REJournals subscribers.

Your article's subject may include:

- New hire profiles
- Employee/Executive Profile
- Expert on a topic
- Highlights on a recent deal or development

Interested? Here's how this works:

1. Send us your 250- to 750-word article and photo(s)
2. We'll review and send you a proof
3. Once approved, we'll schedule for publication

2021 Directory Listing Opportunities



FEBRUARY ISSUE

APRIL ISSUE

JUNE ISSUE

AUGUST ISSUE

OCTOBER ISSUE

DECEMBER ISSUE

DUE 2/8	DUE 4/5	DUE 6/7	DUE 8/9	DUE 10/4	DUE 12/6
Brokerage Firms	Asset/Property Management Firms	Brokerage Firms	Brokerage Firms	Asset/Property Management Firms	Annual Resource Guide
Construction Cos./ General Contractors	Contractors	Construction Companies	Construction Companies	Contractors	
Law Firms/RE Attorneys	Developers	Multifamily Finance Firms	Multifamily Finance Firms	Developers	
Multifamily Finance	Economic Development Corporations	Law Firms/RE Attorneys	Economic Development Corporations	Law Firms/RE Attorneys	

Directory Listing Details

Each issue will feature directories that include a company logo, company contact info, key contacts, 35-word services provided, 35-word description.

COST: \$275 per Listing

TO PLACE YOUR DIRECTORY LISTING CONTACT:

Susan Mickey

Classifieds Manager

773.575.9030

smickey@rejournal.com

CATON COMMERCIAL REAL ESTATE GROUP

1296 Rickert Dr., Suite 200

Naperville, IL 60540

P: 815.436.5700 | F: 331.333.1155

Website: CatonCommercial.com

Key Contact: Amy J. Hall, CRPP, CRX, CLS, SLD,
Chief Operating Officer, Amy@CatonCommercial.com

Services Provided: Caton Commercial offers a full range of client services

which include property disposition, investment sales, leasing, tenant representation and property management covering the urban, suburban and rural markets. Caton also works with international clients interested in the U.S. Marketplace. Our vision is "Excellence. Every Client, Every Time".

Company Profile: Caton Commercial Real Estate Group is a full-service commercial brokerage and property management company. Established in 1988, Caton is a family founded regional company that offers a full range of client services with offices in Naperville and Chicago's Fulton Market. Caton Commercial's motto is Trusted Advisors, Intelligent Solutions.

Notable Transactions/Clients: Quarters Coliving, 171 N Aberdeen St, Chicago, Lease; Amy Morton's Stolp Island Social, 5 E Galena Blvd



SAMPLE