



Minnesota



REjournal.®

Since 1985

2021 PLANNER



Minnesota Real Estate Journal

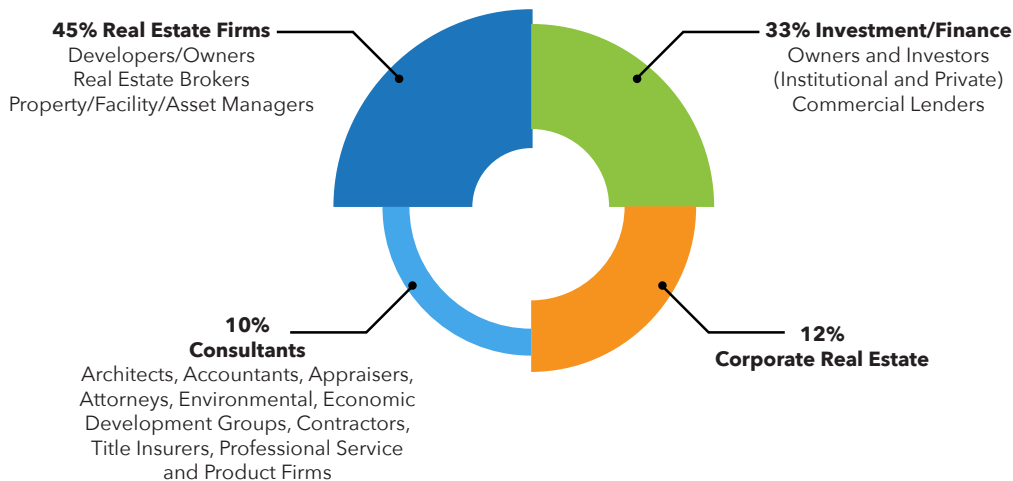
7767 Elm Creek Boulevard, Suite 210, Maple Grove, MN 55369

2021 Media Readership

The *Minnesota 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:

- | | |
|--|--|
| Minnesota Commercial Association of Realtors (MNCAR) | Sensible Land Use Coalition |
| National Association of Industrial & Office Properties (NAIOP) | Certified Commercial Investment Member Minnesota Dakotas Chapter (CCIM) |
| Minneapolis BOMA (BOMA) | International Facility Management Association (IFMA) - Minnesota Chapter |
| St. Paul BOMA (BOMA) | Institute of Real Estate Management (IREM) - Minnesota Chapter |
| Minnesota Shopping Center Association (MSCA) | The Appraisal Institute (AI) |
| Urban Land Institute Minnesota (ULI) | Society of Industrial and Office Realtors (SIOR) |
| Minnesota Commercial Real Estate Women (MNCREW) | Corporate Real Estate Network (CORENET) |
| Minnesota Multi Housing Association (MMHA) | National Association of Real Estate Investment Trusts (NAREIT) |
| Appraisal Institute North Star Chapter | Pension Real Estate Association (PREA) |
| Associated General Contractors of Minnesota | |
| Minnesota Subcontractors Association | |
| Hospitality Minnesota | |

2021 Editorial Calendar

Editorial Contributions to MNREJ

Email our editor, Dan Rafter, at drafter@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 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 Minnesota Real Estate Journal is a community newspaper for the local commercial real estate industry. Each issue of MNREJ 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 Minnesota, highlighting the important stories and trends in each area.

Company Profile: An in-depth look at commercial real estate firms making an impact in Minnesota. 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:

Dan Rafter, p 630.444.0477, drafter@rejournal.com

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

Q&A: The editor of the Minnesota 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 Friday, the Minnesota Real Estate Journal sends its weekly eBlast to approximately 11,500 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	DIRECTORIES	AD CLOSE/ART DUE
February	Multifamily, Finance, Construction Trends	Brokerage Firms, RE Law Firms, Construction Companies	2/12
April	Downtown Office, Industrial, Opportunity Zones	Asset/Property Management Firms, Finance & Investment Firms, Construction Companies	4/9
June	Finance, Healthcare & Medical Office, Retail	Brokerage Firms, Construction Companies, Multifamily Finance Firms, Law Firms/RE Attorneys	6/11
August	Property Management, Multifamily & Affordable Housing	Brokerage Firms, Construction Companies, Multifamily Finance Firms, Economic Development Corporations	8/13
October	Office, Retail, Suburban Office	Asset/Property Management Firms, Contractors, Developers, Law Firms/RE Attorneys	10/8
December	Industrial, Senior Housing, Finance, Year in Review	Annual Resource Guide, Minnesota Women in Commercial Real Estate	12/10

2021 Print Advertising Rates

	WIDTH X HEIGHT	1X (Net Rates)	3X (Net Rates)	6X (Net Rates)
	Full Page 10" x 13"	\$2,250	\$1,650	\$1,100
	Junior Page 7-1/2" x 10-1/2"	\$1,700	\$1,350	\$900
	Half Page 10" x 7"	\$1,500	\$1,050	\$750
	Quarter Page 4-7/8" x 7"	\$995	\$695	\$450
	Directory Listing	\$275	\$275	\$275
	Cover Package Includes Logo on Cover & Full Page Ad	\$3,950	\$3,250	\$2,500

Color

Four-Color: \$350

Spot Color: \$150

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:

Jeff Johnson
CEO

952.885.0815

jeff.johnson@rejourneys.com

Jay Kodytek
Senior Vice President

952.405.7781

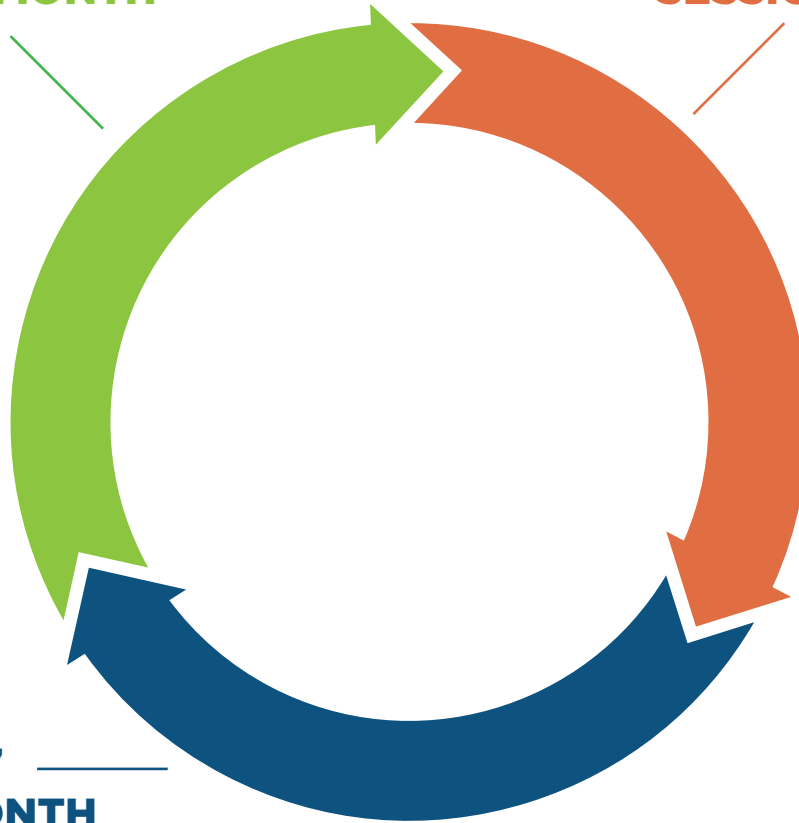
jay.kodytek@rejourneys.com

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:

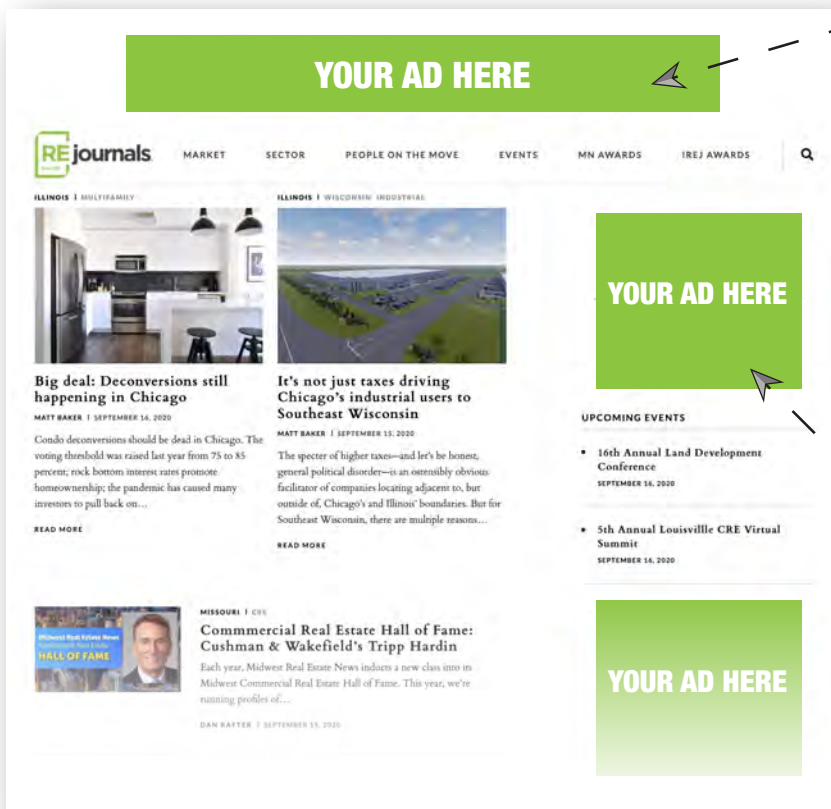
300 pixels (w) x 250 pixels (h)

\$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
Minnesota Real Estate Journal

YOUR AD HERE

*** THE LEAD ***



ACKERBERG, Northland Real Estate Group to develop largest modular construction project ever tackled in Twin Cities market

[ACKERBERG](#) is set to add to the multifamily housing stock in downtown St. Paul. And in doing so, [ACKERBERG](#) will bring the largest modular construction project ever built in the Twin Cities area to St. Paul.



Success during COVID-19? Minneapolis office of Grandbridge proves how possible it is

There's no doubt that the COVID-19 pandemic has made life more challenging for commercial real estate professionals, whether these pros are working in development, brokerage, finance or any other area of the industry. But despite the pandemic, CRE companies across the Midwest are still financing and closing deals, building new industrial facilities, selling apartment buildings and planning new mixed-use centers.

YOUR AD HERE

YOUR AD HERE

Marcus & Millichap negotiates sale of Comfort Inn & Suites in Minnesota

[Marcus & Millichap](#) closed the sale of Comfort Inn & Suites Chicago City, a 51-room hospitality property in Chicago City, Minnesota.

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 11,500 MN 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. choose 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 they can 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 bug's future could be permanently damaged, management turned to South Egin-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

Commercial Real Estate Awards 2020 REJournals 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-Newletters.
- 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 2/15	DUE 4/12	DUE 6/14	DUE 8/16	DUE 10/11	DUE 12/13
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	Minnesota Women in Commercial Real Estate
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