



**RED**news®

Since 1985

**2021 PLANNER**

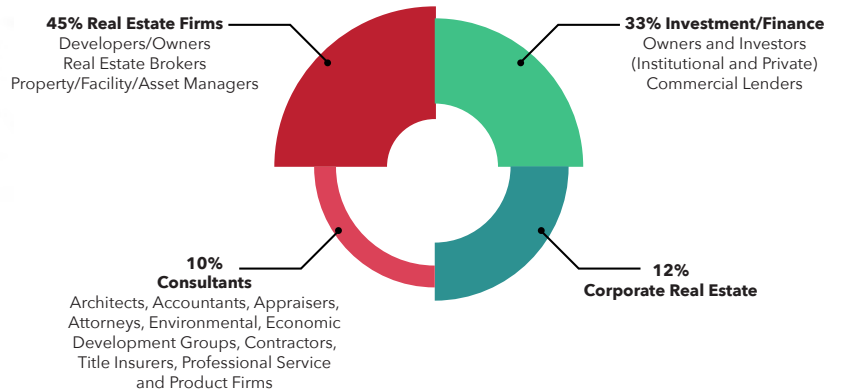


# 2021 Media Readership

REDnews is the only statewide news magazine for the Texas commercial real estate industry. Each issue provides comprehensive coverage of industry thought leaders and insight on the trends shaping CRE today.



## Senior-Level Decision-Makers



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

The Appraisal Institute Association of Industrial Real Estate Brokers (AIRE)  
Association of Commercial Real Estate Professionals (ACRP)  
Bay Area Commercial Real Estate Network (BACREN)  
Building Owners and Managers Association (BOMA)  
Central Texas Commercial Association of Realtors (CTCAR)  
Certified Commercial Investment Members (CCIM)  
Commercial Real Estate Association (C.R.E.A.M.)  
Commercial Real Estate Development Association (NAIOP)  
Commercial Real Estate Executive Women (CREW)  
Commercial Real Estate Network (CREN)  
Corporate Real Estate Network (CORENET)  
Counselors of Real Estate (CRE)  
Hotel/Motel Brokers of America (HMBA)  
Houston Realty Business Coalition (HRBC)  
Houston Real Estate Council (HREC)  
Texas A & M University Real Estate Center (REC @ TAMU)  
Texas Society of CPA's (TXCPAS)

Texas Economic Development Council (TEDC)  
Texas Mortgage Brokers Association (TMBA)  
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)  
National Association of Real Estate Investment Trusts (NAREIT)  
National Multi Housing Council (NHMC)  
North Texas Commercial Association of Realtors (NTCAR)  
Pension Real Estate Association (PREA)  
Real Estate Council of Austin (RECA)  
Real Estate Council of Greater Fort Worth (RECGFW)  
Real Estate Council of San Antonio (RECSA)  
The Real Estate Council (TREC)  
Real Estate Investment Association (REIA)  
Society of Industrial and Office Realtors (SIOR)  
South Texas Commercial Association of Realtors (STCAR)  
Urban Land Institute (ULI)

# 2021 Editorial Calendar

## Editorial Contributions to REDnews

Email our editor, Matt Baker, at [mbaker@rejournals.com](mailto:mbaker@rejournals.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 on rednews.com and will be distributed via broadcast. For byline article submission and direction please contact the editor prior to writing the article. All articles must be exclusive to REDnews. All art and photography attachments should be 300 dpi pdf or jpg files (see advertising specifications).

REDnews is a statewide news magazine for the Texas commercial real estate industry. Each issue of REDnews 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 Texas, 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:** 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@rejournals.com](mailto:mbaker@rejournals.com)**

**Development Profile:** REDnews gets the story behind marquee developments and examines what makes them a success.

**Q&A:** The editor of REDnews 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 Monday, REDnews sends its weekly eBlast to approximately 30,000 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.

MONTH	MARKET FOCUS & SUB FOCUS	AD DEADLINE
January	Office/Property Management	12/11/20
February	Healthcare Real Estate	1/12/21
March	Texas Economic Development	2/12/21
April	Industrial Hot Spots	3/12/21
May	Texas Emerging Leaders	4/12/21
June	Transportation / Development	5/12/21
July & August	Retail Transition	7/12/21
September	Multi Family	8/12/21
October	Women in Real Estate	9/13/21
November	Texas Construction Development	10/12/21
December	Office / 2021 Year in Review	11/12/21

# 2021 Print Advertising Rates

SIZE	DIMENSIONS	MONTHLY RATE
Full Page	9.75" x 11.25" with bleed	\$1,445.00
1/2 Page	8.7486" x 4.9763"	\$895.00
1/4 Page	4.1087" x 4.9512"	\$680.00

## PREMIUM PAGES

Premium Pages (pages 3, 5, 7)	\$2,195.00
Front Cover - All Cities	\$8,865.00
Front Cover - Austin/San Antonio	\$2,850.00
Front Cover - Dallas/Fort Worth	\$2,850.00
Front Cover - Houston	\$3,850.00
Inside Front Cover	\$2,595.00
Inside Back Cover	\$1,995.00
Back Cover	\$2,595.00
2 Page Center Spread	\$2,690.00
Pre-Printed 1 Page Insert	\$5,895.00

## RETAIL INSERT (JANUARY & MAY ISSUES)

Retail Front Cover	\$2,595.00
Retail Inside Front Cover	\$1,895.00
Retail Page 3	\$1,895.00
Retail Center Spread	\$2,690.00
Retail Back Cover	\$1,695.00

*Rates include design and layout and are listed as a PER MONTH RATE. Display advertisers are also included on weekly newsletter and on REDNews.com. The REDNews magazine is output at 94.5%*

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

**Ginger Wheless**  
Senior Marketing Director, Texas Operations  
713.661.6350  
ginger@rednews.com

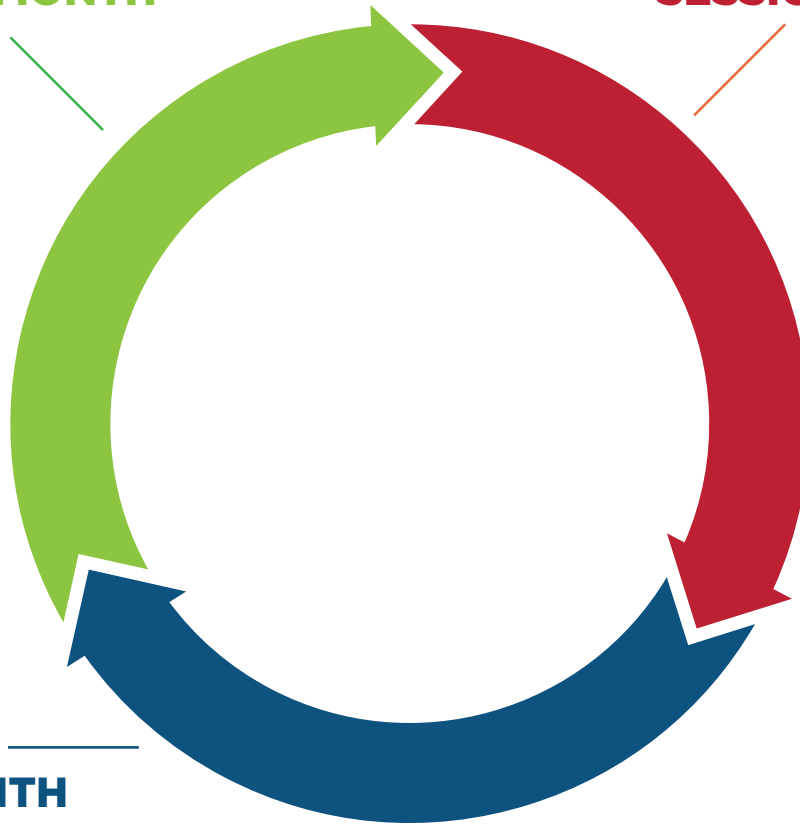
**Susan Mickey**  
Classifieds Manager  
773.575.9030  
smickey@rednews.com

# 2021 Digital Advertising Rates: Website

**87,695**  
**PAGEVIEWS/MONTH**

**60,046**  
**SESSIONS/MONTH**

**48,777**  
**USERS/MONTH**



## TOP RIGHT HORIZONTAL BANNER

Dimensions:  
760 pixels (w) x 185 pixels (h)

**\$798 per month**

## BOX BANNER

Dimensions:  
300 pixels (w) x 250 pixels (h)

**\$595 per month**

# 2021 Digital Advertising Rates: E-Newsletter

**YOUR AD HERE** ←  
**(PREMIUM POSITION)**



September 14, 2020 REDnewsletter



## FEATURED ARTICLES



### Agile office: What is next for office?

"Agile office. Is that an oxymoron? Can a structure built of steel and concrete be agile? The answer is yes, emphatically yes, when there is agility in both the physical space and economic lease terms. In both cases, agility means..."

**YOUR AD HERE**



### Have You Returned to the Office? Occupancy Rates are on the Rise, with Dallas Leading the Way

"Office occupancy is creeping up across the U.S., with one Texas city leading an index of large metros where workers are returning to their buildings. Office buildings in Dallas had a 36.4 percent occupancy rate for the week ending Aug. 26 -- the highest figure on..."

**YOUR AD HERE**

**YOUR AD HERE**

## HORIZONTAL BANNER

Dimensions:  
760 pixels (w) x 185 pixels (h)

**\$395 per e-newsletter**

### PREMIUM POSITION:

**TOP** Horizontal Banner (Add 20% Surcharge)

### INCREASE FREQUENCY @ MORE SAVINGS

2-4x Horizontal Banner     \$315 per e-newsletter

5x + Horizontal Banner     \$265 per e-newsletter

## BOX BANNER

Dimensions:  
340 pixels (w) x 250 pixels (h)

**\$295 per e-newsletter**

### INCREASE FREQUENCY @ MORE SAVINGS

2-4x Box Banner     \$215 per e-newsletter

5x + Box Banner     \$165 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 Email Blasts, all file submissions must be HTML or JPEG with designated link.

# 2021 Digital Advertising Rates: Email Blast/Sponsored Content

Receive ONLY the emails you want!  
Update Email Preferences Here >>

View Google Map    Print / View Flyer    Reply to Sender    Forward to Associate

12941 Gulf Freeway  
Houston, TX 77034

OFFERED BY **Tarantino**

**1,295 SF Available for Lease**

• 22,706 NRA Class A Office Building

## DEDICATED EMAIL BLAST

- Our Dedicated Email Blast reaches approximately 10,000 Texas real estate eSubscribers per blast.
- Client provides: Subject line, HTML or JPEG with designated link.

Email blast of Magazine Ad: **\$150**

Email Blast As-Is Flyer: **\$245**  
Resend within 3 weeks: **\$150**

Email Blast Package of 4: **\$880**

Email Blast Package of 6: **\$1188**

Email Blast Package of 10: **\$1500**

Real Estate Directory | Reaching 50,000+ CRE Brokers, Investors, and Developers

SUBSCRIBE Follow Us: f t in

**REDnews**  
Since 1985

REDnews SOUTH TEXAS POST COVID-19 FORECAST  
OCTOBER 22, 2020  
10:00PM - 3:00PM CT REGISTER HERE

Home News Editorial Properties CRE Marketing Services Networking REDNews Calendar REDNewsOnline About Us Awards

September 2020 Digital Issue

Construction Wraps on Austin's 308-Unit Citadel at Tech Ridge  
Posted on September 16, 2020

**SAMPLE**

HOUSTON SHIP CHANNEL REDEVELOPMENT OPPORTUNITY  
A VISION FOR THE FUTURE  
AVISON YOUNG

REDnews Webinar Series

## 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 REDnews 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



JANUARY 2021 ISSUE	FEBRUARY ISSUE	MARCH ISSUE	APRIL ISSUE	MAY ISSUE	JUNE ISSUE
<b>DUE 12/7/20</b>	<b>DUE 1/5/21</b>	<b>DUE 2/8/21</b>	<b>DUE 3/8/21</b>	<b>DUE 4/5/21</b>	<b>DUE 5/5/21</b>
Annual Resource Guide	Brokerage Firms RE Law Firms Construction Companies	Asset/Property Management Firms Finance & Investment Firms Developers	Architects/Design-Build Firms Economic Development Corps Brokerage Firms	RE Law Firms Construction Companies Asset/Property Management Firms	Multifamily Finance Firms Brokerage Firms Environmental Engineering Firms
JULY/AUGUST ISSUE	SEPTEMBER ISSUE	OCTOBER ISSUE	NOVEMBER ISSUE	DECEMBER ISSUE	JANUARY 2022 ISSUE
<b>DUE 7/6/21</b>	<b>DUE 8/6/21</b>	<b>DUE 9/6/21</b>	<b>DUE 10/5/21</b>	<b>DUE 11/5/21</b>	<b>DUE 12/3/21</b>
Developers Asset/Property Management Firms EDC's Brokerage Firms RE Law Firms Construction Companies	Asset/Property Management Firms Multifamily Finance Firms Developers	Brokerage Firms Architects/Design-Build Firms Economic Developments Corps	Finance & Investment Firms Project/Construction Management Firms Asset/Property Management Firms	Brokerage Firms Developers RE Law Firms	Annual Resource Guide

## 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: \$350 per Listing**

### TO PLACE YOUR DIRECTORY LISTING CONTACT:

**Susan Mickey**

Classifieds Manager

773.575.9030

smickey@rednews.com