



Illinois

journal<sup>®</sup>



2022 PLANNER

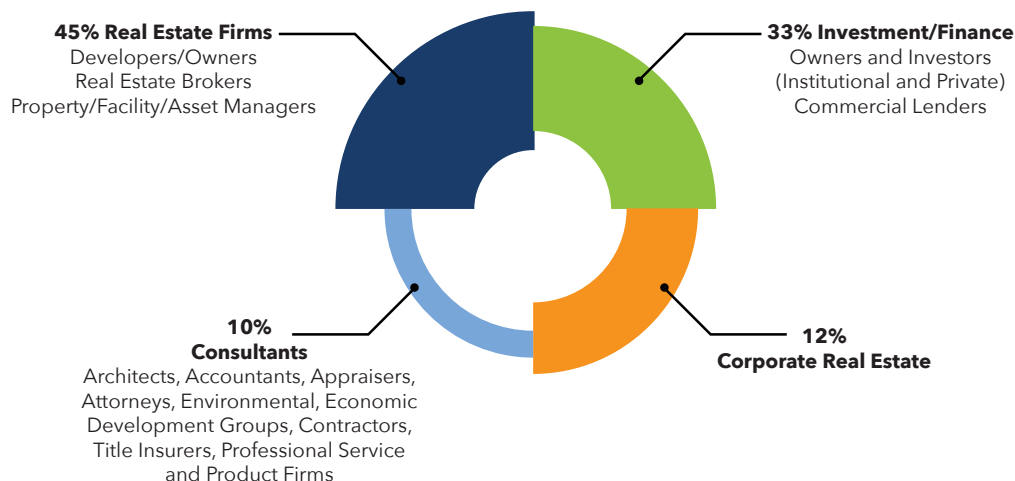


# 2022 Media Readership

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

# 2022 Editorial Calendar

## Editorial Contributions to IREJ

Email our editor, Adrian LaTrace, at [adrianlatrace@rejournal.com](mailto:adrianlatrace@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](http://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:

**Adrian LaTrace, editor**  
[adrianlatrace@rejournal.com](mailto:adrianlatrace@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	<b>EAST-WEST CORRIDOR</b> Brokerage Firms Multifamily Finance Firms Construction Companies Law Firms/RE Attys	2/4
April	Downtown Office, Industrial	<b>NEAR NORTH SUBURBS</b> Asset/Property Mgmt. Firms Contractors Developers Economic Development Corp	4/1
June	Finance, Healthcare & Medical Office, Retail	<b>NEAR SOUTH SUBURBS</b> Architecture/Design-Build Firms Brokerage Firms Construction Companies Finance & Investment Firms	6/3
August	Property Management, Multifamily & Affordable Housing, Construction Trends	<b>CHICAGO, NW INDIANA</b> 2022 IL WOMEN IN REAL ESTATE Asset/Property Mgmt. Firms Contractors Developers Law Firms/RE Attorneys	8/5
October	Office, Retail, Suburban Office	<b>SOUTHEAST WISCONSIN, I-80</b> Brokerage Firms Construction Companies Multifamily Finance Firms Economic Development Co Roofing Companies	10/3
December	Industrial, Senior Housing, Finance, Year in Review	<b>O'HARE</b> Annual Resource Guide	12/2

# 2022 Print Advertising Rates

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

**John Mickey**  
Vice President of Sales  
312.644.6942  
jmickey@rejourneys.com

**Ernest Abood**  
Vice President & MW Conf  
Series Sales Director  
312.644.7119  
eabood@rejourneys.com

**Marianne Grierson**  
Vice President of Sales  
312.644.7168  
mgrierson@rejourneys.com

**Susan Mickey**  
Classifieds Manager  
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smickey@rejourneys.com

**Mark Menzies**  
SVP, National Publisher  
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menzies@rejourneys.com

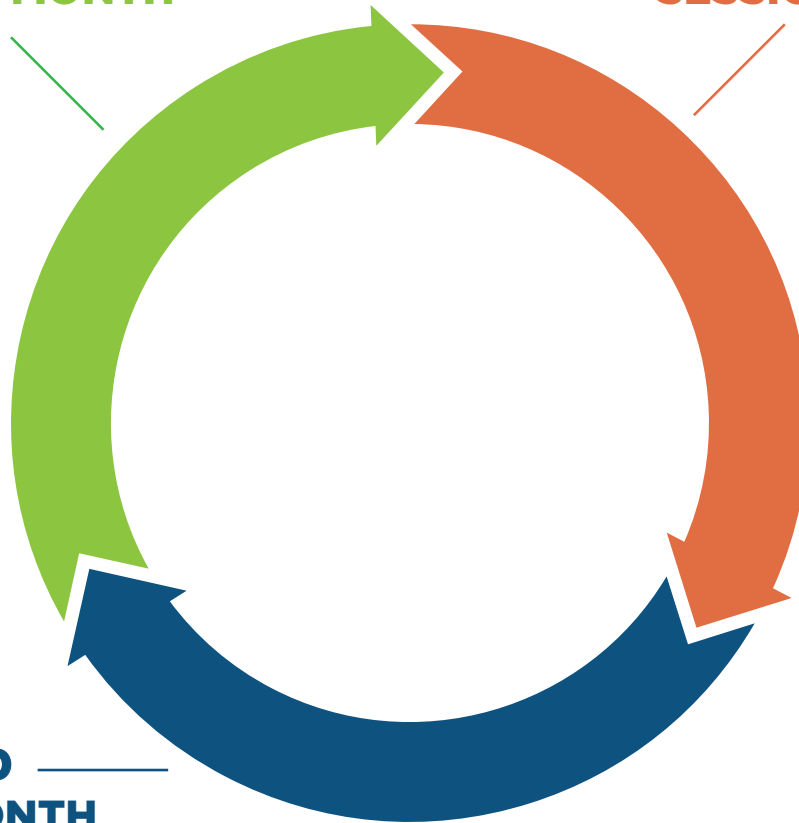
**Frank Biondo**  
Vice President of Sales  
248.670.2691  
fbiondo@rejourneys.com

# 2022 Digital Advertising Rates: Website

**96,000**  
**PAGEVIEWS/MONTH**

**74,000**  
**SESSIONS/MONTH**

**50,000**  
**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:

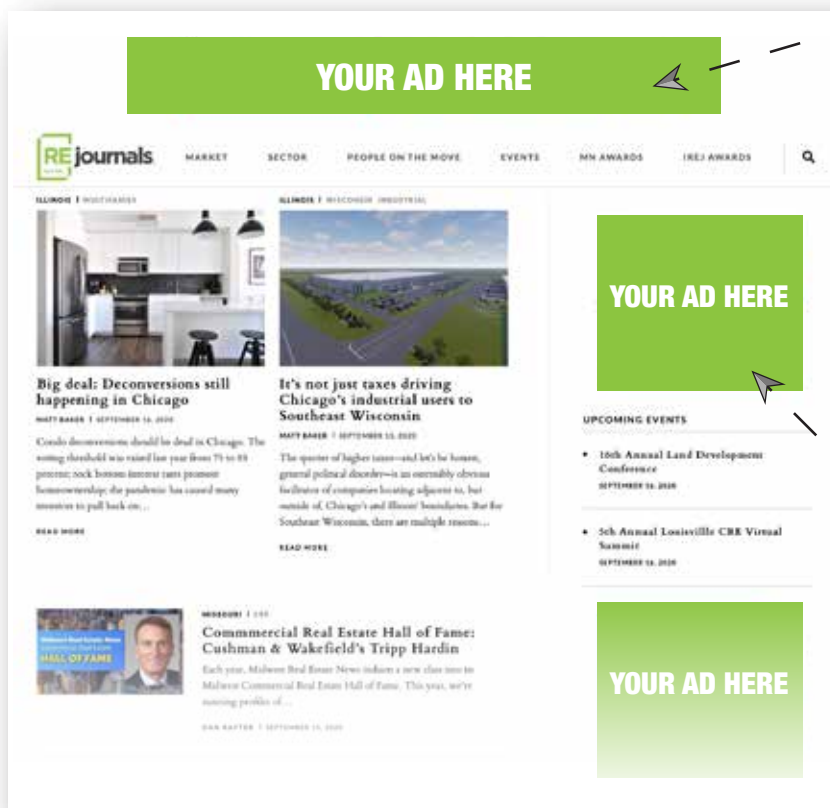
300 pixels (w) x 250 pixels (h)

**\$1,000 per month**

### INCREASE FREQUENCY @ MORE SAVINGS

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

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





# 2022 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, CCIM, 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.

## 2022 Digital Advertising Rates: Spotlight Blast/Sponsored Content



## 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



## 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

# 2022 Directory Listing Opportunities



## FEBRUARY ISSUE

## APRIL ISSUE

## JUNE ISSUE

## AUGUST ISSUE

## OCTOBER ISSUE

## DECEMBER ISSUE

DUE 2/4	DUE 4/1	DUE 6/3	DUE 8/5	DUE 10/3	DUE 12/2
<b>Brokerage Firms</b>  <b>Multifamily Finance Firms</b>  <b>Construction Companies</b>  <b>Law Firms/RE Attys</b>	<b>Asset/Property Mgmt. Firms</b>  <b>Contractors</b>  <b>Developers</b>  <b>Economic Development Corporations</b>	<b>Architecture/Design-Build Firms</b>  <b>Brokerage Firms</b>  <b>Construction Companies</b>  <b>Finance &amp; Investment Firms</b>	<b>2022 IL WOMEN IN REAL ESTATE</b>  <b>Asset/Property Mgmt. Firms</b>  <b>Contractors</b>  <b>Developers</b>  <b>Law Firms/RE Attorneys</b>	<b>Brokerage Firms</b>  <b>Construction Companies</b>  <b>Multifamily Finance Firms</b>  <b>Economic Development Co</b>  <b>Roofing Companies</b>	<b>Annual Resource Guide</b>

## 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

