



Minnesota



REjournal®

Since 1985

2022 PLANNER



Minnesota Real Estate Journal

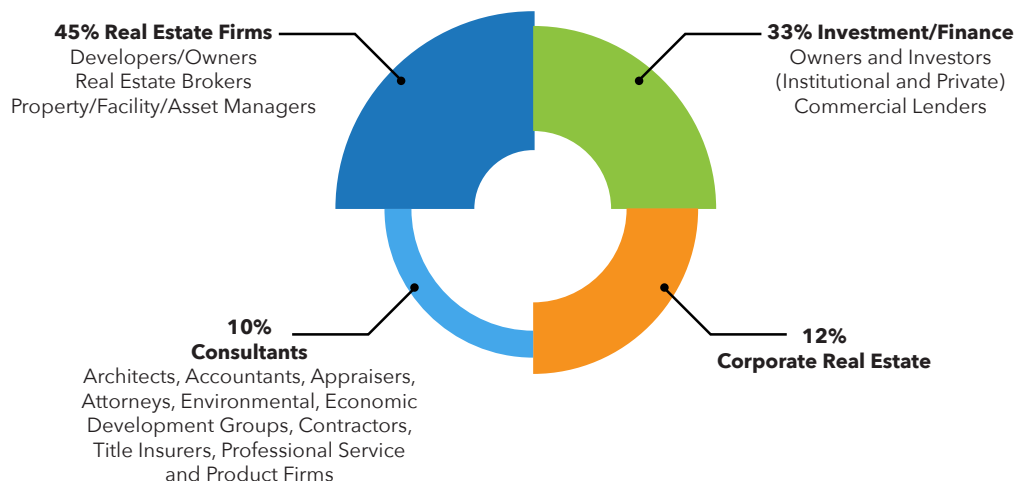
7767 Elm Creek Boulevard, Suite 210, Maple Grove, MN 55369

2022 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 | |

2022 Editorial Calendar

Editorial Contributions to MNREJ

Email our editor, Dan Rafter, at drafter@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 at www.rejournals.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@rejournals.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	<ul style="list-style-type: none"> Brokerage Firms RE Law Firms Construction Companies Finance & Investment Firms 	2/11
April	Downtown Office, Industrial, Opportunity Zones	<ul style="list-style-type: none"> 2022 MN WOMEN IN REAL ESTATE Asset/Property Mgmt Firms Developers Architects/Design-Build Firms Economic Development Corps Roofing Companies 	4/8
June	Finance, Healthcare & Medical Office, Retail	<ul style="list-style-type: none"> Brokerage Firms Construction Companies Multifamily Finance Firms Law Firms/RE Attys 	6/10
August	Property Management, Multifamily & Affordable Housing	<ul style="list-style-type: none"> Asset/Property Mgmt Firms Developers Economic Development Corps Environmental /Engineering/Green 	8/12
October	Office, Retail, Suburban Office	<ul style="list-style-type: none"> Brokerage Firms Finance & Investment Firms Architects/Design-Build Firms Economic Development Corps. 	10/7
December	Industrial, Senior Housing, Finance, Year in Review	<ul style="list-style-type: none"> Multifamily Finance Firms Project/Construction Mgmt. Firms Asset/Property Mgmt Firms Law Firms/RE Attys 	12/9

2022 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

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@rejournals.com

Jay Kodytek

Senior Vice President

952.405.7781

jay.kodytek@rejournals.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:

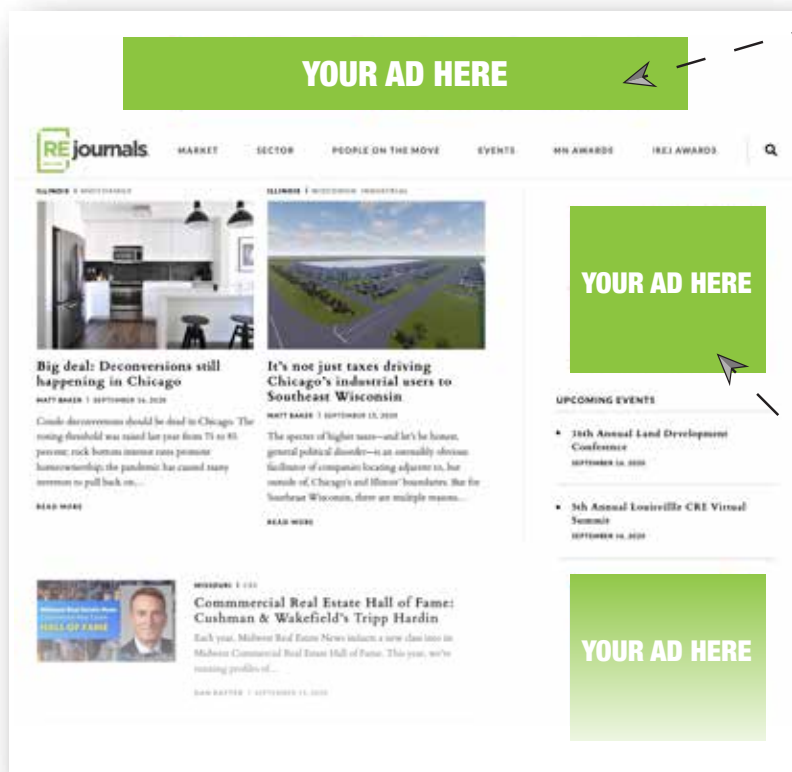
300 pixels (w) x 250 pixels (h)

\$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
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.

2022 Digital Advertising Rates: Spotlight Blast/Sponsored Content



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



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 2/11	DUE 4/8	DUE 6/10	DUE 8/12	DUE 10/7	DUE 12/9
Brokerage Firms RE Law Firms Construction Companies Finance & Investment Firms	2022 MN WOMEN IN REAL ESTATE Asset/Property Mgmt Firms Developers Architects/Design-Build Firms Economic Dev Corps Roofing Companies	Brokerage Firms Construction Companies Multifamily Finance Firms Law Firms/RE Attys	Asset/Property Mgmt Firms Developers Economic Development Corps Environmental/Engineering/Green	Brokerage Firms Finance & Investment Firms Architects/Design-Build Firms Economic Development Corps.	Multifamily Finance Firms Project/Construction Mgmt. Firms Asset/Property Mgmt Firms Law Firms/RE Attys

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