



REDnews[®]

Since 1985

2022 PLANNER

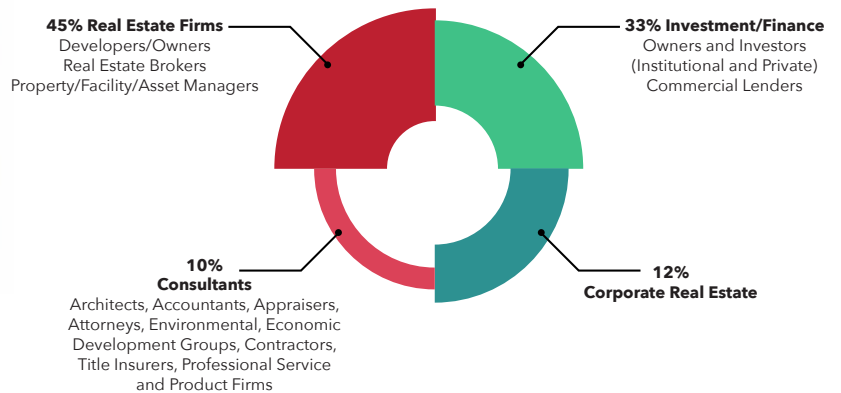


2022 Media Readership

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)

2022 Editorial Calendar

Editorial Contributions to REDnews

Email our editor, Adrian LaTrace, at adrianlatrace@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:

Adrian LaTrace, editor
adrianlatrace@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	Texas CRE Icons/2022 Forecast	12/13/21
February	Office Markets/Property Management	1/10/22
March	Industrial/Logistics Market	2/11/22
April	North Texas CRE Awards/South Texas Focus/North Texas Focus	3/11/22
May	Retail/Restaurant/Mixed Use	4/11/22
June	Houston CRE Awards/Outstanding Developments	6/11/22
July & August	Multi-Family/Capital Markets	7/11/22
September	Texas Women in Commercial Real Estate	8/12/22
October	Texas Construction & Development Update	9/11/22
Nov & Dec	Retail/Restaurant/Mixed Use	10/11/22

2022 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 MAY ISSUE

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:

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Susan Mickey

Classifieds Manager

773.575.9030

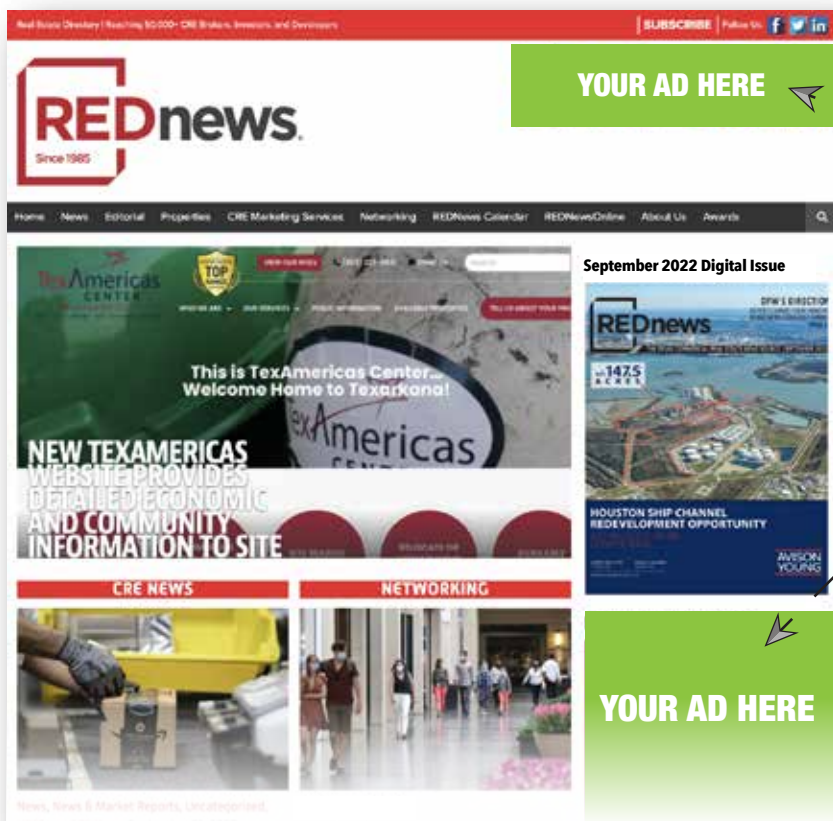
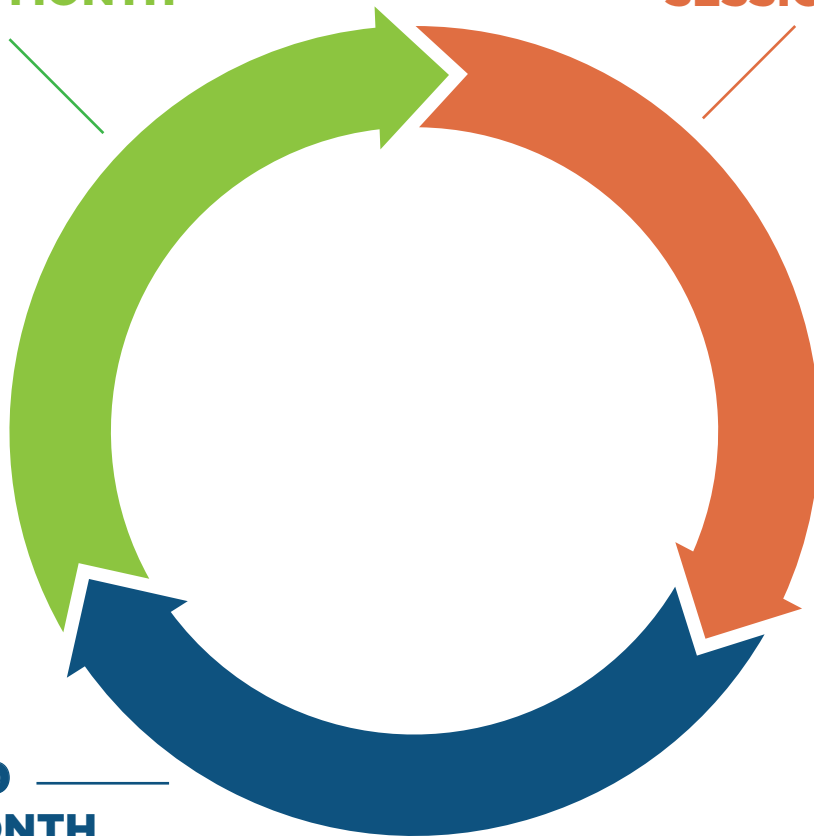
smickey@rednews.com

2022 Digital Advertising Rates: Website

96,000
PAGEVIEWS/MONTH

74,000
SESSIONS/MONTH

50,000
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

2022 Digital Advertising Rates: E-Newsletter

**YOUR AD HERE
(PREMIUM POSITION)**



September 14, 2022 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 except 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.

2022 Digital Advertising Rates: Email Blast/Sponsored Content



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**



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

2022 Directory Listing Opportunities



JANUARY 2022 ISSUE	FEBRUARY ISSUE	MARCH ISSUE	APRIL ISSUE	MAY ISSUE	JUNE ISSUE
Annual Resource Guide	Brokerage Firms Law Firms/RE Attys Construction Companies	Asset/Property Management Firms Finance & Investment Firms Developers	Architects/Design-Build Firms Economic Development Corps Brokerage Firms	Law Firms/RE Attys Construction Companies Asset/Property Management Firms	Multifamily Finance Firms Brokerage Firms Environmental Engineering Firms
JULY/AUGUST ISSUE	SEPTEMBER ISSUE	OCTOBER ISSUE	NOVEMBER/DECEMBER ISSUE		
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 Development Corps	2022 Texas Women In Commercial Real Estate Project/Construction Mgmt. Firms Asset/Property Mgmt Firms Brokerage Firms Developers RE Law Firms		

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