

RETAILTRAFFIC

2011

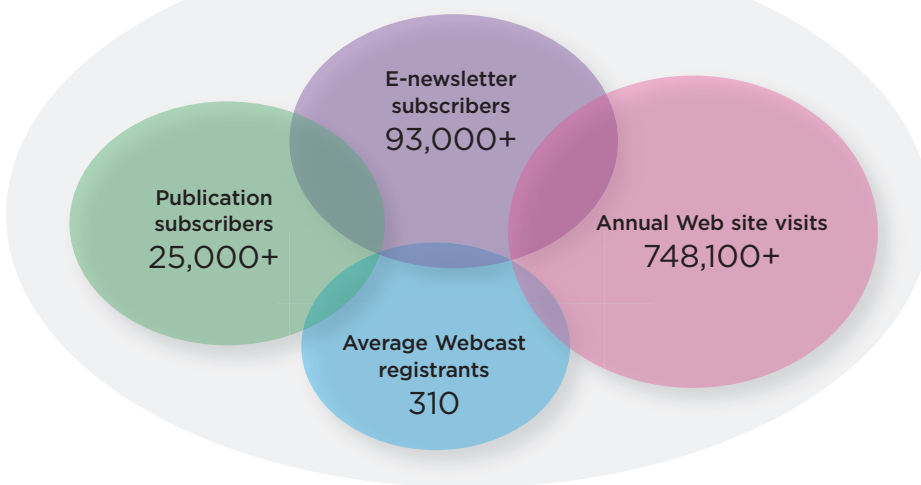
Guide To Integrated
Marketing Services

Retail Traffic covers the entire world of retail real estate—from urban storefronts to malls to mixed-use

For more than 40 years, *Retail Traffic* has reigned as the authoritative leader in covering the shopping center and retail real estate business, providing senior-level retail executives and developers with in-depth news analysis, industry profiles and trends, and original research.

Our targeted community of retail real estate professional represents all the major influences involved in the process of creating and operating retail environments, including industry-leading builders, owners, brokers, lenders, retailers, investment firms, architects and engineering firms. And our suite of print, online and event products and services provides our unique audience with the targeted information they need whenever and wherever they're looking for it.

Points Of Contact With Members Of The Retail Traffic Community



Publication Subscribers

Business & industry

Finance, Investment Firms/ Lending Institutions	1,646
Architecture, Engineering, Store Planning, Design	3,083
Brokerage	4,121
Shopping Center Developers, Builders, Owners, Management Firms, Leasing Agents, Site Selectors.....	8,601
Retailers	7,899

TOTAL: 25,350

Job title

Chief Executive Officers	11,568
(Presidents, CEOs, Owners, Partners)	
Executive Personnel.....	13,782
(VPs, Store Planners, Leasing Reps/Agents, Site Selectors	
TOTAL:	25,350

List And Data Services

Postal records.....	24,400+
Records with phone numbers	22,600+
Records with email names	15,000+

Lists managed by



What we cover

Our experienced retail real estate journalists provide our community members—your best customers and prospects—with the latest industry news, expert analysis, research and best practices covering a wide range of retail topics, including:

- Leasing
- Investment
- Finance
- Development
- Retail trends and expansion plans
- Architecture
- Deals and transactions
- Demographics
- Redevelopment
- Property management
- Capital markets
- Marketing
- Technology
- Construction
- Site selection
- Green building
- Distressed strategies
- Broker trends
- Restaurants and entertainment

Retail Traffic: Providing Unique Integrated Solutions Tailored To Achieving Your Targeted Marketing Objectives

Objective

Market Positioning

Tailored solutions

- Print publication advertising
- Custom supplements
- White papers
- Webcast sponsorships
- Podcast sponsorships
- Video sponsorships
- Seminars
- Event sponsorships

Objective

Market Intelligence

Tailored solutions

- Market research services
- Customer research services
- Brand awareness and recognition
- Consultations with industry experts (editors & others)
- Product pretest marketing services

Objective

Web Traffic Development

Tailored solutions

- Email services
- White papers
- Webcasts
- Podcasts
- Video
- List rental

Objective

Branding

Tailored solutions

- Print publication advertising
- Website advertising
- Newsletter advertising
- Webcast sponsorships
- Podcast sponsorships
- Video sponsorships
- Event sponsorships

Objective

Database Management

Tailored solutions

- List management
- Database development
- Deployment services
- List append services
- Data enhancement services
- Data hygiene services

Objective

Face-To-Face Customer Engagement

Tailored solutions

- Road shows
- Receptions
- Focus groups
- Trade show traffic development

Objective

Thought Leadership Positioning

Tailored solutions

- Print publication advertising
- Custom newsletters
- Educational services
- White paper services
- Webcasts
- Podcasts
- Videos
- Event sponsorships

Objective

Custom Marketing Ideas

Tailored solutions

- Custom print publications
- Custom newsletters
- Custom research services
- Custom microsites
- Custom seminars
- Community development services
- Event services

Objective

Lead Generation

Tailored solutions

- Print publication advertising
- Website advertising
- Newsletter advertising
- White paper services
- Webcasts
- Podcasts
- Video
- List rental

Objective

Direct Marketing

Tailored solutions

- Printing services
- Mailing services
- Email services
- Reprint services
- List rental
- List management
- Database development/management

Objective

Trade Show Support

Tailored solutions

- Preshow advertising services
- Show appointment scheduling
- Show video services
- Show Webcasts
- Show Podcasts

Objective

Public Relations

Tailored solutions

- Print publications
- Websites
- Newsletters
- Writing services

Retail Traffic is the leading source for professionals involved in developing, leasing and operating retail environments

In 2011, each issue of *Retail Traffic* will focus heavily on one aspect of the retail real estate industry in attempt to provide comprehensive coverage of the most important parts of the business. Our six print issues will complement daily content at RetailTraffic.com featuring the latest deal news, project and people announcements, key research and data, analysis of the biggest stories shaping the industry and periodic special features. And provide more in-depth analysis and shine a spotlight on case studies, strategy and best practices on key parts of the business.

Custom publishing

Our custom publishing capability is an important marketing tool for building your company's brand loyalty, allowing you to create and maintain an effective, personalized relationship with your customers. By utilizing our member database we can conduct custom research and produce white papers and supplements that can expand your business possibilities by providing specific insight about customers or prospects. And we provide more opportunities for you to target exactly the types of retail real estate professionals you want to reach with demographic and geographic inserts and supplements.

Market research

Market research is a valuable tool that can help you better understand the markets you serve while creating greater opportunities to position your products and services. *Retail Traffic* can help you leverage the power of market research through a variety of programs that are custom-tailored to your specific objectives. These exclusive research programs can range from proprietary projects—concerning your market perceptions, new product launches, or competitors—to surveys that can result in white papers or company-sponsored marketing materials and conferences.

Reprints

Our custom article reprints are high-quality reproductions of the original article reformatted to meet your special needs. You can add your company's logo or brief marketing copy to create a one-of-a-kind promotional piece that will impress your clients and prospects. Both paper and electronic versions of print articles are available at attractive rates.

In 2011, the editors of *Retail Traffic* will publish 6 bi-monthly issues providing in-depth analysis of important industry developments.



Operating Restaurants In Shopping Centers: A Recipe For Success

A special collaboration between the editors of *Retail Traffic* and *Restaurant Hospitality*

Bringing in a successful local restaurant operator can be a key draw for shopping centers. Most mall companies know how to attract restaurant chains. What helps distinguish them from competitors is getting the right successful local and regional players into the mix.

Unfortunately, the majority of small restaurateurs don't know the first thing about what it means to lease and operate in a retail real estate environment and the myriad issues involved.

In May 2011, the editors of *Restaurant Hospitality* and *Retail Traffic* join forces on a special supplement designed to show small restaurant owners who are ready to expand all the necessary steps to move from Main Street to the mall, including:

- The ways mall leases are structured
- How operating in a mall differs from a downtown
- Which malls are the best bets
- Key site selection factors to consider
- Choosing the best locations
- Case studies for success

The supplement will reach more than 103,000 restaurateurs and retail real estate dealmakers in *Restaurant Hospitality* plus 25,000 retail real estate professionals in *Retail Traffic*.

Retail Traffic 2011 Editorial Calendar

Every-Issue Features

Traffic Patterns: Readers find exclusive data they won't get anywhere else on issues facing the industry.

In-Depth Features: We go behind the headlines to explore the trends in retail real estate—new formats, retailer strategies, mergers and acquisitions, development and architecture and design trends. This is where readers get the big picture.

Executive Spotlights: We sit down with the leading lights of the industry to talk about their background, management philosophy and how they've led their companies to success.

Tenant's Perspective: This section explores retail real estate issues from the tenant's side of the equation. Readers find retail profiles, leasing trends, site selection tips and strategies on getting the most out of retail real estate.

The Management Office: Case studies and strategy stories about the business of doing business—including property management, specialty leasing, security, marketing, recruitment, compensation and many other issues.

January/February

The Finance & Investment Issue

Financing Trends: What are borrowers' options in today's financing climate? This feature will assess what's available throughout the capital stack. It will examine trends among senior lenders such as commercial banks, life insurance companies and conduits. It will also break down the latest developments in mezzanine financing, and show how underwriting standards are changing and when borrowers are in the best position to access the capital that is available.

Investment Trends: For the past two years the story has been that the only deals getting done are for top-tier assets in the best markets. Will the rest of the investment scene loosen up in 2011 and will the outlook for secondary markets improve? We'll examine the trends, along with the state of net least investment—which remains one of the most active areas for retail real estate investors.

Cash on the Sidelines: Opportunistic investors with access to capital—public REITs, non-traded REITs, private players, institutions, etc.—have amassed war chests. How will that cash be employed? Where in the capital stack are opportunistic investors likely to strike? Will the distressed asset investment market continue to develop? We'll investigate these and other issues.

REITs Rule: Retail REITs have been on a roll. This feature will examine public REITs have fared so well and profile a series of new companies conducting IPOs to join their ranks.

E-Special Report: Mid-Atlantic

Mall Marketing Quarterly Update: The rise of smartphones and tablet computers is changing how people shop. It also is transforming how shopping centers and managers communicate directly with consumers. In a quarterly newsletter, Retail Traffic will profile the latest technologies and provide case studies of best practices being developed within the industry.

Show Distribution

- MBA/CREF
- ICSC Mid-Atlantic

Ad Closing: January 5

Materials Due: January 12

March/April

The Owners And Managers Issue

Top Owners and Managers: In our annual survey, we'll determine who's on top in ownership and management of retail real estate.

Mall & Shopping Center Trends: The outlook varies for regional malls, shopping centers, power centers, outlets and lifestyle centers. This package will look at the pros and cons of each segment and examine where experts in each format have found success in recent months. The package will explore trends including development, redevelopment and leasing.

Special Package on Property Management: This comprehensive section will look at all aspects of property management for the retail real estate business. Trends explored will include:

- Energy
 - Security
 - Marketing
 - Maintenance
 - Specialty Leasing
 - Food Court Trends
- ... and much more

Special Advertising Supplement: Inland Empire

Show Distribution

- ICSC Monterey Idea Exchange
- ICSC Carolinas Idea Exchange

Bonus To Advertisers

Ad Recall Survey

Ad Closing: February 25

Materials Due: March 4th

May/June

Everything You Need To Know About Retail Real Estate Issue

In advance of the most important annual gathering of the retail real estate industry, our May/June issue will provide a comprehensive look at the state of the industry. Our coverage will assess the latest trends—including checking in on the state of investment, development/redevelopment and leasing—and have a special section exploring hot markets for retail real estate as well as examining the latest trends among top retail real estate brokers.

Tools of the Trade: A special ad section devoted to technology will look at the latest software and gadgets changing how retail real estate professionals do business.

Retail Traffic 2011 Editorial Calendar

Mall Marketing Quarterly Update: The rise of smartphones and tablet computers is changing how people shop. It also is transforming how shopping centers and managers communicate directly with consumers. In a quarterly newsletter, Retail Traffic will profile the latest technologies and provide case studies of best practices being developed within the industry.

Operating Restaurants in Shopping Centers—A Recipe For Success: A special ad supplement with distribution in sister publication Restaurant Hospitality.

Show Distribution

- RECon Convention
- ICSC New England Idea Exchange
- 2011 Midwest Lodging Investors Summit
- ICSC RetailGreen Conference

Ad Closing: April 8

Materials Due: April 15

July/August

Retailer Trends Issue

The success of retail real estate today hinges on finding and retaining the best retail concepts. The industry has been subsumed in a wave of vacancies for much of the past few years as several retail stalwarts faltered and others cut back. But a new wave of retailers is emerging and beginning to cut into that vacant space. This issue will provide an all-encompassing look at the trends among retailers today.

The package will look at the latest trends in areas including **big boxes, new concepts, international retailers, grocers** and **fast-growing specialty tenants**. In addition, the feature will look at the latest trends in **temporary leasing** and **pop-up stores**, as well as provide best practices for landlords looking to **incubate tenants**.

E-Special Report: Florida

E-Special Report: New England

Mall Marketing Quarterly Update: The rise of smartphones and tablet computers is changing how people shop. It also is transforming how shopping centers and managers communicate directly with consumers. In a quarterly newsletter, Retail Traffic will profile the latest technologies and provide case studies of best practices being developed within the industry.

Show Distribution

- ICSC Florida

Ad Closing: June 28

Materials Due: July 7

September/October

The Design & Construction Issue

It's been a tough few years for architects and contractors with the retail pipeline at an all-time low. But some firms have been able to adapt to the new climate by expanding their areas of expertise. Most importantly, having a robust practice that can handle redevelopment and renovation is one way to succeed in today's climate. In addition, being able to help reposition distressed assets is a key skill for architects and contractors. The package will look at what top architects and contractors are doing to maintain or grow their businesses while examining the latest design and construction trends.

Top Retail Contractors Survey & Research: Our annual survey reveals who the top contractors are in the retail real estate industry—and what trends they are seeing in their business.

Special Section: The 22nd Annual SADI Awards & Architectural Showcase

California Market Profile

E-Special Report: Midwest

E-Special Report: Southeast

E-Special Report: Pennsylvania

Show Distribution

- ICSC Western Conference
- ICSC PA/NJ/DE
- ICSC Chicago
- ICSC Southeast

Ad Closing: August 10

Materials Due: August 16

November/December Issue

2012 Forecast Issue

In our annual forecast issue, we'll once again gaze into the crystal ball to explore what readers need to know about the year ahead in **design, investment, finance, development, management, and retailer trends**.

Fifth Annual Green Building Survey: Our exclusive research gauges the importance of sustainability and green building principles to the commercial real estate industry. The survey results, which also will appear in sister publication National Real Estate Investor, are based on input from developers, corporate space users and municipal officials.

The National Real Estate Investor and Retail Traffic Commercial Real Estate Resource Center: Interactive resource guide for retail real estate professionals published from the publication Web sites.

E-Special Report: New York

E Special Report: Texas

Mall Marketing Quarterly Update: The rise of smartphones and tablet computers is changing how people shop. It also is transforming how shopping centers and managers communicate directly with consumers. In a quarterly newsletter, Retail Traffic will profile the latest technologies and provide case studies of best practices being developed within the industry.

Show Distribution

- ICSC New York National Conference
- ICSC CenterBuild Conference

Bonus To Advertisers

Ad Recall Survey

Ad Closing: October 25

Materials Due: November 1

RetailTraffic.com now offers more ways for you to connect with financial professionals online

Partner with RetailTraffic.com to combine your ideas with our expertise to create new ways of connecting with prospects online. From Web sites and newsletters to Webcasts, podcasts, blogs and targeted search sponsorships, *Retail Traffic* can deliver your message across a wide range of digital content channels.

We can manage the design, production, and distribution of your online materials while allowing you to take advantage of our experience with generating organic search traffic and connecting you with prospects via the Internet. Our e-services are designed to help you capture highly qualified leads that can be retained, tracked, and prospected in real time—and gain insight and intelligence into what your prospects need.

Integrated Thought Leadership Programs

Market research is a valuable tool that can help you better understand the retail real estate sector—while creating lead generating opportunities that will put your finding in front of important customers and prospects. *Retail Traffic* can help you leverage the power of market research with programs that are specially made to fit your specific objectives. These proprietary research projects can result in published white papers, persuasive marketing materials—or even custom-tailored live events.

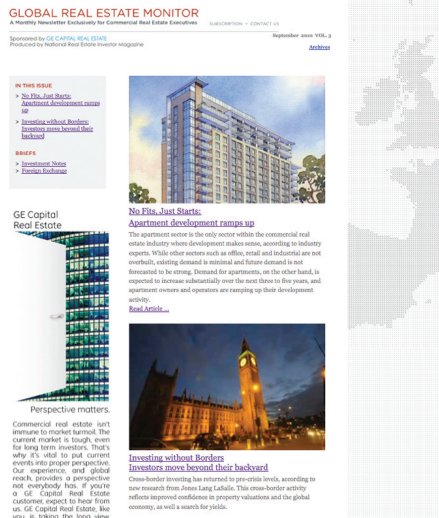
Blogs

Looking for a way not only to connect with the *Retail Traffic* community but to become part of a viral or broad network that's interested in your product and what your company has to say? Blogs provide a forum for direct and candid communication, while enhancing your brand through an aggressive promotional and viral campaign.

Custom e-newsletters

Take advantage of our extensive experience producing e-newsletters by allowing us to help you publish one of your own. *Retail Traffic* can create custom e-letters designed to meet your particular needs aimed at specific subsets of our e-mail database.

Our custom e-newsletters can position you as a thought leader in your industry



Other Services

Article tools

Stories on RetailTraffic.com generate significant traffic on our Web site and are often printed out or passed along by our community members to colleagues and peers. Now you can take advantage of the exposure that's generated from this online activity by sponsoring our Email This Article and Print This Article links.

Digital reprints

Was your company recently featured in *Retail Traffic*? Now you can add a digital reprint to your marketing campaign. Let us re-purpose your editorial mention into an easy-to-read online format that is delivered to your prospects' inboxes instantly.

Digital white papers/research

Promote and distribute your white papers, articles, industry research and more to our broad audience of retail real estate professionals while generating leads via our customizable registration forms.

E-postcards

E-postcards are the perfect way to reach senior-level retail executives and developers housed in our audience database. Use this online vehicle to showcase a new product... make a special offer...test and explore new markets...point prospects to your Web site...and generate leads for your sales team.

Microsites

By custom publishing your relevant content on a custom microsite created off the RetailTraffic.com site, you can take advantage of our dominant network of Web sites, e-newsletters and search engine technology to drive targeted prospects to your site. nology to drive targeted customers to your site.

e-Services

Web site sponsorships

The *Retail Traffic* Web site—RetailTrafficmag.com—offers many online marketing opportunities including banners and buttons, content sponsorships, high-impact interstitials, classifieds, special reports and microsites. Space is limited; check your local sales representative for availability.

m.retailtraffic.com

Advertise on the *Retail Traffic* mobile-friendly site and reach retail real estate professionals who turn to us for timely insights and industry updates in real time from their smart phones.

Retail Traffic e-Newsletters

Reach our qualified, targeted audiences by surrounding your advertising message with the timely and informative environment provided by our e-newsletters. Each authoritative e-newsletter carries original content along with the latest industry news, trends and information readers need to do their jobs and make smart real estate decisions.

• Retail Traffic Online e-Newsletter

Gain access to more than 40,000 leading retailers, shopping center owners, developers and other industry professionals every week with *Retail Traffic* Online. It's the only e-newsletter of its kind written for the retail real estate decision makers you need to reach most—the retailers, developers, brokers, investors, architects and designers who depend on *Retail Traffic* for the most detailed analyses of trends in their fast moving industry. Every Wednesday, our subscribers open this e-newsletter to learn about the hottest deals and industry news, along with cutting-edge insight into how retail space is being designed, built, leased and sold. It's the best

way to reach senior-level retail executives and developers on a weekly basis.

• Retail Traffic Online E-Special Report Editions

Eight times a year, *Retail Traffic* will provide analysis of development trends and explore retail expansion opportunities in different states and regions throughout the U.S. This timely e-newsletter will strategically deploy ahead of key ICSC Deal Making events and offer the latest insights from key real estate owners, managers, retailers and brokers within these markets.

• The Site Optimizer e-Newsletter

This monthly newsletter is written for retail real estate decision makers with an interest in the key areas of site intelligence, marketing and operations. Each edition includes interviews with heads of real estate at major retailers where they share best practices on how they have responded to current economic conditions to develop new prototypes and site selection criteria to keep them ahead of the ever changing landscape of retail real estate—along with a technology update focused on the latest tools & technology available to site selectors, retailers, brokers, and asset managers.

• Distressed Real Estate Strategies e-Newsletter

A bi-weekly e-newsletter for 93,000+ readers produced jointly by *Retail Traffic*, *National Real Estate Investor* and *Lodging Hospitality* that examines the problems, solutions and opportunities for impaired commercial real estate assets. Each edition focuses on issues such as valuations, buying opportunities, receivership, public-private partnerships, brokerage and property management across retail, hotels and other major property sectors.

Podcasts

Podcasts are an effective way to deliver valuable content in a convenient format. Let us create a microsite on RetailTrafficmag.com where visitors can subscribe to, listen to or download your sponsored podcast. We'll set up a registration page to collect listener information, giving you a direct line to your best prospects.

Search sponsorships

Retail real estate professionals depend on keyword search as their primary way of researching information relating to their business. Search sponsorships on RetailTrafficmag.com offer an exceptional branding opportunity, allowing you to reach your target audience with roadblock ad placements on all search results pages.

Targeted content sponsorships

RetailTrafficmag.com's content categories collect stories organized around particular topics or themes. You can exclusively own the entire category that best suits your current campaign, branding every ad placement seen by visitors to those articles.

Webcasts

Our Webcasts offer the opportunity to have real-time interaction with subject matter experts and industry leaders to discuss key issues, solutions, best practices, and actual case studies. Alternatively, our Webcasts also can be prerecorded for on-demand playback at the convenience of the viewer. Regardless of format, as a sponsor you receive qualified leads, positive branding, and thought leadership positioning as part of a comprehensive integrated marketing program.

Marketing Services

Retail Traffic puts you in touch with the targeted audiences you seek for your marketing programs

You can use our lists to develop attendance for your special events—like breakfasts, road shows, conferences or Webcasts. Or utilize our unique database services to maximize your own list efforts and performance. And our strong roster of trade show support services can help you get the most out of your conference and exposition investments.

Conference “Buzz Center” sponsorships

Connect with the *Retail Traffic* community before and after major trade shows by sponsoring the conference “Buzz Center” section of our site. It’s a great way to associate your brand with original editorial coverage, as well as content contributed via twitter feeds, vlogging and photo galleries. And to stay top of mind with retail pros attending these events— and those who wish they could—who will turn to us for show recaps and insights.

Show appointment sponsorships

Save time and maximize your trade show presence by scheduling appointments with our readers prior to the show. You can reach *Retail Traffic’s* qualified subscriber e-mail database during the weeks leading up to an event, driving traffic to a special appointment landing page that we build for you to collect qualified leads and request preferred meeting dates, times, and locations at the show.

Show newsletters & dailies

Reinforce your brand and connect with our readers who are turning their attention to major industry shows prior to, during, and after each event. Our trade show newsletters deliver exclusive show coverage—up-to-the-minute news, product announcements and daily show activity—right to the inboxes of our subscribers. Whether it’s to promote your booth location and drive traffic to your exhibit or promote an announcement being made at the show, placing an ad in a *Retail Traffic* show edition newsletter is a great way to get the message out.

Show podcasts

Our show podcasts allow you to connect with listeners who are downloading the latest news and observations direct from the trade show floor. Podcasts can provide a recap of the day’s events from our editors with insights from attendees and exhibitors regarding what’s important.

Show video publishing

Now you can sponsor a promotional package on RetailTraffic.com that features product demos filmed right from the trade show floor. Use the visual impact and immediacy of this engaging medium to educate customers about the attributes of your offerings at a time when they are most receptive to it—in the environment of an industry event.

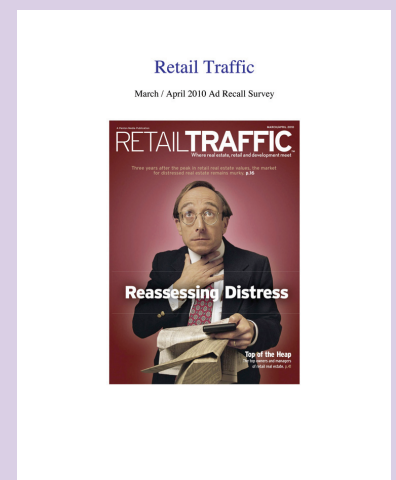
Ad performance research

Twice a year, we conduct an in-depth survey of the ads that appear in the print edition of the magazine. This research can provide valuable feedback on how well your advertising is performing with your most important customers and prospects.

All ads half-page or larger appearing in the March/April and November/December 2010 issues will be studied. We’ll also examine the survey results by product and service classification so you can see how well your ads stack up with others in your category.

What’s more, as an advertiser in our March/April and November/December Ad Recall Survey issues, you’ll also have the opportunity to include a proprietary question of your own—about your ad, your position in the market, whatever you’d like—and you’ll receive the results in a special confidential report.

By analyzing the recall of your ads—and comparing your performance with the other ads studied in the issue—you can learn ways to communicate with your customers more effectively, and enhance the return on your advertising investment.



Additional Marketing Opportunities

2011 SADI Awards

Our September/October special issue on retail architecture will also showcase the winners of our 22nd Annual Superior Achievement in Design & Imaging (SADI) Awards competition. Developers, owners, retailers, builders, contractors, product and service providers, brokers, leasing agents, lenders—anyone that impacted the success of the winning projects—will have the opportunity to run congratulatory ads within this issue's SADI awards section.

New for 2011: Custom sponsorship opportunity

This year, Retail Traffic has added a new component to the SADI Awards program that invites members of the retail real estate community to vie for prizes by selecting the projects they believe will be the winning entries in the 2011 awards competition. Contest sponsors receive HTML e-mail promotions, interstitial advertising, Web site home page and banner ad campaigns, e-newsletter marketing and print advertising for lead generation and branding.

Contact your local sales rep for more details and pricing.

Database and list management services

Retail Traffic has entered into a strategic partnership with MeritDirect that allows us to offer unique list management and database services to our customers. Now the *Retail Traffic* postal, telemarketing and email subscriber files are available for your multichannel marketing efforts through the industry's premier list management service.

Broaden your coverage of the entire commercial real estate market with National Real Estate Investor

Retail Traffic's sister publication *National Real Estate Investor* is the leading authority on trends in the broad commercial real estate market, providing top-level executives with in-depth analysis of important developments in the industry. *NREI's* serves a cross-section of corporate executives and senior-level managers, builders, owners, developers, financial firms, corporations and brokerages. And offers an extensive suite of print, online and event products and services designed to serve the unique needs of the wide-ranging commercial real estate community.

In 2011, the editors of *National Real Estate Investor* will publish eight issues providing in-depth analysis of important industry developments



Commercial Real Estate Resource Center

Recently there've been encouraging signs that commercial real estate is finally getting off the dime. Foreign investors are slowly returning to U.S. markets. Domestic transaction activity has turned modestly positive. And life companies have begun to make commercial real estate loans again.

Now's the best time to position your company for the upturn—and the *National Real Estate Investor* and *Retail Traffic* Commercial Real Estate Resource Center is the best place to do it all year long. You'll get exposure to more than 130,000 unique visitors to our Web sites each month who will turn to our Resource Center as their leading source for key players in commercial real estate. And you can choose from among more than two-dozen targeted categories for your listings.

How to get listed in the industry's only online guide to the key players in commercial real estate

Basic Listing: Includes your logo, location information Linking URLs and 40-word description. **\$495**

Enhanced Listing: Your basic listing plus content posting for lead generation (white papers, videos, podcasts, Webcasts, catalogs, etc.) and featured supplier logos and taglines on search results page. **\$695**



Rates & Specs

2011 advertising rates

Number 44 (rates include color)

Size	1x	3x	6x	12x
Full page	\$5,120	\$4,700	\$4,480	\$4,200
2/3 page	4,100	3,740	3,500	3,320
1/2 island	3,500	3,260	3,040	2,760
1/2 page	3,300	2,980	2,680	2,400
1/3 page	2,500	2,360	2,100	1,780
1/4 page	1,980	1,700	1,580	1,400

For information on higher frequency discount rates, contact your local sales representative.

Gross advertising rates effective January 2011

1. DISPLAY ADVERTISING RATES

Number of units within 12 months from date of first insertion in contract period determines frequency rate. As used in this section and this rate card, the term "Publisher" shall refer to Retail Traffic.

a. Special Positions

Cover 2.....	10% premium
Cover 3.....	10% premium
Cover 4.....	15% premium

All other special positions: 10% premium. Special positions subject to availability. For more information, contact your local sales representative.

b. Rates for Special Inks: Consult Production. Rates for Combinations: Consult Publisher.

c. Supplied Inserts and Business

Reply Cards: Accepted in all issues. For information, contact your sales representative. Special charges in addition to space rates are non-commissionable.

d. Preferred or Special Positions:

10% extra on space, color and bleed. Cancelable only on 90 days written notice.

e. Split Runs: Consult Publisher.

f. Short Rate Protection: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

2. CLASSIFIED ADVERTISING

a. Sold by the Column Inch (Column Width 2 1/8"):

	1x	4x	8x	13x
Classifieds	\$185	\$170	\$155	\$135

Net rates not subject to agency commission. Add \$150 for standard color. Special half- and full-page rates are available.

3. COMMISSION AND CASH DISCOUNT

a. Agency Commission: 15% of the gross billing allowed to recognize advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertisers' material must be prepared in accordance with production specifications to qualify for agency commission. Accounts payable within 30 (thirty) days. No cash discounts allowed.

b. Sequential Liability: Advertiser and Advertising Agency are jointly and severally liable for payment. *Retail Traffic* will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

4. TERMS AND CONDITIONS

a. Terms of Sale: Net thirty days from date of the invoice. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

b. All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within

any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials. The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

c. Cancellations must be submitted in writing, accepted up to 45 days prior to closing date published on the editorial calendar for ROB space and 90 days advance notice for Preferred or Specified positions. Cover positions are non-cancelable. Verbal cancellations will not be accepted.

d. Line of Credit: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

e. Past Due Accounts: Orders may be held at the Publisher's sole discretion.

f. Collection-related Issues: If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

g. Jurisdiction: Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

h. Notification to Publisher: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the publisher of this change within ten working days.

Rates & Specs

i. Definitions: As used in this section and this rate card, the term "Publisher" shall refer to *Retail Traffic* and its parent company.

5. MECHANICAL REQUIREMENTS

Please visit <http://pentondigitalads.com> for additional information.

a. Trim Size: 7-3/4" x 10-3/4"

Live Area: 7" x 10"

Bleed size: 8" x 11"

b. Type or Page Size: Space is available in the following units. Advertisements exceeding type size in any dimension are considered bleed or oversize except for gutter bleed in spreads, and are subject to a 10% surcharge.

Units	Width x Depth
Spread	15-1/2" x 10-3/4"
Full Page	7" x 10"
2/3 Page	4 1/2" x 10"
1/2 Page (Island)	4 1/2" x 7-3/8"
1/2 Page (Horizontal)	7" x 4-7/8"
1/3 Page (Vertical)	2 1/8" x 10"
1/3 Page (Square)	4 1/2" x 4-7/8"
1/4 Page (Vertical)	3 3/8" x 4-7/8"

c. Specifications for Bleed:

Units	Width x Depth
Full Page Trim Size	7 3/4" x 10-3/4"
Live Area	7 1/4" x 10-1/4"
Full Page Bleed	8" x 11"
Spread Trim Size	15 1/2" x 10-3/4"
Spread Bleed	15 3/4" x 11"

d. Columns to Page: 3

Column Width = 2-1/16"

Column Depth = 8-13/16"

e. Printing:

Web offset.
Keep text and vital graphics 1/2" from binding side (gutter) and at least 1/4" from all trim edges. For best results on spreads, we suggest that words and critical information are not split over the crossover.

f. Binding:

Perfect

6. DIGITAL SPECIFICATIONS

a. Color Mode: CMYK Images must be high resolution, 266 to 300 dpi for halftone images, 600 ppi or more for line-art scans. Metafiles and graphics captured from the Internet are discouraged. Use only PostScript Type 1 fonts. When sending the application file, include a copy of the placed graphic elements and copies of the screen and printer fonts. A color proof of the file is required.

b. Preferred Applications: QuarkXpress, Adobe PageMaker, InDesign, Illustrator or Photoshop: eps, tiff or PDF files saved for high-end printing.

Electronic Media: CDs and DVDs.

c. Digital Ad Submission:

Files can be sent via our digital ad portal at <http://pentondigitalads.com>. This portal can accept all files including stuffed native files with all fonts and graphics included.

d. Proofs: Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e., Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOPcertified proof.

e. Any files received that do not meet our requirements will result in a request for resubmission.

f. Retail Traffic will not alter or edit any ad materials. If you are unable to meet the specifications as outlined above, contact your Production Manager to make special arrangements.

g. For more information on rates, production specs and shipping instructions, please visit www.pentonads.com.

h. Shipping Address:

Display Advertising Materials

Please send a disk and SWOP certified proof to:

Retail Traffic

ATTN: Vicki McCarty, Ad Production Manager

Registered Rep.

9800 Metcalf Avenue

Overland Park, KS 66212

PHONE: 913-967-1926

FAX: 913-514-6319

E-mail: vicki.mccarty@penton.com

Online & e-Newsletter Materials

Jimena Canacari, Client Services Coordinator

email: Jimena.canacari@penton.com

phone: 913-967-1813

fax: 913-514-6746

7. FREQUENCY AND CLOSING DATES

a. Published 6x in 2011.

b. Ad closing date is approximately 30 days prior to publication date.

c. Materials due one week after ad closing date.

d. Publisher reserves the right to change publication frequency, circulation and editorial calendar content.

8. CIRCULATION INFORMATION

a. Subscription: U.S., \$129 one year; Canada, \$141one year; Non-U.S./Canada, \$153 one year.

b. Subscription Contact: 1-866-505-7173

ONLINE ADVERTISING RATES WEB SITE

Contact your local sales rep for more information.

Current ad positions:

- Leaderboard
- Magazine Sponsorship
- Boom Box

E-NEWSLETTER RATES

Retail Traffic Online E-newsletter

Position 1.....	\$875
Position 2.....	\$700
Position 3.....	\$550
Position 4.....	\$425

Retail Traffic Online

Market-Focused Special Editions

Position 1.....	\$875
Position 2.....	\$700
Position 3.....	\$550
Position 4.....	\$425

The Site Optimizer e-Newsletter

Position 1.....	\$1,000
Position 2.....	\$875
Position 3.....	\$750
Position 4.....	\$575

Distressed Real Estate Strategies

Position 1.....	\$3,000
Position 2.....	\$2,700
Position 3.....	\$2,300
Position 4.....	\$1,800
Position 5.....	\$1,000

ONLINE AD SPECIFICATIONS WEB SITE

Banner Dimensions:

728x90.....	Leaderboard
180x150.....	Magazine Sponsorship
300x250.....	Boom Box

MAXIMUM BANNER SIZE: 36K

Banner Formats:

Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven, Bluestreak, Motif.

Will accept for testing: DHTML, Audio, Real, Shoskeles

Non-accepted formats: Java, Java Applet, Video

ALL Rich Media must be accompanied by a standard gif for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich Media. More may be required for testing of new media formats. ALL Rich Media must include a target=blank command that will launch a new browser; this is especially important for any file with JavaScript language.

ALL enhanced content Rich Media (expanding window, audio, etc) must be user-initiated. Automatic play or pre-expand are not allowed.

HTML: The following guidelines must be observed: Penton Media utilizes Javascript ad tags on its pages. HTML banners must be constructed to work within these tags.

Rates & Specs

HTML banners may either call to the client's server for component images or the component images may be submitted along with the HTML code directly to Penton Media. All component images must observe file size restriction and total combined file size of component images should not exceed maximum specified file sizes for the appropriate banner size. In order for DART to track clicks on HTML banner with a 'form action' field (such as pull down menus, or typed search entry banners) you MUST use the form method=get and NOT form method=post. Penton Media will then be able to track clicks on your banner, though we may not be able to track clicks to multiple URLs separately.

<HTML> and <BODY> tags are not required. If you need to use <BODY> for your formatting you should substitute <TABLE> tags instead.

Flash: The following guidelines must be observed: If submitting a Macromedia Flash banner you must supply both the compiled swf file and backup gif. Penton Media uses DoubleClick DART to serve its ads. DART is not able to track clicks on Flash banners without modification to the code before the swf file is compiled. If you wish Penton Media to be able to report on front-end clicks you must contact your trafficker at Penton Media for the proper modification instructions before you submit the Flash banner.

Eyeblaster: Eyeblaster Creative must have a visible close button.

PointRoll: Testing period may be longer than stated 5 days. PointRoll banners require a file to be uploaded to our servers and production considerations may delay implementation.

Expanded window should be a maximum of 2.5x the original dimensions. Banners should expand only in one direction (either vertical or horizontal). Pre-expand or auto-initiate audio banners are not allowed. All enhanced content must be on mouse-over or click only, and must discontinue on mouse-off.

Motif: Penton Media accepts DoubleClick Motif and will traffic it as internal redirect for DFP. Expanding ad formats should be a maximum of 2.5x the original dimensions. Banners should expand only in one direction (either vertical or horizontal). Any enhanced content (audio, expanding banner, etc) must be user-initiated only.

Unicast

- 2 MB maximum file size.
- 30 seconds maximum play time.
- Must have visible close button.

File Sizes and Looping (File Size applies to direct upload/initial load only, not redirect or polite downloads. Polite downloads may be up to 100K after initial load. Looping and frames do not apply to Flash):

Max File Size = 36K
Max Frames = 4
Looping = 3 times

3rd Party Ad Serving: Penton Media will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

E-NEWSLETTERS

Newsletters text sponsorships include 40 words of text, including headline, plus linking URL. Logo and banner specs are as follows:

Banner Dimensions

300x250 Boom Box
468x60 Full Banner

Banner Format: GIF or JPEG files only.

No Rich Media.

File Sizes and Looping:

Max File Size = 36K

Max Frames = 4

Looping = 3 times

3rd Party Ad Serving: Penton Media will accept most 3rd Party Ad tags. 3rd Party Ad tags for newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

NOTE: Not all sizes are available on all Penton Media Websites. Please confirm the exact size for each contracted unit with your sales representative. Banner positions and static graphics specified may not be available for all positions in all newsletters. Please verify the allowed materials for each contracted newsletter with your sales representative.

Advertising Contacts

Senior Vice President, Strategy & Business Development, Financial Services Group

WARREN BIMBLICK • 212-204-4232
warren.bimblick@penton.com

Vice President, Financial Services Group
WILLIAM O'CONNOR • 212-204-4270
william.oconnor@penton.com

Associate Publisher and Midwest/Southeast Account Manager
AMIE LEIBOVITZ • 312-840-8438
amie.leibovitz@penton.com

Sales Coordinator

KIMBERLEY SAMPSON • 312-840-8441
kimberley.sampson@penton.com

Group Marketing Director
JAY McSHERRY • 212-204-4210
jaymcsberry@earthlink.net

New England Account Manager
MATT BUTCHER • 212-204-4240
matt.butcher@penton.com

Western Account Manager
NEIL DANT • 949-838-2117
neil.dant@penton.com

Penton Media Financial Services Group

- Retail Traffic
- National Real Estate Investor
- Lodging Hospitality
- Registered Rep.
- Trusts & Estates

The Penton Media Portfolio

Agriculture

Beef
Corn & Soybean Digest
Farm Industry News
Farm Press
Hay & Forage Grower
National Hog Farmer

Automotive & Trucking

American Trucker
Bulk Transporter
Clymer
Fleet Owner
FleetSeek
Refrigerated Transporter
Trailer/Body Builders
WARD'S AutoWorld
WARD'S Dealer Business
WARD'S Information Products

Business Aviation

AC-U-KWIK
Aircraft Bluebook Price Digest
The Air Charter Guide
Jet Appraisals

Commercial Aviation

Air Transport World
SpeedNews

Commercial Real Estate

Lodging Hospitality
National Real Estate Investor
Retail Traffic

Design Engineering

EE&T
Fluid Power Conference & Expo
Hydraulics & Pneumatics
Machine Design
Medical Design
Motion Systems Design
World's Smartest Design Engineer

Digital Media and Communications

Broadcast Engineering
Connected Planet
Electronic Musician
Millimeter
Mix
Radio Magazine
Remixmag.com
SVC

Electronics

Auto Electronics
Defense Electronics
Electronic Design
Electronic Design China
Electronic Design Europe
Engineering TV
Microwaves & RF
Mobile Development and Design
Power Electronics Technology
SourceESB

Electrical Systems, Energy and Construction

Coal Prep
Electrical Construction & Maintenance (EC&M)
Electrical Marketing
Electrical Wholesaling
Electric West
EWHotSpots.com
Intelligent Energy Portal
International Lineman's Rodeo & Expo
Mine & Quarry Trader
Power Quality & Reliability
RER
Transmission & Distribution World
T&D World University

Food & Foodservice

Baking Management
Food Management
Healthy Baking Seminar
Modern Baking
Restaurant Hospitality
Supermarket News
The Restaurant Show Daily and Equipment
Show Daily
Whole Health

Healthy Lifestyle

Club Industry magazine
Club Industry show
Club Industry East
Delicious Living
Functional Ingredients
Natural Foods Merchandiser
Natural MarketPlace
Natural Products Expo Asia
Natural Products Expo East
Natural Products Expo West
NewHope360.com
NPICenter.com
Nutracon
Nutritional Business Journal
The Organic Summit
SupplyExpo

IT & Development

asp.netPRO
DevConnections & WinConnections
ITTV
Left-Brain.com
Office SharePoint Pro
Paul Thurrott's Windows SuperSite
SQL Server Magazine
System iNetwork
The Windows IT Pro

Manufacturing & Supply Chain

American Machinist
American Printer
Business Finance
EHS Today
Expansion Management
Foundry Management & Technology
Forging
IndustryWeek

Material Handling & Logistics
New Equipment Digest
PFFC
Used Equipment Network
Welding Design & Fabrication

Marketing and Meetings

Association Meetings
Chief Marketer
Corporate Meetings & Incentives
DIRECT Online
Financial & Insurance Meetings
LDI
Live Design
Medical Meetings
Meetings Net
Multichannel Merchant
PROMO Online
Religious Conference Manager
Special Events

Mechanical Systems

Contracting Business
Contractor
Fire Protection Engineering
HPAC Engineering
HVAC Comfortech
HVACR Distribution Business
Radiant Living

Public Infrastructure

American City & County
American School & University
EquipmentWatch
FIRE CHIEF
Global Waste Management Symposium
Government Procurement
Government Product News
Healthcare Waste Conference
HomeCare
Ironmax.com
IWCE
Price Digests
Urgent Communications
Waste Age
Waste Expo
WasteIndustrySite.com
Waste Industry Marketplace
Waste Training Institute
Waste Tech Landfill Technology Conference
Wildfire

Wealth Management

Trust & Estates
Registered Rep



Corporate Headquarters
249 West 17th St.,
New York, NY 10011
Phone: 212-204-4200