

National Real Estate Investor & Retail Traffic's Commercial Real Estate Sourcebook

Deadline: October 5, 2010

NATIONAL REAL ESTATE
Investor

RETAILTRAFFIC
Where real estate, retail and development meet

Get the impact of National Real Estate Investor and Retail Traffic in your integrated marketing plan with our **NEW** buyers' directory product in print and online.

Our two powerhouse brands combined to offer your business big numbers.

NEW! National Real Estate Investor and Retail Traffic's Commercial Real Estate Sourcebook, publishing in our November/December issues, and rolling out online on both sites, nreionline.com and retailtrafficmag.com. You'll get exposure to over 130,000 unique visitors and 56,000 print subscribers.

National Real Estate Investor & Retail Traffic's Commercial Real Estate Sourcebook will reach purchasing decision-making executives in c-suite and senior level real estate positions involved in building, developing, financing, leasing, and owners of real estate.

You'll also reach retail executives, developers, investors, architects, designers and other professionals involved in the process of creating and operating retail environments.

Don't miss this opportunity to a part of the new, integrated marketing initiative, National Real Estate Investor and Retail Traffic's Commercial Real Estate Sourcebook.

Deadline is October 5, 2010.

EARLY BIRD DISCOUNT: Save 30% when you place your listings in two or more categories. Early bird deadline: August 5, 2010.



1. Choose from this selection of online and print listing packages and order today.

Basic Listing - \$495 net

- Includes basic online and print listings in National Real Estate Investor, and Retail Traffic.
- Your listing includes up to 40 words of copy, logo, linking URL and address.

Enhanced Listing - \$695

- Includes all benefits of a basic listing, plus:
- Opportunity to post your existing white papers, videos, podcasts, webcasts, catalogs and product spotlights
- Lead generation from registrants that download your content
- 52 character tagline on search results page
- Featured Supplier logo on search results page

Save 30% when you advertise in 2 or more categories

Additional Marketing Opportunities

Category Sponsorship

- Banner ad and Boombox ad in Sponsored Category
- Company appears #1 on search results page

Featured Company

- Logo appears on Home Page & Search Page

Directory Listing Contacts

A - D	E - Z
Adam Strominger	Sara Hellon
212.204.4249	866.353.9735
adam.strominger@penton.com	sara.hellon@penton.com

Contact your local Sales Rep for display advertising rates.

Marianne Rivera/NREI	312.840.8466
Amie Leibovitz/RT	312.840.8438

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Step 2. Choose Your Payment Option —

Order Now!

Check One Listing Package:

Basic Listing **\$495**

Enhanced Listing **\$695**

Complete this form & send today:

Contact Sara Hellon at 866.353.9735 or email
sara.hellon@penton.com

Please send your logo (eps or tif file format, 300 dpi minimum, 4-color/cmyk) and a 40-word company profile via email to Melissa Abbott Mudd at Melissa.abbottmudd@penton.com.

Payment: Check or Credit Card

Check Enclosed

Make checks payable to Penton Media
Mail to: Penton Media, 9800 Metcalf Avenue
Overland Park, KS 66212 Attn: Buyers' Guides

Credit Card

MC VISA AMEX DISCOVER

Credit Card Number: _____

Exp. Date: _____

Billing Address (if different than below): _____

Cardholder Name (Print): _____

Cardholder Signature: _____

Step 3. Complete both company information blocks below —

For Publication in Print & Online:

Company/Division: _____

E-Mail: _____ Web Site URL: _____

Address: _____ City: _____ State/Province: _____ Zip Code: _____ Country: _____

Phone: _____ Toll Free Phone (if different): _____ Fax: _____

Sales Contact Name: _____

Authorization Information

Authorization by: _____ Company/Division: _____

Address: _____ City: _____ State/Province: _____ Zip Code: _____ Country: _____

Your Phone: _____ Your Fax*: _____

Your Name: _____ Title: _____

Your E-Mail**: _____

Signature (Required): _____ Date: _____

PLEASE NOTE: Above information is for processing, and not for publication.

*Your fax number is used to communicate to you. By providing your fax number, you are giving written permission to receive listing and other related information from WARD's AutoWorld that may be of interest to you by fax. We will not share this information or use it for any other purpose. You may opt out of receiving faxes from us at any time in the future.

**Required for sending future listing information.

Check here if you do not wish to receive future unsolicited fax advertisements at the fax number shown at the top of this page, please fax this page back to 866-364-8597. Alternately, you may phone us at 866-271-1964 or send an email to fax-opt-out@penton.com. Our failure to comply with your removal request within the shortest reasonable time, as determined by the FCC, with such valid request identifying the telephone facsimile machine(s) to which the request relates would be unlawful.

Step 4. Choose Your Categories*

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Appraisers | <input type="checkbox"/> Energy Management | <input type="checkbox"/> Institutional Advisors | <input type="checkbox"/> Real Estate Investment Trusts |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Environmental Management | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Site Analytics |
| <input type="checkbox"/> Asset Managers | <input type="checkbox"/> Environmental | <input type="checkbox"/> Lighting Technology & Retrofit | <input type="checkbox"/> Software Products & Services |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Environmental | <input type="checkbox"/> Pension Funds | <input type="checkbox"/> Title Insurance |
| <input type="checkbox"/> Brokers | <input type="checkbox"/> Equity Investors/ Investment Companies | <input type="checkbox"/> Property Management | <input type="checkbox"/> Waste Management |
| <input type="checkbox"/> Builders | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Real Estate Consultants | |
| <input type="checkbox"/> Contractors/ Construction Services | <input type="checkbox"/> Hospitality Services | | |
| <input type="checkbox"/> Developers | | | |
| <input type="checkbox"/> Distressed | | | |

**For more information call
866.353.9735**

Digital Artwork Specifications

Logos: Company Page logos will display at a 250 pixels x 250 pixels. Search Results and Feature Company logos will display at 120 pixels x 40 pixels. For best quality, logos should be submitted as JPEG, GIF, or PNG. File size should not exceed 15k.

Photos: Photos will display as clickable thumbnails at 100 pixels x 67 pixels. The maximum number of images to display is 4. For best quality, images should be submitted as JPEG, GIF, or PNG with the maximum file size of 3MB.

Video Files: Video files should be a maximum file size of 75 MB. Acceptable formats are Windows, Quicktime, Flash and MP's.

Audio Files: Audio files should have a maximum file size of 35 MB.