

Display Advertising

Advertising Rates (4/C)

Size	1x	3x	6x
Full Page	6,100	4,600	3,800
1/2 Page	3,500	3,050	2,550
1/4 Page	2,400	2,100	1,800
Cover 2 (inside front)		5,300	4,500
Cover 3 (inside back)		5,100	4,200
Cover 4		5,600	4,550

Advertising Rates (B/W)

Size	1x	3x	6x
Full Page	5,300	4,000	3,100
1/2 Page	2,750	2,350	1,900
1/4 Page	1,650	1,400	1,150

NAREIT Handbook

Real Estate Portfolio rates and earned frequency discounts apply to the 2009 NAREIT Handbook.

Advertising Reservation and Materials Deadlines

Issue	Reservations	Ad Materials
NAREIT Handbook	November 28	December 5
January/February	November 21	November 26
March/April	January 23	January 30
May/June	March 27	April 3
July/August	May 22	May 29
September/October	July 24	July 31
November/December	September 25	October 2

Mechanical Specifications

Trim Size: 8³/₈" x 10⁷/₈"

Binding: Perfect bound with hinge score

Bleeds: Allow 1/8" on all sides. Keep all live matter 3/8" from trim and gutter.

Ad Size	Width	Height
Full Page (with bleed)	8 ⁵ / ₈ "	11 ¹ / ₈ "
Full Page	7 ⁵ / ₈ "	10 ¹ / ₈ "
1/2 Page Horizontal	7 ⁵ / ₈ "	4 ¹⁵ / ₁₆ "
1/2 Page Island	5 ¹ / ₁₆ "	7"
1/2 Page Vertical	3 ³ / ₈ "	10 ¹ / ₈ "
1/4 Page	3 ³ / ₈ "	4 ¹⁵ / ₁₆ "

Contact Information

Delivery of Contracts and Materials

Advertising contracts, materials, and inquiries should be addressed to:

Kathleen Thomas

Real Estate Portfolio Sales Representative
 1707 L Street, NW, 3rd Floor, Washington, DC 20036
 Phone: 202-721-1497
 Fax: 202-331-2043
 Email: kathleen@themagazinegroup.com

Digital Advertising Format

For black-and-white and four-color ads, we accept (1) high-resolution press-ready PDF (PDFX1a) with all fonts and images embedded. Please visit www.pdf-x.com for additional information on preparing PDFs; (2) EPS; (3) TIFF; (4) native application files created in Adobe InDesign CS2 and lower versions; or QuarkXPress 6.5 and lower versions. All necessary fonts and linked graphics must be included with application files. Please note:

- All continuous tone images must have an effective resolution of at least 300 dpi.
- Bitmapped images must have an effective resolution of at least 1200 dpi.
- All color images must be CMYK; no RGB or LAB color.
- Do not embed ICC profiles within images.
- Include fonts for all imported graphics, or convert fonts to outlines.

File Submission

Electronic: The preferred electronic method for advertising submission is via our secure FTP site (available through an FTP client or web browser):

Server/Host: tmgftp.com
User Name: nareit_ads
Password: reit

Disks: We accept CD-ROMs or DVDs.

Proofs: Advertisements supplied without a SWOP (Specifications Web Offset Publications) certified color proof will be printed to SWOP standards. Please visit www.swop.org for additional information on certified proofing and printing standards. The printer and/or publisher cannot be held liable for color complaints when an advertisement is submitted without an acceptable color proof.

Alterations: Requested alterations or advertisements requiring modifications to meet publication specifications will be advised and, if approved, billed at the publisher's prevailing rates.

Disclaimer: Real Estate Portfolio will check advertiser's digital ads. If additional work is necessary to ensure proper output, additional production charges may apply and the advertiser will forfeit any commission. If delays due to missing font or image files are incurred, late charges may apply. An Epson Proof by Agfa is the most accurate method of attempting to match colors on press. Other kinds of color proofs will not be considered an accurate representation of a digital ad.

Inserts

Insert specs and rates are determined on a project-by-project basis. Contact your *Real Estate Portfolio* sales representative for more information.

Agency Commissions

Commissions not to exceed 15 percent of gross billing are granted to recognized agencies and are only applicable to accounts paid within 45 days of the invoice date.

Payment and Cancellations

The advertiser and its agency will be held jointly and severally liable for monies due and payable for ads ordered and published. Cancellations or changes in orders (advertising contact) may not be made by the advertiser or the agency after the closing date. Cancellation of any space reservation by the advertiser or its agency will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency of volume rate.

Publisher's Protection

The advertiser and its agency assume liability for all content of ads printed, and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any ad. Publisher reserves the right to reject or cancel any ad or space reservation at any time. Publisher shall not be liable for any costs or damages if for any reason the publisher fails to publish an ad, or for errors in key number, reader service number, or ad index.