REIT

Real Estate Investment Today

The Official Magazine of the National Association of Real Estate Investment Trusts®

RESERVE YOUR SPACE:
Zack Buchanan
Media Sales Representative
p. 800.501.9571 x191
f. 717.825.2171
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2012 *Advertising Rate Card*

Display Advertising Rates

AD SIZE	1X	3X	6X
❑ Full Page (4 Color)	$6,410	$4,830	$3,990
❑ Full Page (B&W)	$5,570	$4,200	$3,260
❑ 1/2 Page (4 Color)	$3,680	$3,210	$2,680
❑ 1/2 Page (B&W)	$2,890	$2,470	$2,000
❑ 1/4 Page (4 Color)	$2,520	$2,210	$1,890
❑ 1/4 Page (B&W)	$1,740	$1,470	$1,210
❑ Cover 2 (Inside Front)	n/a	$5,570	$4,730
❑ Cover 3 (Inside Back)	n/a	$5,360	$4,410
❑ Cover 4	n/a	$5,880	$4,780

Digital Mechanical Specs

Ad Type	Size
❑ Opening Page	550 x 480 or 612 x 792 pixels
❑ Top & Bottom Banner	468 x 60 pixels
❑ Skyscraper	120 x 600 pixels
❑ Toolbar Logo	88 x 31 pixels
❑ Bellyband	612 x 378 pixels

Mechanical Specs - Print

AD SIZE	WIDTH (inches)	HEIGHT (inches)
❑ Full Page with Bleed	8 5/8"	11 1/8"
❑ Full Page (non-bleed)	7 5/8"	10 1/8"
❑ 1/2 Page Horizontal	7 5/8"	4 15/16"
❑ 1/2 Page Vertical	3 3/8"	10 1/8"
❑ 1/4 Page	3 3/8"	4 15/16"

Trim Size: 8 3/8" x 10 7/8"

Binding: Perfect bound with hinge score

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

Digital Advertising Rates

AD SIZE	1X	3X	6X
Issue-Wide Advertising & Sponsorships			
❑ Opening Page	$4,000	$3,500	$3,250
❑ Top Banner	$2,500	$2,125	$1,805
❑ Bottom Banner	$1,750	$1,650	$1,400
❑ Skyscraper	$2,000	$1,700	$1,400
❑ Toolbar Logo	$1,250	$1,185	$1,005
❑ Bellyband	$1,000	$950	$800
Enhanced Features			
❑ Custom Flash Animation	call for price		
❑ Flash Animation	$100	n/a	n/a
❑ Ad Gen	$325	n/a	n/a
❑ Audio/Videp	$150	n/a	n/a

Inserts

Insert specifications and rates are determined on a project-by-project basis. Contact your REIT sales representative for more information.

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: ftp.theygsgroup.com
User Name: nareitmedia
Password: ygsftp

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 beheld liable for color complaints when an advertisement is submitted without an acceptable color proof.

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

Disclaimer: REIT will check advertiser's digital ads. If additional work is necessary to ensure proper output, additional production charges may apply. 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.

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 CS5 and lower versions; or QuarkXPress 8 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.

Digital Submission Requirements

- Opening Page, Banner, Skyscraper, and Toolbar Logo ads should be submitted as SWF files.
- Animations created in Flash for use within a Nxtbook need to be published for Flash 9 and ActionScript 3.
- If your ad contains video, sound, or complex animations, then you must implement functions in the main timeline of the Flash file in order to allow the Nxtbook to control when it plays. Please contact us for these specifications.
- Audio files may be embedded in a Flash document or sent in MP3 format. MP3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz, or 96kHz.
- Video files should be sent as FLV files.

AD RESERVATION FORM

We hereby contract for the following advertisement(s):

Advertising Opportunities

OPPORTUNITY	EDITION	AD SIZE	FREQUENCY	UNIT COST
❑ January/February				
❑ March/April				
❑ May/June				
❑ July/August				
❑ September/October				
❑ November/December				

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PAYMENT:
Check payable to:
The YGS Group
3650 West Market Street
York, PA 17404
Contact: Karen Riley
800.501.9571 x140

Artwork is a pick-up: ❑ YES ❑ NO
If yes, specify issue and year:_____ **TOTAL COST:** _____

COMPANY NAME:_____ CONTACT:_____
BILLINGADDRESS:_____
PHONE:_____ FAX:_____ EMAIL:_____
SIGNATURE/DATE:_____ TOTAL COST:_____

PLEASE INCLUDE A COPY OF YOUR INSERTION ORDER WITH ALL CORRESPONDENCE.
Advertiser indemnifies The YGS Group and Real Estate Investment Today (REIT) against losses or liabilities arising from this advertising. The YGS Group assumes no liability, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of $30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay The YGS Group any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are noncancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).