

# Advertising Snapshot

## Institutional Real Estate Newsline

**Institutional Real Estate Newsline (Newsline)** is our premium news service. *Newsline* subscribers receive daily emails with original, breaking news so they'll never be out of the loop on the industry's top stories.

We have done the analysis and *Newsline* has broken the news first to the industry more than any other news source. We make sure that our readers are always informed with the most relevant, up-to-date news out there. Coverage includes mergers, joint ventures, research, legislation, major property transactions, development, new business units, fundraising activity, searches, commitments and offerings.

**Frequency:** Daily Email (Monday - Friday)

**Circulation:** 10,000 (online only)

### Advertising Specs and Rates:

**Leaderboard Banner:** 760w x 100h pixels  
One month: \$4,700

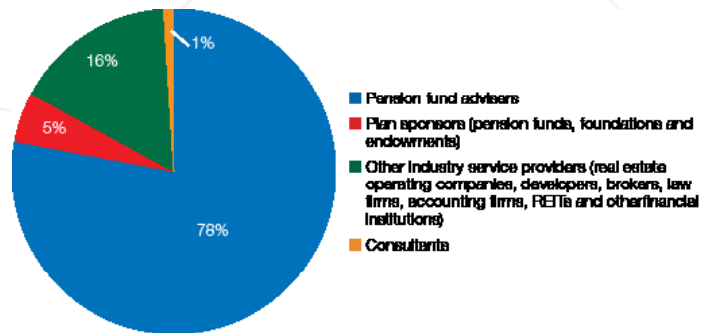
**Vertical Side Banner:** 200w x 385h pixels  
One month: \$4,700

**Middle Banner:** 520w x 100h pixels  
One month: \$3,900

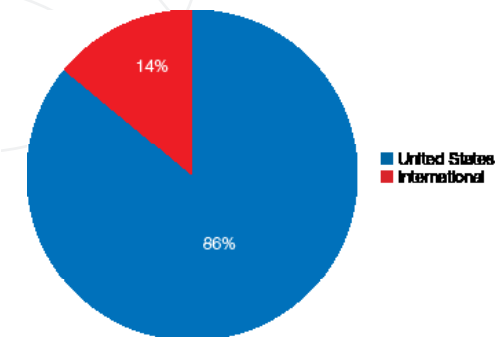
**Side Banner:** 200w x 150h pixels  
One week: \$500  
Two weeks: \$1,000  
Three weeks: \$1,500  
One month: \$2,000



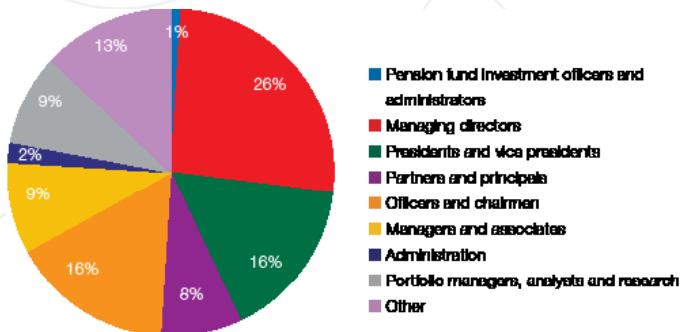
### Firm-type Breakdown



### Geographic Breakdown



### Title Breakdown



2010 Crow Canyon Place, Suite 455  
San Ramon, CA 94583 USA  
www.irei.com

