ADVERTISE IN URBAN LAND AND REACH A GLOBAL AUDIENCE

The Urban Land Institute’s flagship publication, Urban Land magazine, provides insight into leading trends and issues in real estate development, finance, design, and planning. Advertising in Urban Land provides your organization with the opportunity to market your products and services to decision-makers in the real estate and land use industry.

GAIN EXPOSURE TO ULI LEADERS IN REAL ESTATE DEVELOPMENT AND LAND USE BY ADVERTISING IN URBAN LAND MAGAZINE AND ON URBANLAND.ULI.ORG

45,000+
ULI members receive Urban Land print edition

500,000+
unique website visitors and 1 million–plus page-views per year

120,000+
ULI members and friends receive “This Week in Urban Land” e-newsletter

over 85%
of recipients read “This Week in Urban Land” e-newsletter

60%
of subscribers read Urban Land to gain awareness of and learn about products and services of related companies and organizations

5
annual publications PLUS bonus distributions at ULI’s Spring and Fall Meetings
ULI MEMBERSHIP WORLDWIDE

87% AMERICAS
8% EUROPE, MIDDLE EAST & AFRICA
5% ASIA PACIFIC

WHERE ULI MEMBERS ARE LOCATED BY REGION

DELIVER YOUR MESSAGE TO INDUSTRY DECISION-MAKERS

Each issue is delivered to all 45,000+ ULI members, hailing from 80 countries. Members include developers, building owners, lenders and capital providers, architects, planners, brokers, attorneys, other service professionals, nonprofit officials, academics, and public officials.
2021 URBAN LAND EDITORIAL CALENDAR

WINTER 2021
TECHNOLOGY
FALL MEETING, VIRTUAL FALL MEETING WRAP-UP
EMERGING TRENDS GLOBAL PERSPECTIVE
ANNUAL EDUCATION ADVERTISING SUPPLEMENT
ANNUAL ECONOMIC DEVELOPMENT DIRECTORY
Ad Sales Deadline: December 16, 2020
Artwork Due Date: December 23, 2020

SPRING 2021
HOUSING
ULI SPRING MEETING, DENVER
MAY 10–12, 2021
MEETING CITY COVERAGE: DENVER
MEETING RECAP: ULI EUROPE CONFERENCE IN BRUSSELS
Ad Sales Deadline: March 5, 2021
Artwork Due Date: March 19, 2021

SUMMER 2021
AIRPORT AREAS & LOGISTICS
ULI ASIA PACIFIC SUMMIT, TOKYO
MAY 25–27, 2021
ULI ASIA PACIFIC SUMMIT IN TOKYO WRAP-UP
Ad Sales Deadline: May 21, 2021
Artwork Due Date: June 4, 2021

FALL 2021
URBAN LIFE
(Design, transit, economy, trends)
ULI FALL MEETING, CHICAGO
OCTOBER 11–14, 2021
MEETING CITY COVERAGE: CHICAGO
Ad Sales Deadline: August 6, 2021
Artwork Due Date: August 20, 2021

SPECIAL ISSUE 2021
BUSINESS
Ad Sales Deadline: October 8, 2021
Artwork Due Date: October 22, 2021
URBAN LAND MAGAZINE 2021 PRINT ADVERTISING RATES

Four-Color Rates (Net)

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<th>SIZE</th>
<th>1X</th>
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<tr>
<td>2-page spread</td>
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<tr>
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<td>$2,500</td>
<td>$2,300</td>
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<tr>
<td>Inside back cover</td>
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<td>$5,700</td>
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<tr>
<td>Outside back cover</td>
<td>$10,300</td>
<td>$9,800</td>
<td>$9,300</td>
<td>$8,800</td>
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Circulation: 45,500

AD SPECS

2021 URBAN LAND PRINT & DIGITAL MARKETING PACKAGES

Showcase your organization in an integrated media campaign in Urban Land magazine and on the website with one of the packages below. Your message will receive exposure to print subscribers and online visitors to Urban Land’s website. Our site received over 1 million page-views last year! Marketing messages receive higher ROIs and have more of an impact on readers and viewers when run in both print and digital platforms.

PACKAGE 1:
Print ad in 5 issues
+ 5 standard banners
+ 5 e-newsletter banners
Two-page spread – $63,500
Full page – $42,500
2/3 page – $39,000
1/2 page – $37,000
1/4 page – $33,000

PACKAGE 2:
Print ad in 4 issues
+ 4 standard banners
+ 4 e-newsletter banners
Two-page spread – $58,400
Full page – $41,200
2/3 page – $38,000
1/2 page – $36,000
1/4 page – $27,600

PACKAGE 3:
Print ad in 3 issues
+ 3 standard banners
+ 3 e-newsletter banners
Two-page spread – $50,000
Full page – $36,500
2/3 page – $34,400
1/2 page – $32,600
1/4 page – $21,300

PACKAGE 4:
Print ad in 2 issues
+ 2 standard banners
+ 2 e-newsletter banners
Two-page spread – $40,600
Full page – $31,800
2/3 page – $30,200
1/2 page – $28,800
1/4 page – $14,600
2021 Urban Land Digital Issue Marketing Solutions

Urban Land’s new digital editions will be created along with each print issue and emailed to more than 45,000 members and subscribers. In addition, these e-readers will reside in ULI’s Knowledge Finder database after the publishing date.

High-Impact Cover Ad
Powerful marketing and results are achieved with this high-impact, full-page digital ad appearing to the left of Urban Land’s cover page in digital editions. When readers click on the link to open the issue, your ad will appear on the left-hand page across from the issue’s cover. One placement available in each digital edition.

A High-Impact Cover Ad/Left of Cover (Desktop Only)
Rate: $8,000 per issue
Specs: 550x480, 72dpi, 50kb max file size, animated or static PNG, JPG or TIFF + URL (may include tracking)

Skyscraper Banners
Your marketing message will stand head and shoulders above the rest with a set of vertical skyscraper banners in Urban Land’s digital issues. One banner will appear on the right side of the page and one on the left side of the same page, for the full run of a feature article or a section (4–5 pages). Includes your unique click-through URL to your company’s website, contact information page, video, dedicated web page, etc.

B Left & Right Vertical Skyscrapers (Desktop Only)
Rate: $5,000 set of two banners per issue
Specs: 120x600, 72 dpi, 40kb max file size, animated or static PNG, JPG, TIFF

Mobile Bottom Banner
The bottom banner runs in the digital edition on mobile devices throughout the issue on every page. This is a fixed banner and appears after viewers click on the issue link.

C Mobile Bottom Banner (Mobile Only)
Rate: $3,000
Specs: 468x60 px, 72 dpi, 40kb max file size, animated or static PNG, JPG, TIFF + URL (may include tracking)

For further information, contact:
MARY SUMNER
Senior Manager, Global Advertising
Urban Land magazine
+1 202-753-4777
mary.sumner@uli.org
DIGITAL ADVERTISING OPPORTUNITIES

**URBAN LAND MAGAZINE ONLINE**

Updated weekly, the *Urban Land* website provides articles on current events affecting real estate development and land use.

**Push-Down, Premium, and Standard Ad Units**

Push-Down, Premium, and Standard Ad Units appear on the responsive site, giving advertisers additional exposure to mobile site viewers.

**ASK ABOUT OUR NEW PUSH-DOWN DIGITAL BANNER!**

**2021 URBAN LAND WEB BANNER RATES**

*Urban Land’s* website provides regular updates on current events affecting land use, plus commentary and actionable business advice. With approximately 50,000 page-views per month and 1 million page-views in 2019, digital advertising on *Urban Land’s* website allows you to reach ULI’s global executive-level audience, giving your marketing message a broader reach.

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>RATE</th>
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<tbody>
<tr>
<td>Push-down digital banner</td>
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<tr>
<td>Leaderboard</td>
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<tr>
<td>Sponsored content</td>
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<tr>
<td>Skyscraper</td>
<td>$3,500</td>
</tr>
<tr>
<td>Standard</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

Please note: animated and static only, no flash files accepted.

For responsive viewing, please submit the following: 320 x 50 and 468 x 60 banners and internal direct tag for all ad sizes.

Rates are monthly and not based on impressions. At the conclusion of your banner ad run, web metrics reports will be available upon request.

**SKYSCRAPER**

Rotations – One

Specs – 300 x 600, 72 dpi

File type – JPEG, GIF

**SPONSORED CONTENT**

Posts are listed alongside regular website editorial noted as “sponsored content” and may include images, links providing access to your website, contact email page, etc.

**ARTWORK SUBMISSION**

To complete the ad submission process, please upload the artwork to www.AdShuttle.com for approvals. For technical support, call +1 866-774-5784.

For other questions related to ad submission, contact Sean Wallisch at sean.wallisch@uli.org.

**SPACE RESERVATIONS**

Mary Sumner, Senior Manager, Advertising
mary.sumner@uli.org | +1 202-753-4777

**2021 URBAN LAND’S WEEKLY E-NEWSLETTER**

Reach all ULI members via email with the “This Week in *Urban Land*” e-newsletter.

**NEW!** *Urban Land* sponsored content runs in the “This Week in *Urban Land*” e-newsletter (1 weekly e-newsletter, and appears on website for 3 months). Material from advertisers is clearly labeled, and the sponsor is always identified. The subject matter and relevance of the piece are approved by the magazine’s publisher and must conform with stated guidelines.

**Rate:** $4,000/one post in one Monday e-newsletter

**2021 URBAN LAND E-NEWSLETTER RATES**

<table>
<thead>
<tr>
<th>PLACEMENT</th>
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<th>SPECIFICATIONS</th>
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<td>Middle</td>
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<td>600 x 242 pixels</td>
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<tr>
<td>Bottom</td>
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<td>600 x 99 pixels</td>
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</table>

Circulation: 110,000+ subscribers

**URBAN LAND’S MARKETPLACE** (uli.org/marketplace)

Find your next project or obtain bids for new ventures in *Urban Land’s* Marketplace. **Rate:** $1,500 net (3-month listing)