

A low-angle, upward-looking photograph of several tall skyscrapers in a city, likely New York City, with the Empire State Building prominent on the left. The image is in grayscale and serves as the background for the entire page.

REALASSETS

ADVISER

Media Kit

GET NOTICED. BUILD YOUR BRAND. GET CONNECTED.

 INSTITUTIONAL
REAL ESTATE, INC.

Advertising Media Kit

Real Assets Adviser



Real Assets Adviser is the first publication dedicated to providing actionable information on the Real Assets class and facilitating important business connections for registered investment advisers, wealth managers and family offices.

Through print and online formats, **Real Assets Adviser** provides thoughtful, cutting-edge analysis, helping advisers make informed decisions to diversify clients' portfolios, provide long-term income and hedge against inflation.

FREQUENCY: 11x

CIRCULATION: 52,000

DISTRIBUTION: By mail and email for online version.

SUBSCRIPTION RATE: *Real Assets Adviser* is free for qualified registered investment advisers, wealth managers, broker-dealers and family offices.

Print Advertising Rates & Specifications

2020 Advertising Rates

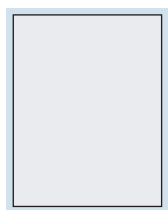
	1x	3x	6x	11x
FULL-PG 4/C	\$3,795	\$3,595	\$3,395	\$3,095
FULL-PG B/W	\$3,150	\$2,950	\$2,750	\$2,450
2/3-PG 4/C	\$2,950	\$2,750	\$2,550	\$2,250
1/2-PG 4/C	\$2,175	\$1,975	\$1,775	\$1,475
1/3-PG 4/C	\$1,695	\$1,495	\$1,295	\$995
DBL-PG 4/C	\$5,995	\$5,795	\$5,595	\$5,295

Special Incentives

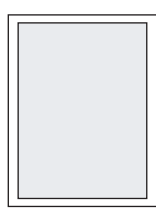
6X PLACEMENT: 1 week per month banner ad on daily *Real Assets Adviser Newswire*

11X PLACEMENT: 2-page Advertorial (\$10k+ value)

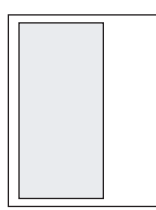
**PUBLICATION TRIM SIZE IS
8-7/8" WIDE X 10-7/8" HIGH**



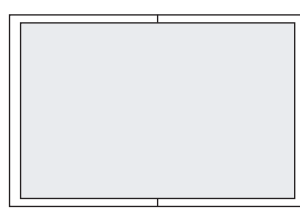
Full-Page: Bleed
9-1/8" wide x
11-1/8" high



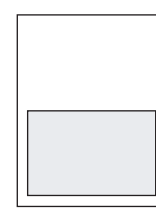
Full-Page
8" wide x 10" high



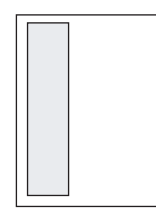
2/3-page
5" wide x
9-7/8" high



Double-Page Spread
17.5" wide x 10.625" high
Double-Page Spread: Bleed
18-1/4" wide x 11-1/8" high



**1/2-page
Horizontal**
7-5/8" wide x
4-7/8" high



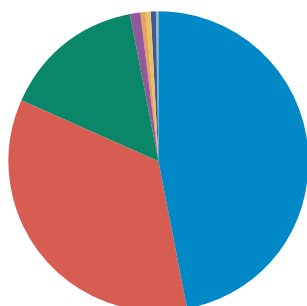
1/3-page
2-1/5" wide x
9-7/8" high

Payments & Deadlines

A 15% commission will be granted to recognized advertising agencies on space, color, bleed and position charges only. We do not pay commissions on charges for artwork or reprints.

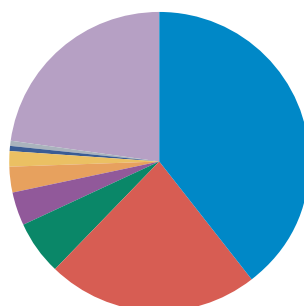
TERMS: 30 days net of invoice date.
Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

FIRM-TYPE BREAKDOWN



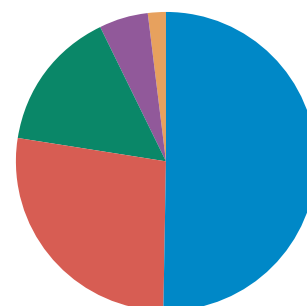
■ RIA—Fee Only Reg Inv Adviser
■ RIA—Hybrid—Registered as Both
■ IBD—Comm Based Broker-Dealer
■ Investor
■ Investment Manager
■ Consulting Firm
■ Other Service Provider
■ Investor—Family Office

TITLE BREAKDOWN



■ Certified Financial Planner – CFP
■ C-Suite Executive
■ Manager
■ Director
■ Managing Director (Non C-Suite)
■ Founder
■ Consultant
■ Analysts
■ Other

GEOGRAPHIC BREAKDOWN



■ Eastern
■ Central
■ Pacific
■ Mountain
■ International

Online Advertising Rates & Specifications

Banner Placement, Size, Pricing

WEBSITE

960w x 120h pixel banner

(Header, Middle, Footer)

One month: \$4,700

300w x 250h pixel banner

One month: \$3,900

300w x 600h pixel banner

One month: \$4,700

NEWSLINE EMAIL

Leaderboard Banner:

760w x 100h pixel banner

One month: \$4,700

Sponsored Content Side Banner:

200w x 385h pixel banner

One month: \$4,700

NEWSLINE EMAIL

Middle Banner:

520w x 100h pixel banner

One month: \$3,900

Side Banner:

200w x 150h pixel banner

1 week: \$500

2 weeks: \$1,000

3 weeks: \$1,500

One month: \$2,000

Artwork

All artwork should be submitted as a press-ready PDF. If you are unable to send us artwork in this format, please contact us. We may be able to accommodate your placement, but there may be additional fees incurred for the conversion.

Shipping Instructions

Electronic shipping: Email files to Michelle Raab at m.raab@irei.com

Copyright & Contract Policy

Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume liability for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising materials the Publisher deems not suitable for the Publication's audience or in keeping with the Publication's standards. The Publisher also reserves the right to insert the words "advertising" or "advertorial" into copy that the Publisher deems to resemble editorial matter.

Custom Packages

We are happy to create bundled packages to fit your budget and maximize your print and digital exposure to our growing audience.

Contact

ADVERTISING INQUIRIES:

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SPONSORSHIP INQUIRIES:

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Managing Director, Real Assets Adviser

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Digital Banner Program

Receive additional exposure through digital ad placements in our *Real Assets Adviser Newsline*, which is distributed daily to 52,000, including RIAs, Broker-Dealers, Wealth Managers and Family Offices.

You may also place your banner ad on our *Real Assets Adviser* homepage or News page for even more branding options.

NEWS PAGE BANNERS

The screenshot shows the Real Assets Adviser News page. At the top, there is a red banner with the text "Build more diversified portfolios with this fundamental asset class." and "Get the quick facts on REITs." Below this, there are several news articles, including "Bridgemark Strategies launches to provide adviser transitions, senior executive recruiting and M&A solutions to independent firms and advisers" and "Wymer Brownlee appoints Craig Riffel to general counsel". There are also smaller banners for "VIP AMERICAS" and "Why Fort Washington?".

NEWS ALERT BANNERS

The diagram illustrates different banner sizes and placements for News Alerts. It includes a "Leaderboard" banner at the top, a "200px" banner, a "385px" banner, a "520px" banner, and a "100px" banner. Each banner features the Waypoint Residential logo and text about investing in real estate.

HOMEPAGE BANNERS

The screenshot shows the Real Assets Adviser homepage. At the top, there is a red banner with the text "Build more diversified portfolios with this fundamental asset class." and "Get the quick facts on REITs." Below this, there are several news articles, including "Tree-planting drones to shade-grown tea: Businesses are making money by reforestation the planet" and "PG&E reaches California renewable energy deal ahead of schedule". There are also smaller banners for "KBS Direct" and "Why Fort Washington?".

The diagram illustrates different banner sizes and placements for the homepage. It includes a "Leaderboard" banner at the top, a "960px" banner, a "300px" banner, a "250px" banner, and a "120px" banner. Each banner features the Fort Washington Investment Advisors, Inc. logo and text about their services.

The diagram illustrates a "Half-Page Ad" size and placement. It features a large banner with the text "Explore our approach" and a background image of a guitar.



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