

REALASSETS
ADVISER

**Media
Kit**

GET NOTICED. GET DIFFERENTIATED. GET CONNECTED.

 **INSTITUTIONAL
REAL ESTATE, INC.**

Advertising Media Kit



Real Assets Adviser (RAA) 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, *RAA* 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 online digital readers

DISTRIBUTION: By mail/print is 7,400; 6,500 opt-in *Real Assets Adviser* Newslite weekday email

SUBSCRIPTION RATE: *RAA* is complimentary for registered investment advisors (RIAs), Independent broker/dealers (IBDs), Family Offices, Wealth Managers, Product Sponsors, Law Firms, FinTech Firms, industry organizations and other service providers serving the private wealth community.

Print Advertising Rates & Specifications

Advertising Rates

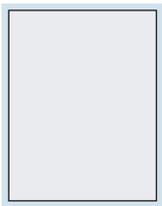
	1x	3x	6x	11x
FULL-PG 4/C	\$3,795	\$3,595	\$3,395	\$3,095
FULL-PG B/W	\$3,150	\$2,950	\$2,750	\$2,450
2/3-PG 4/C	\$2,950	\$2,750	\$2,550	\$2,250
1/2-PG 4/C	\$2,175	\$1,975	\$1,775	\$1,475
1/3-PG 4/C	\$1,695	\$1,495	\$1,295	\$995
DBL-PG 4/C	\$5,995	\$5,795	\$5,595	\$5,295

Special Incentives

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

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

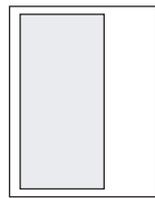
PUBLICATION TRIM SIZE IS 8-7/8" WIDE X 10-7/8" HIGH



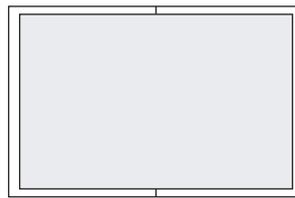
Full-Page: Bleed
9-1/8" wide x
11-1/8" high



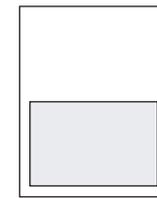
Full-Page
8" wide x 10" high



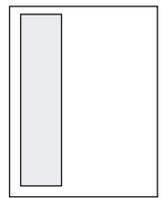
2/3-page
5" wide x
9-7/8" high



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



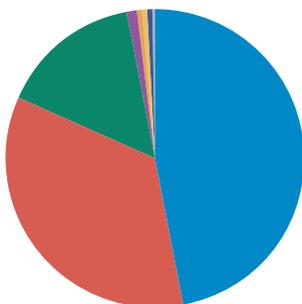
1/3-page
2-1/5" wide x
9-7/8" high

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.

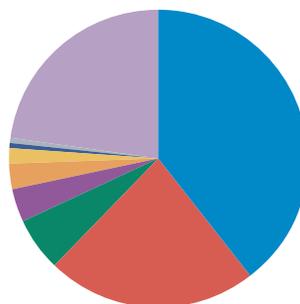
TERMS: 30 days net of invoice date. Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

FIRM-TYPE BREAKDOWN



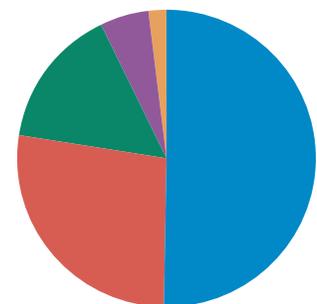
■ RIA—Fee Only Reg Inv Adviser
■ RIA—Hybrid—Registered as Both
■ IBD—Comm Based Broker-Dealer
■ Investor
■ Investment Manager
■ Consulting Firm
■ Other Service Provider
■ Investor—Family Office

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 Placements, Size and Pricing

WEBSITE

Leaderboard Banner:

960w x 120h pixels

One month: \$4,700

Vertical Side Banner:

300w x 600h pixels

One month: \$4,700

Side Banner:

300w x 250h pixels

One month: \$3,900

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:**Cynthia Kudren**

Senior Account Executive, Advertising

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c.kudren@irei.com

SPONSORSHIP INQUIRIES:**Tom Parker**

Executive Vice President and Publisher

t: +1 425-949-9510

t.parker@irei.com

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.

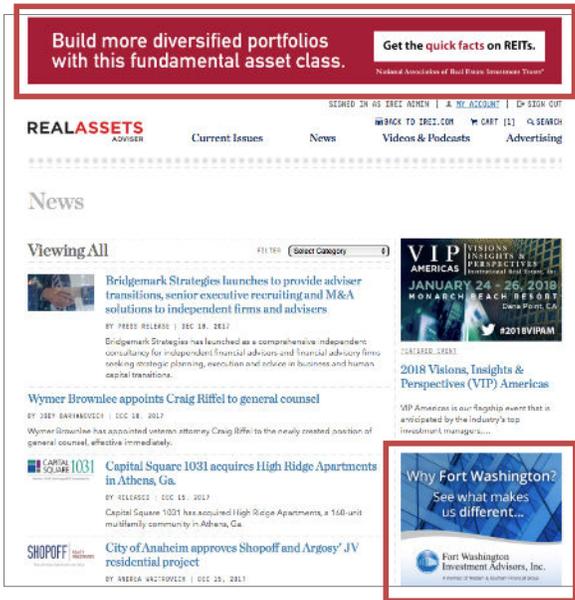
You may also place your banner ad on our *Real Assets Adviser* homepage or News page for even more branding options.

NEWSLINE BANNERS

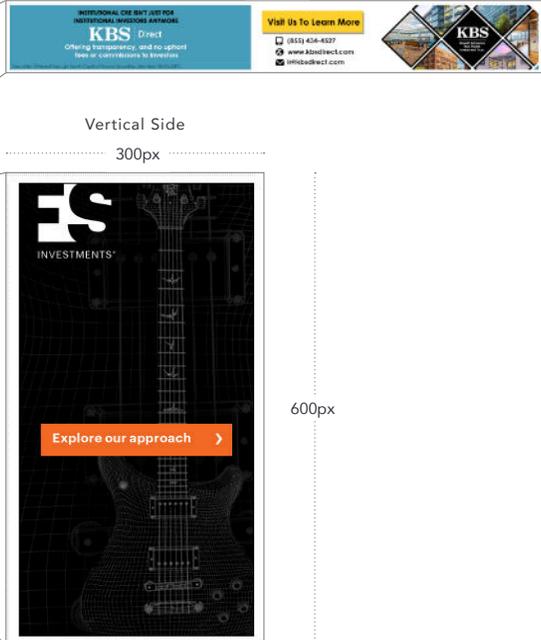
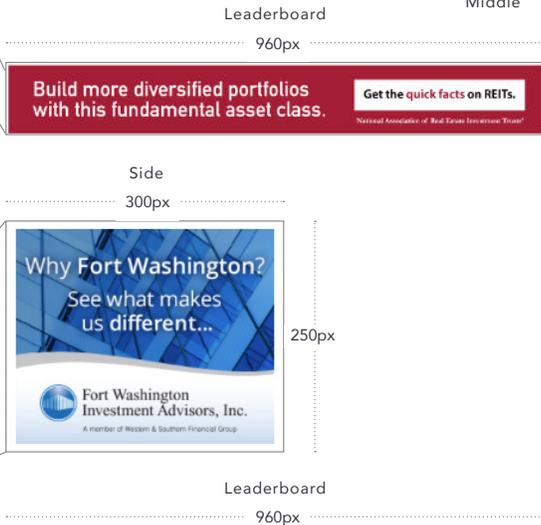
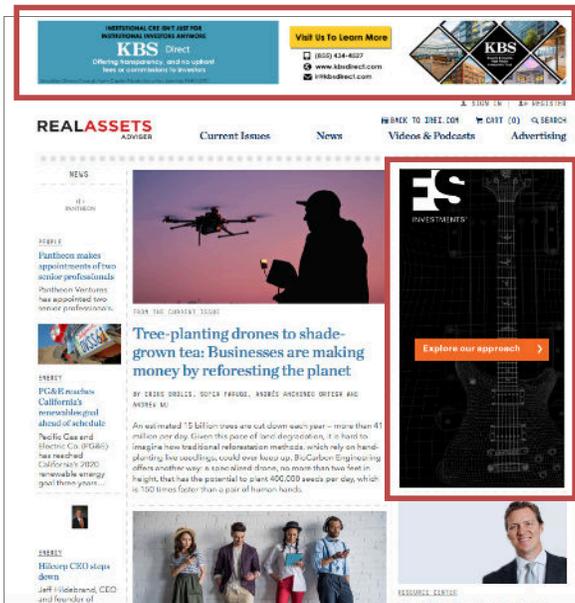
Leaderboard



NEWS PAGE BANNERS



HOMEPAGE BANNERS





HEADQUARTERS

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