



# **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

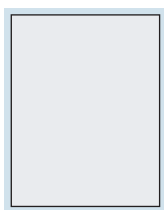
	1x	3x	6x	11x
<b>FULL-PG 4/C</b>	\$3,795	\$3,595	\$3,395	\$3,095
<b>FULL-PG B/W</b>	\$3,150	\$2,950	\$2,750	\$2,450
<b>2/3-PG 4/C</b>	\$2,950	\$2,750	\$2,550	\$2,250
<b>1/2-PG 4/C</b>	\$2,175	\$1,975	\$1,775	\$1,475
<b>1/3-PG 4/C</b>	\$1,695	\$1,495	\$1,295	\$995
<b>DBL-PG 4/C</b>	\$5,995	\$5,795	\$5,595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

## Special Incentives

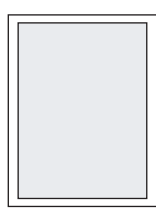
**6X PLACEMENT:** 1 week per month banner ad on daily *Real Assets Adviser Newslne*

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

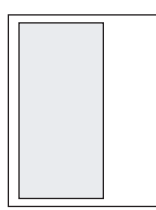
**PUBLICATION TRIM SIZE IS  
8-7/8" WIDE X 10-7/8" HIGH**



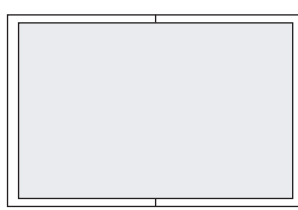
**Full-Page: Bleed**  
9-1/8" wide x  
11-1/8" high



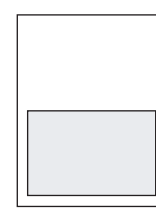
**Full-Page**  
8" wide x 10" high



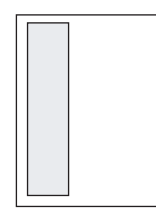
**2/3-page**  
5" wide x  
9-7/8" high



**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



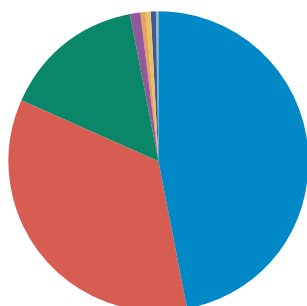
**1/3-page**  
2-1/5" wide x  
9-7/8" high

## 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.

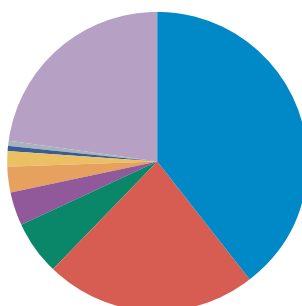
**TERMS:** 30 days net of invoice date.  
Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

**FIRM-TYPE BREAKDOWN**



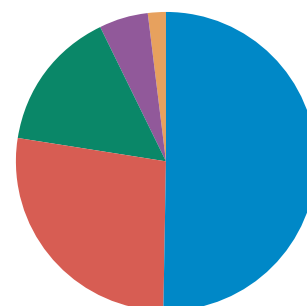
■ RIA—Fee Only Reg Inv Adviser  
■ RIA—Hybrid—Registered as Both  
■ IBD—Comm Based Broker-Dealer  
■ Investor  
■ Investor—Family Office  
■ Investment Manager  
■ Consulting Firm  
■ Other Service Provider

**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

### NEWSLINE EMAIL

#### 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

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](mailto: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

m: +1 917-620-4666

[c.kudren@irei.com](mailto:c.kudren@irei.com)

### SPONSORSHIP INQUIRIES:

#### Tom Parker

Executive Vice President and Publisher

t: +1 425-949-9510

[t.parker@irei.com](mailto: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.

## 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 "Why Fort Washington? See what makes us different...".

## NEWSLINE BANNERS

The diagram illustrates the dimensions for Newsline Banners. It includes a Leaderboard banner (760px wide, 100px high), a Vertical Side banner (385px wide, 200px high), and a Middle banner (520px wide, 100px high). Other smaller banners are shown with dimensions of 200px, 150px, and 300px.

## 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 "Why Fort Washington? See what makes us different...".

The diagram illustrates the dimensions for Homepage Banners. It includes a Leaderboard banner (960px wide, 60px high), a Vertical Side banner (300px wide, 600px high), and a Middle banner (520px wide, 100px high). Other smaller banners are shown with dimensions of 200px, 150px, and 300px.



### **HEADQUARTERS**

2010 Crow Canyon Place, Suite 455  
San Ramon, California 94583 U.S.A.  
telephone +1 925-244-0500  
fax +1 925-244-0520

### **ASIA PACIFIC**

1 Raffles Place, Level 19 & 20  
One Raffles Place, Tower 2  
Singapore 048616

### **EUROPE**

35 New Broad Street  
London EC2M 1NH  
United Kingdom

**FOLLOW US:**



[www.realassetsadviser.com](http://www.realassetsadviser.com)