

# Advertising Media Kit



Get your message to the right people, raise your company profile and differentiate your firm from the competition by advertising in *Institutional Investing in Infrastructure (i3)*.



**Institutional Investing in Infrastructure (i3)** is read by leading executives in the global institutional investment community who are actively investing in infrastructure or are considering the asset class for future commitments. This includes the chief investment officers at the largest pension plans globally as well as executives at the most-respected investment advisory firms.

**Frequency:** 11x

**Circulation:** 1,500  
(print and digital)

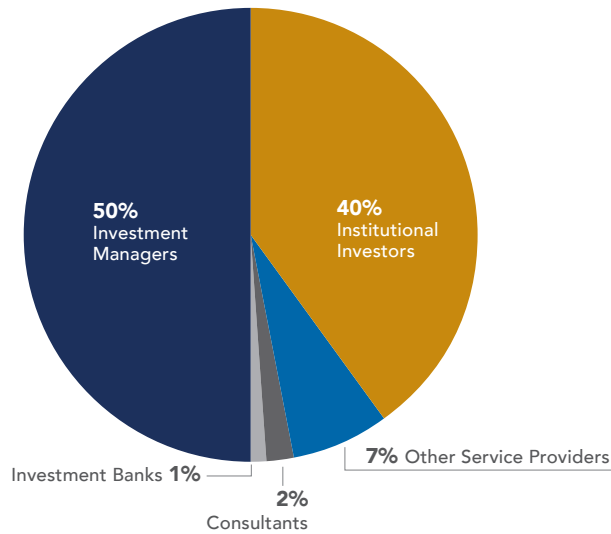
**Distribution:** by mail and email alert for digital version

**Supplements:**  
*Infrastructure Fundraising Quarterly Reports*

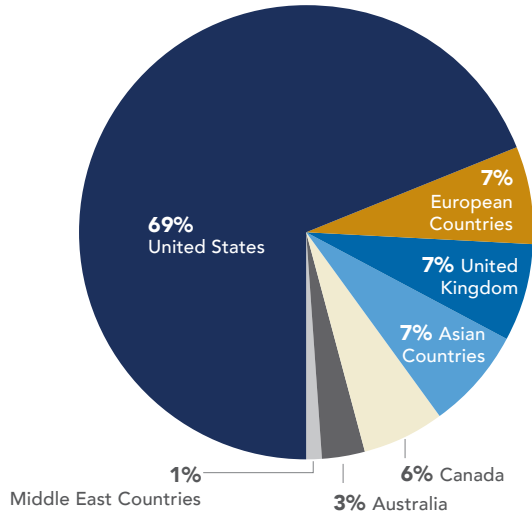
**Subscription rate:** \$195/year  
\*Qualified institutional investors receive complimentary



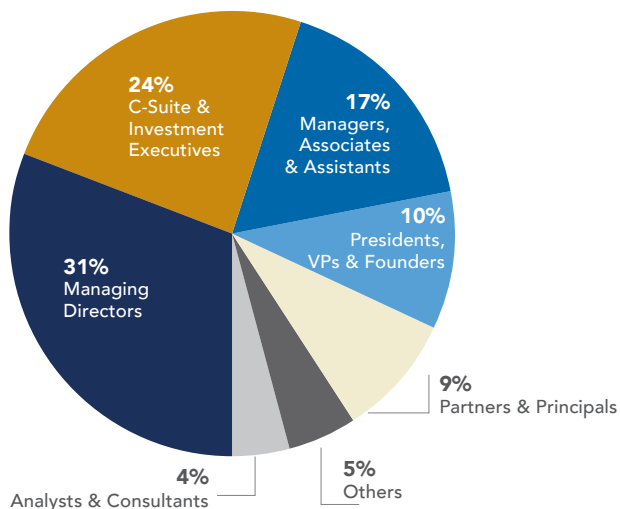
### FIRM TYPE



### GEOGRAPHY TYPE



### TITLE TYPE



## Bonus Distribution:

We have marketing alliances with conference producers throughout the industry, which allows us to distribute ***Institutional Investing in Infrastructure (i3)*** to the attendees of some of the biggest and best known events. Check out our current roster of events.

[www.irei.com/i3-bd](http://www.irei.com/i3-bd)

## Editorial Calendar:

Our editorial calendar shows topics that are scheduled to be featured over the upcoming months. You can use this as an additional guide to help you select the best months to place your ads.

[www.irei.com/i3\\_editorialcalendar](http://www.irei.com/i3_editorialcalendar)

## Editorial Advisory Board Members:

***Institutional Investing in Infrastructure (i3)*** has a board of industry experts who meet annually to discuss the critical issues that the industry is facing. The candid discussions that take place at these meetings help formulate the content for the publication.

[www.irei.com/i3\\_boardmembers](http://www.irei.com/i3_boardmembers)



# Advertising Mechanical Sizes and Rates

*Institutional Investing in Infrastructure (i3)*

## **Print**

	<b>1x</b>	<b>2x</b>	<b>4x</b>
1 pg 4/C	\$3,525	\$3,175	\$2,825
1/2 pg 4/C	\$2,325	\$2,100	\$1,875

## **Digital**

	<b>1x</b>	<b>2x</b>	<b>4x</b>	<b>8x</b>
1 pg 4/C	\$1,975	\$1,775	\$1,575	\$1,425
1/2 pg 4/C	\$1,325	\$1,175	\$1,050	\$935

## **Payments & Deadlines**

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

Terms: 30 days net. Interest will accrue at a rate of 1.5% per month. Electronic wire transfers available.

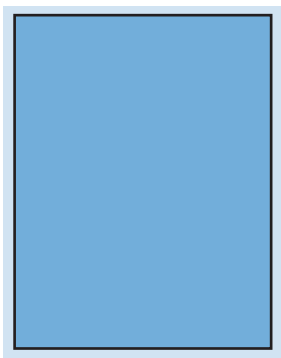
## **Copyright & Contract Policy**

Advertisers and advertising agencies assume liability for all content of advertisements printed and 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.

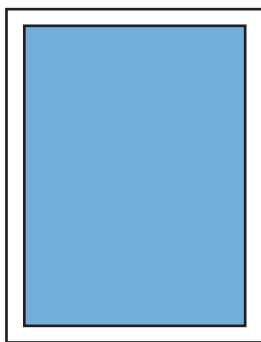


# Mechanical Requirements

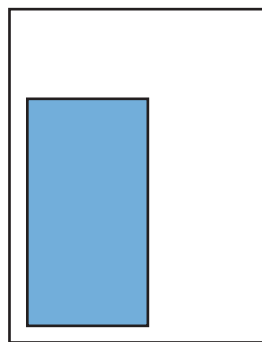
The Publication trim size is 8.5" wide x 11" high



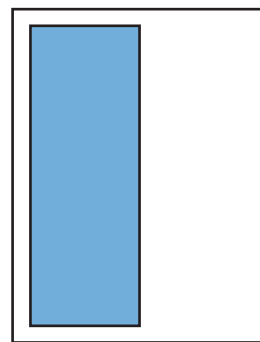
Full-Page Bleed  
8-3/4" wide x 11-1/4" high



Full-Page  
7" wide x 10" high



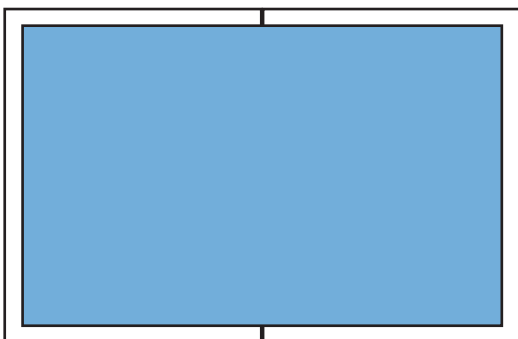
Junior Page  
3-7/8" wide x 7-2/5" high



1/2-page Vertical  
3-3/8" wide x 10" high

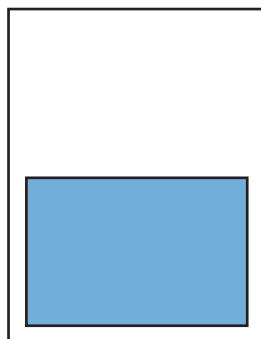
OR

8.5" wide x 11" high + 0.125" bleed

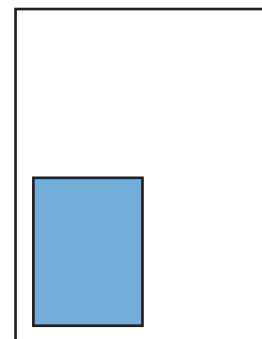


Double-Page Spread  
15-1/2" wide x 10" high

Double-Page Spread Bleed  
17-1/4" wide x 11-1/4" high



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



1/4-page  
3-3/8" wide x 4-5/8" high

## Artwork

All artwork should be submitted as a press-ready PDF processed through Adobe Acrobat.

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.

## Contacts

### Advertising Sales Inquiries

CYNTHIA KUDREN, Senior Account Executive, Advertising  
c.kudren@irei.com  
+1 917-620-4666

## Artwork Inquiries

MICHELLE RAAB, Senior Advertising & Media Specialist  
m.raab@irei.com

## Shipping Instructions

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

FTP Site: If you would like to access our FTP site, please contact Susan Sharpe at s.sharpe@irei.com for instructions.

Mail:  
Institutional Real Estate, Inc.  
2010 Crow Canyon Place, Suite 455  
San Ramon, CA 94583 United States