

Your Commercial Real Estate Marketing Source

REDNews

2016 Media Kit

REDNews: The established, dominant force in Commercial Real Estate marketing for over 20 years.

Bridging the gap between traditional print advertising and digital media REDNews ensures that its clients receive maximum exposure across many different platforms. Whether our client's objective is a focus on direct marketing, branding or web traffic development, our array of marketing mediums are customizable and affordable.

SERVICES

BRANDING/MARKETING
CUSTOM & ONLINE MARKETING
WEB DEVELOPMENT

WE KNOW OUR READERS!

82% Male

18% Female

42.4% Average Age

3x more likely . to own investment real estate
 . to drive prestigious luxury vehicle
 . to own their own business
 . to attend networking and social events



Branding / Marketing

Our branding/marketing services visually promote your organization to a broad, yet specialized, target audience of Commercial Real Estate professionals in the most cost effective way possible.

- REDNews Magazine Advertising: Monthly publication that is distributed to 50,000+ verified CRE professionals via print and digital methods.
- REDNews Newsletter Advertising: Weekly Newsletter of current CRE information, available properties and calendar of events circulate to 50,000+ verified CRE professionals. (*Included with your print ad).
- REDNews.com Website Advertising: Your logo and a link to your company's website will appear on REDNews.com, which accumulates 40,000+ visits/month. (*Included with your print ad).
- REDNews Deals Done Advertising: Circulated weekly to 50,000+ verified CRE professionals.
- Social Media Marketing: We promote our clients through social media as well as inform the community about upcoming events and the latest CRE news. (*Included with your print ad).



Custom & Online Marketing

REDNews offers additional solutions to promote your unique properties and services to your clients and prospective clients.

Printing Services: We can design and print your marketing piece on glossy cover stock.

Mailing Services: Utilize our mailing services for flyers you already have or have us design, print, and mail them for you - to our database or yours.

Email Blasts: Provide us with a flyer or our in-house design team can create one for you and we email your flyer to our database of 50,000+ verified CRE professionals.

Web Development

Our web development team understands commercial real estate. We work with you to create an interactive website that allows you to showcase and encompass your company's personality, properties and/or services, and position within the Commercial Real Estate marketplace. Rates available upon request.

SIZE	DIMENSIONS	MONTHLY RATE
FULL PAGE	9.75" x 11.25" with bleed	\$1,445
1/2 PAGE	8.7486" x 4.9763"	\$895
1/4 PAGE	4.1087" x 4.9512"	\$680
BULLETIN PAGE	2.3218" x 2.6813"	\$250
SMALL HOR. CLASSIFIED SECTION	2.875" x 1.9"	\$350
LARGE HOR. CLASSIFIED SECTION	2.7784" x 3.7056"	\$395

PREMIUM PAGES

Premium Pages (pages 3, 5, 7)	\$2,195.00
Front Cover - All Cities	\$8,865.00
Front Cover - Austin/San Antonio	\$2,850.00
Front Cover - Dallas/Fort Worth	\$2,850.00
Front Cover - Houston	\$3,850.00
Inside Front Cover	\$2,595.00
Inside Back Cover	\$1,995.00
Back Cover	\$2,595.00
2 Page Center Spread	\$2,690.00

Pre-Printed 1 Page Insert

Call for pricing and placement

Rates include design and layout and are listed as a PER MONTH RATE. Display advertisers are also included on weekly newsletter and on REDNews.com. The REDNews magazine is output at 94.5%

EMAIL BLASTS

Email Blast As-Is Magazine Ad

Purchase with Current Print ad

\$75/each

Email Blast As-Is Flyer

Utilizing your flyer

\$245/each

Resend within 3 weeks

\$150/each

Email Blast Custom Flyer

Created for you by REDNews

\$345/each

EMAIL BLAST PACKAGES

RUN WITHIN 4 WEEKS - WITH YOUR OWN FLYER (ADD \$100 FOR FLYER DESIGN)

4 emails

\$220/each

6 emails

\$198/each

10 emails

\$150/each

20 emails

\$140/each

40 emails

\$130/each

WEEKLY NEWSLETTER

NON-FEATURED PROPERTY INCLUDED AT NO CHARGE WITH PRINT AD

Top Banner

\$750/month or \$200/week

Interior Banners

\$550/month or \$150/week

WEBSITE

Website Banner

\$350/month

Digital Sponsorship Package + Website Banner

\$780/month

Microsite (4-7 pages)

starting at \$1,250

Custom Website Development

starting at \$2,950

Website Hosting

\$100/year

Our custom geared solutions guarantee that your website will be built from the ground up. No pre-designed templates, restrictions on layout or options to hold you back.

REDNews

The REDNewsletter
02/22/2016

TOP BANNERS

564 X 141 PX

TOP BANNERS
\$750/month
Or \$200 / Week

TOP STORIES
FROM REDNEWS.COM

FROM TEXAS
TO YOUR SCREEN



**Life Companies Anticipate
Another Strong Lending Year for
CRE**

"Although life companies are known for playing it safe when it comes to lending on commercial real estate, that narrow box hasn't stopped them from doing big business in..."

INTERIOR BANNER

564 X 141 PX

INTERIOR BANNERS
\$550 / month
Or \$150 / Week

CLICK HERE TO
RESERVE

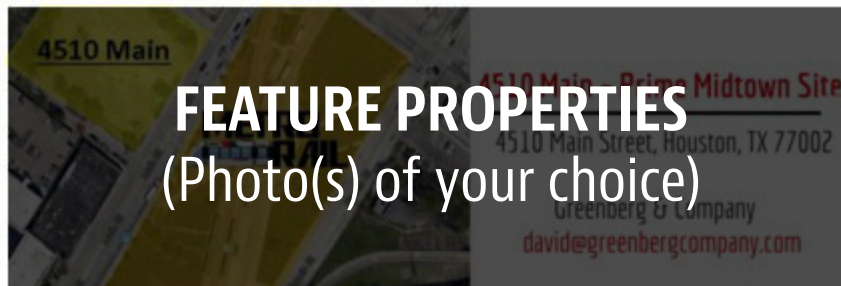
SEE MORE REDNews STORIES HERE

PROPERTIES

Featured Properties
Included with Print Ad

FEATURE PROPERTIES

(Photo(s) of your choice)



Advertisers in REDNews are included in our weekly newsletter

- Print and Digital Magazine Inclusion
- Featured in weekly REDNews' Newsletter throughout the month
- (Distribution to 50K CRE Brokers, Investors, Developers Each Week)
- Featured on REDNews.com (40K Visits/Month)

Website Landing Page



Newsletter

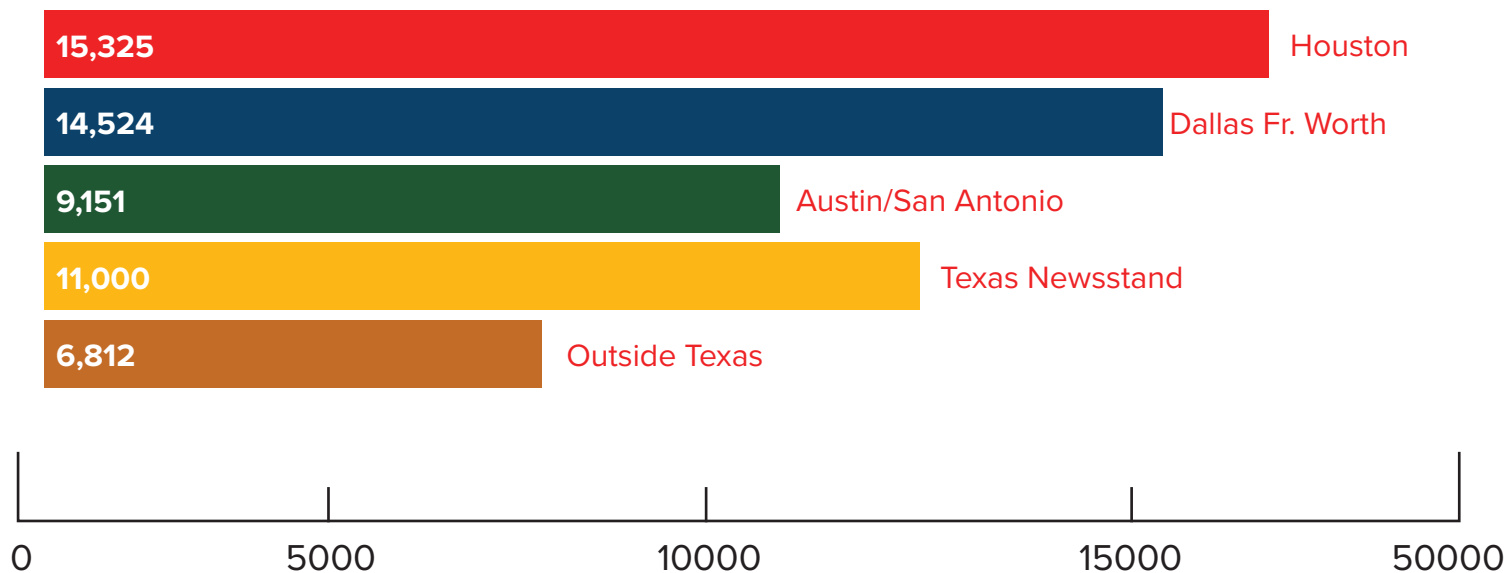


Print/Digital Magazine Ad



DISTRIBUTION



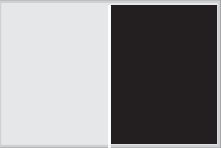

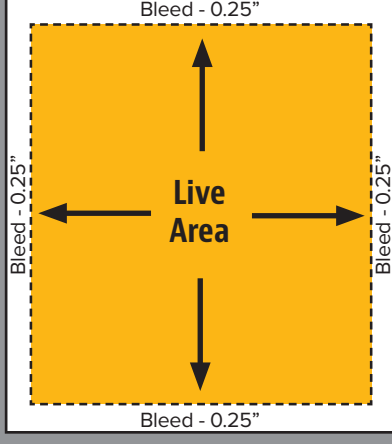


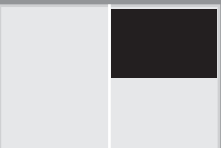
Weekly & Monthly distribution to 50,000+ VERIFIED CRE brokers, investors and developers.



Magazine Requirements

High Quality logo and high-resolution images are essential to projecting a professional company image and creating an eye-catching ad.

The purpose of this page is to help eliminate common printing problems, extra proofs, and to ensure accurate output of your display ad. It is very important that you review this carefully and contact our graphics department if you have any questions.

 <p>2-Page Spread 19.5"x11.25" with bleed</p>	 <p>Cover 9.75"x11.25" with bleed</p>	 <p>Full Page 9.75"x11.25" with bleed</p>	 <p>Back Page 9.375"x9.75" with bleed</p>	
 <p>Quarter Page 4.1087" x 4.9512"</p>	 <p>Classified 2.875"x1.9"</p>	 <p>Half Page 8.7486" x 4.9763"</p>	<p>Note: Any artwork set in the BLEED area will be trimmed off during the printing process</p>	

Guidelines

General

- Logos are preferred as vector artwork
- Images must be 300 dpi or greater
- Ads must be built to correct size
- All color ads need to be submitted in CMYK
- Do not use four color black; this may cause registration problems
- Do not send your ad as a .tiff or any rasterised Adobe Photoshop file
- Large files will need to be uploaded to www.rednews.com/drop

InDesign Requirements

- Please package files to include all links and fonts
- Please convert all spot colors to CMYK
- Import all graphics no larger than 100%
- Photos and logos must be at least 300dpi

PDF Requirements (Preferred file type)

- All fonts and images must be embedded
- All images and logos must be 300 dpi or greater
- Ads must be CMYK

Illustrator Requirements

- All fonts must be converted to outlines
- All images and logos must be 300 dpi or greater
- Include all placed images along with the file(s) you are sending
- Convert all custom colors to CMYK

Editorial Calendar

50,000+ Print/Digital Distribution + Over 200 Newsstands Throughout Texas.

*REDNews will have additional magazines at these events

Month	Market Focus & Sub Focus	Ad Deadline	*Bonus Distribution
January	Vacant Land / Texas Development Opportunities Texas Economic Development <i>CRE Services: Financial/Lenders</i>	Dec 11, 2015	
February	Office / Office Medical/Industrial Trends & Hot Spots <i>CRE Services: Space Planners & Property Management Firms</i>	Jan 12, 2016	CCIM Forecast Competition
March	Retail / Vacant Land / Texas Development Texas Economic Development <i>CRE Services: Environmental/Engineering</i>	Feb 12, 2016	
April	Vacant Land/Industrial Industrial Hot Spots <i>CRE Services: Appraisal/Property Tax</i>	Mar 11, 2016	Texas Land Markets Conference
May	Retail / EDCs/Vacant Land Texas Economic Development <i>CRE Service Providers: Financial/Lenders</i>	Apr 12, 2016	RECon Las Vegas
June	Office / Office Medical Trends Medical Hot Spots <i>CRE Service Providers: Title Companies</i>	May 12, 2016	
July	Retail / Texas Development Opportunities Texas Economic Development <i>CRE Service Providers Environmental/Engineering</i>	Jun 10, 2016	
August	Office / Office Medical Office /Medical Trends & Hot Spots <i>CRE Service Provider: Architectural/Space Planners</i>	Jul 12, 2016	NTCAR Expo
September	Retail / Vacant Land Texas Economic Development <i>CRE Service Providers: Financial/Lenders</i>	Aug 12, 2016	
October	Retail / EDCs Texas Economic Development <i>CRE Service Providers: Top Retail Specialists</i>	Sep 12, 2016	A&M MCE ICSC Texas
November	Industrial / Office / Office-Medical Industrial Hot Spots <i>CRE Service Providers: Legal</i>	Oct 12, 2016	
December	Vacant Land / Retail ICSC Recap Texas Economic Development <i>CRE Service Providers: Financial/Lenders t z</i>	Nov 11, 2016	

In addition to these distribution locations, REDNews is distributed to over 50,000+ VERIFIED CRE Investors, Brokers, and Developers weekly through our monthly digital issue & weekly newsletter.

City of Baytown - 2401 Market St
 YMCA - 231 YMCA Drive
 Alligiance Bank - 5410 Bellaire Blvd.
 Bellaire City Hall - 7008 South Rice
 Bellaire Public Library - 5111 Jessamine
 Chase Bank - 4056 Bellaire Blvd.
 Hong Kong Chef - 5112 Bissonnet
 Triumph Hospital - 5214 Dashwood
 Zoly's at Loop Central Two - 4848 Loop Central
 Drive Lexus of Clear Lake - 18160 Gulf Freeway
 Economic Alliance - 203 Ivy Avenue
 Stocksill & Assoc. - 125 E. San Augustine
 City of Deer Park - 710 E. San Augustine
 Century 21 - 6918 Corporate
 Southwestern News - 1122 Bellaire
 Lithographic at Wilcrest - 6830 Wilcrest
 Advantage BMW - 2101 San Jacinto
 Cadillac - 2520 Main Street
 Car Spa - 2800 Smith
 Houston Central Library - 500 McKinney
 Rice Hotel - 909 Texas
 Skyline Deli/Calpine Center - 717 Texas Avenue
 Spec's - 2410 Smith Street
 St. Joseph Professional Building - 2101 Crawford
 St. Joseph's Medical Tower - 1315 Saint Joseph
 Thompson & Knight - 333 Clay Street
 Wilson, Cribbs, Goren - 2500 Fannin Street
 Your Printing Now - 2505 Bagby
 City Hall - 901 Bagby Street
 Pepper Jacks - 419 Travis Street
 Advantage BMW - 305 Gray
 Chase Bank - 600 McGowen
 Crowne Plaza - Downtown 1700 Smith Street
 Hyatt Regency - 1200 Louisiana Street
 Kim Hung Market - 1005 Saint Emanuel Street
 Kim Son Restaurant - 1801 Saint Emanuel Street
 3000 Sage - 3000 Sage
 3525 Sage - 3525 Sage
 A&E Graphics - 3232 Chimney Rock Road
 Berryhill's - 1717 Post Oak Blvd
 CH Burger - 2301 Yorktown
 Chase Bank - 5177 Richmond Avenue
 Dominion - Post Oak 2323 McCue
 Envoy/Halbouty Center - 5100 Westheimer Road
 Gable's - 1875 Post Oak Place Drive
 Gables Uptown - 3300 Sage
 Hilton - 2001 Post Oak Blvd.
 Intercontinental Hotel - 2222 West Loop South
 Jenni's Noodle House - 2027 Post Oak Blvd.
 Marriott - 1750 West Loop South
 Murphy's Deli - 5599 San Felipe
 Newsstand - 5847 San Felipe
 Oaks Deli and Grill - 1330 Post Oak Blvd.
 Omni Houston Hotel - 4 Riverway
 Sheraton Hotel - 2400 West Loop South
 Sky Deli - 4645 Southwest Freeway
 Skyline Deli - 2030 Post Oak Blvd.
 Stewart Title - 2 Post Oak Central - 1980 Post Oak
 The Melting Pot - 6100 Westheimer Road

Tommy's Hamburgers - 2004 Post Oak Blvd.
 Yorktown Deli - 2301 Yorktown Street
 Embassy Suites - 2911 Sage
 Norris Hair Salon - 2033 Post Oak Blvd. Uptown Park
 Hotel Galvez - 1902 Seawall Blvd.
 Sand N Sea - 13700 FM 3005 - Pirates Beach
 Spec's - 2711 61st Street
 14 Greenway Highrise - 14 Greenway
 15 Greenway Highrise - 15 Greenway
 A&E Graphics - 4325 Richmond Ave
 Alligiance Bank - 2701 Southwest Freeway
 Crowne Plaza/River Oaks - 2712 Southwest Freeway
 Dimmisis Mediterranean - 5002 Richmond
 Houston City Club - 9 Greenway Plaza
 Renaissance Hotel - 6 Greenway Plaza
 Skyline Deli/Phoenix Tower - 3200 Southwest Freeway
 Skyline Deli/Weslayan Tower - 24 Greenway Plaza
 Chase Bank - 420 West 19th
 Heights Hospital - 20th Entrance
 Heights Medical Tower - 330 West 20th St.
 W18 West Eighteen Condos - 2227 W. 18th Street
 Arrivederci Café - 515 Post Oak
 Champions School of Real Estate - 4543 Post Oak Place
 Drury Inn - 1615 West Loop South
 Hampton Inn - 4500 Post Oak Pkwy.
 Hotel Derek - 2525 West Loop South
 La Quinta Inns & Suites - 1625 West Loop South
 Mercedes-Benz of Houston Greenway - 3900
 Southwest Freeway
 Smith and Wollensky - 4007 Westheimer Road
 Weslayan Café - 2900 Weslayan
 Advantage BMW - 600 Gulf Freeway
 Alex Rodriguez Mercedes - 500 Gulf Freeway
 Spec's - 196 Gulf Fwy South
 Hermann Park Golf Course - 2155 N. MacGregor
 Holiday Inn - 6701 Main Street
 Museum of Natural Science - 5800 Caroline Street
 Park Plaza Professional Building - 1213 Hermann
 Warwick Tower - 1111 Hermann Drive
 Memorial Golf Park - Memorial Park
 Memorial Smoothie King - 5535 Memorial Drive
 Memorial Swimmer Center - Memorial Park at Arnot
 Street
 Memorial Tennis Center - Memorial Park
 Sabine Street Loft - 150 Sabine Street
 Amli - 2121 Allen Parkway
 Metro Midtown Apartments - 2350 Bagby
 Royalton at River Oaks - 3333 Allen Parkway
 Acadian Bakers and Deli - 604 West Alabama
 B&B Donuts - 515 B Westheimer Road
 Baba Yega - 2607 Grant
 Copy.com - 1201 Westheimer Road
 Jenni's Noodle House - 3111 S. Shepherd Drive
 Kroger - 3300 Montrose Blvd.
 Momentum Audi - 2315 Richmond Avenue
 Pho Saigon - 2808 Milam Street
 Post Midtown Square - 2104 Bagby
 Spec's - 1011 Westheimer
 The Museum Tower - 4899 Montrose

Wells Fargo Bank - 2714 Smith Street
 Chase Bank - 5510 Memorial Dr.
 Chase Bank - 1934 W. Gray Street
 BMW of Houston North - 17730 North Freeway
 Memorial Hospital NW - 1721 North Loop West
 Mercedes Benz of Houston North - 17510 I-45
 North Whitney Bank - 2979 West Loop North
 Spec's - 10555 Pearland Pkwy
 Rice Cleaners - 2366 Rice Blvd.
 Epicure Café - 2005 West Gray Street
 Fit Athletic Club - 1532 W. Gray Street
 Helfman River Oaks - 4807 Kirby Drive
 Kroger - 1939 West Gray
 Chase Bank - 3120 SW Frwy.
 59 Diner - 3801 Farnham
 Momentum Audi - 2405 Richmond Avenue
 Mama Supermarket - 5708 South Gessner
 Mercedes-Benz of Sugar Land - 15625
 Southwest Free-way
 Momentum BMW - 10002 Southwest Freeway
 Momentum Jaguar/Porsche - 10150 Southwest
 Freeway Momentum Porsche - 10203 Southwest
 Freeway Sterling McCall Lexus - 10422 Southwest
 Freeway Welcome Foods - 9180 Bellaire Blvd.
 Buffalo Grill - 1301 South Voss Road
 Murphy's Deli - 3050 Post Oak Blvd.
 Murphy's Deli - 5718 Westheimer Road
 New York Pizzeria - 5727 Westheimer Road
 Twin Oaks Cleaners - 5750 Woodway Drive
 College of the Mainland - North Amburn Road
 Murphy's Deli - 1111 West Loop South
 Murphy's Deli - 1233 West Loop South
 Pasta Pomodoro - 1001 West Loop South
 Hong Kong Supermarket - 11205 Bellaire Blvd.
 Porsche - 11890 Katy Freeway
 Viet Hoa Food Market - 8300 W. Sam Houston Pkwy.
 Audi West Houston - 11850 Katy Freeway
 McGinnis Cadillac - 12221 Old Katy Road
 Westside Infinity - 12221 Old Katy Road
 Westside Lexus - 12000 Old Katy Road
 Barnes & Noble - 3003 W. Holcombe Blvd.
 BBVD Compass - 5275 Buffalo Speedway
 Cadence Bank - 5815 Kirby
 Capitol One Bank - 3207 Westpark Drive
 Chase Bank - 5505 Kirby Dr.
 City of Southside Place (City Hall) - 6309 Edloe
 Compass Bank - 3633 Rice Blvd.
 IBC Bank - 5615 Kirby Blvd.
 Ley Center - 6100 South Main
 Spec's - 2314 W. Holcombe
 Spec's - 3902 Bissonnet
 YMCA - 7101 Stella Link
 Gateway Newstand - 2500 CityWest Blvd.
 International Trade Center - 11110 Bellaire Blvd.
 Staybridge Suites - 1225 Eldridge Parkway South
 Champions School of Real Estate - 738
 Highway 6 South, Suite 150

Rates include design and layout and are listed as a PER MONTH RATE. To advertise, please send payment with this form and any photos, survey/map or Illustration by the 10th of the preceding month in which you want your ad to run. Effective January, 2016.

SIZE	DIMENSIONS	RATE	COST	COMMENTS
<input type="checkbox"/> Full Page	9.75" x 11.25"	\$1445	_____	_____
<input type="checkbox"/> 1/2 Page	8.7486" x 4.9763"	\$895	_____	_____
<input type="checkbox"/> 1/4 Page	4.1087" x 4.9512"	\$680	_____	_____
<input type="checkbox"/> Classified Box	2.875" x 1.9"	\$305	_____	_____
<input type="checkbox"/> Premium Pages (3, 5, 7)	9.75" x 11.25"	\$2,195	_____	_____
<input type="checkbox"/> Front Cover - All Cities		\$8,865	_____	_____
<input type="checkbox"/> Front Cover - Austin/San Antonio		\$2,850	_____	_____
<input type="checkbox"/> Front Cover - Dallas/Fort Worth		\$2,850	_____	_____
<input type="checkbox"/> Front Cover - Houston		\$3,850	_____	_____
<input type="checkbox"/> Back Cover		\$2,595	_____	_____
<input type="checkbox"/> Inside Front Cover		\$2,595	_____	_____
<input type="checkbox"/> Inside Back Cover		\$1,995	_____	_____
<input type="checkbox"/> 2 Page Center Spread (on cover stock)		\$2,690	_____	_____
<input type="checkbox"/> Email Blast As-Is Magazine Ad		\$75	_____	_____
<input type="checkbox"/> Email Blast As-Is Flyer		\$245	_____	_____
<input type="checkbox"/> Email Blast Custom Flyer		\$345	_____	_____
<input type="checkbox"/> Email Blast Re-runs		\$150/ea.	_____	_____
<input type="checkbox"/> 4 Email Blast Package		\$220/ea.	_____	_____
<input type="checkbox"/> 6 Email Blast Package		\$198/ea.	_____	_____
<input type="checkbox"/> 10 Email Blast Package		\$150/ea.	_____	_____
<input type="checkbox"/> 20 Email Blast Package		\$140/ea.	_____	_____
<input type="checkbox"/> 40 Email Blast Package		\$130/ea.	_____	_____
<input type="checkbox"/> Newsletter Banner - Top		\$750/mo. \$200/wk.	_____	_____
<input type="checkbox"/> Newsletter Banners - Interior		\$550/mo. \$150/wk.	_____	_____

Total Cost: _____

Company Name: _____ Web Site: _____

Listing Agent: _____ Billing Name (if Different from Agent): _____

Credit Card Number: _____ Exp. Date _____

☐ Amex ☐ Visa ☐ MC ☐ Discover Month(s) to Print Ad: _____

Name on Card: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email Address: _____

Signature: _____ Date: _____

Would you like to receive REDNews email notices on available listings? ☐ Yes ☐ No **Please email ginger@rednews.com or fax back to 713.610.9015**

I will not hold REDNews responsible for errors or omissions in the final ad after my guaranteed two proofs. Listing agent will be considered to be the responsible party for payment schedule property owner or their representative refuse payment of invoice. Ads or inserts canceled after the stated deadline date for the issue reserved will be billed 100%