**ABOUT US**

**REDNews**: The established, dominant force in Commercial Real Estate marketing for over 25 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

**WE KNOW OUR READERS!**

- **82%** Male
- **18%** Female
- **42.4%** Average Age

**more likely**

- 3x 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 30,000+ visits/month. (*Included with your print ad).
- 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.
<table>
<thead>
<tr>
<th>SIZE</th>
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<td>1/4 Page</td>
<td>4.1087&quot; x 4.9512&quot;</td>
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<tr>
<td>Bulletin Page Feature</td>
<td>2.5&quot; x 5&quot;</td>
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<tr>
<td>Bulletin Page Bold Guaranteed Placement</td>
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<tr>
<td>Small Horizontal Classified Section</td>
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**PREMIUM PAGES Main Magazine**

| 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     | $5,895.00 |

**RETAIL INSERT (May & November Issues)**

| Retail Front Cover              | $2,595.00 |
| Retail Inside Front Cover       | $1,895.00 |
| Retail Page 3                   | $1,895.00 |
| Retail Center Spread            | $2,690.00 |
| Retail Back Cover               | $1,695.00 |

*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%*
BAYTOWN, TX

DEVELOPMENT/LEASE

Vomer International leased $500,000 at Cedar Port Park on Sutton Road, off of FM 1405. The tenant was represented by Kerley & Pavone Smogress with Cushman & Wakefield. AVBIA Companies owns the land & will build the rail-served building.

CONROE, TX

RESIDENTIAL DEVELOPMENT

Houston-based Land Tejas is developing Wedgewood Forest, a new residential project on 716 acres east of I-45 & north of SH 105. The project will have 283 homes with prices starting in the mid $200,000s.

GALVESTON, TX

RETAIL SALE

Wegner Realty Investors sold the 74,604 sf Broadway Shopping Center located at 5509 Broadway Ave. to a private investor. Ryan West with HFF represented the seller.

HOUSTON, TX

INDUSTRIAL LEASE

The Dupuy Group, a transport & logistics firm, leased 232,981 sf at 2240 S. Loop East Freeway. Boyd Commercial represented the landlord & Holt Lunsford represented the tenant.

INDUSTRIAL LEASE

Liberty Property Trust leased 8,460 sf in Northgreen Business Park located at 3248 N. San Houston Parkway East. The tenant was represented by Northwinds Commercial Realty, LLC & the landlord was represented by Justin Turner & Ryan Seale with Lee & Associates.

INDUSTRIAL LEASE

Red Wing Show Company leased 29,200 sf in Bellaire Southwest Business Park at 7256 S. San Houston Parkway West.

INDUSTRIAL LEASE

Houston-based NCS Multiface Holdings, Inc. has relocated their manufacturing & assembling business to 44,800 sf at 6808 Willowbrook Park more than doubling the space they occupied on Bourgeois Road.

MIXED-USE LEASE

Houston-based Whitestone REIT is in the process of buying BLVD Place located at Post Oak Blvd & San Felipe. The office/retail development includes 278,344 sf of leasable space & is reportedly being purchased for $158 million in cash. Ryan West, Rubly Tamlyn, Wally Reed & Trent Agnew with HFF marketed the property.

OFFICE SALE

Balbous Real Estate AG & Griffin Partners sold the 91,715 sf Post Oak Blvd building adjacent to Griffin Partners’ City Park III. Balbous AG was represented by ES Realty Corporation HFP completed the sale.

OFFICE SALE/RE DEVELOPMENT

Houston-based Parkway Inc. is acquiring 40% ownership in Greenway Plaza & Phoenix Tower for $512 million to Tri-Real Estate Global Asset Management, Silverpeak Real Estate Partners & Canada Pension Plan Investment Board. Parkway plans to redevelop the 10-building campus & is starting with the management office in 3 Greenway Plaza & by adding several restaurants & eventually live music to the area. Lifetime Fitness Center will be replacing City Club.

OFFICE LEASE

Coffin & Stivers Inc. leased 19,675 sf at 400 North Belt which is owned by Hartman Income REIT. The tenant was represented by Bond/McDonald with Neumann Grab-Knight Frank. Corinne Agrella & Richard Maloof represented Hartman.

OFFICE LEASE

New York-based Wework leased approximately 88,000 sf at 708 Main for the purpose of creating co-working space. Initially, Wework plans to lease approximately 35,000 sf & expand out to 60,000 sf. The building was represented by Baker Katz with Streetwise Retail Advisors.

RETAIL/RESTAURANT DEVELOPMENT

Baker Katz is developing 20,000 sf in two multi-tenant buildings along Beltway 8 in east Houston to accommodate retail & restaurant tenants in the Ship Channel area. Baker Katz was represented by Chris Pitts with Streetwise Retail Advisors.

Katy, TX

MEDICAL OFFICE SALE

Anacor-based Healthcare Trust of America purchased Duke Realty Corp’s 6.6 million of medical office portfolio for $2.8 billion. The Houston properties include three medical office properties that are located on the campus of Houston Methodist’s Christus St. Catherine Hospital.

RETAIL SALE

Umlas Realty Group bought the 8,500 sf of Grand Crossing II center located at 2304 Katy Freeway from Edins Group. Ryan West with HFF represented the seller.

LEAGUE CITY, TX

MEDICAL BRANCH EXPANSION

The UTMD in Galveston is planning to build a new $170 million expansion for League City campus that will include a new 60-bed hospital, a parking garage & additional building space. The project would be divided into two phases & will be completed by 2020.

PASADENA, TX

INDUSTRIAL DEVELOPMENT

Houston-based United Equities, LP purchased just under 6-acres at Sam Houston Tollway & Meadow Wood Drive for the development of Beltway-325 Business Park. The project will include a 21,000 sf crane-ready building & a 19,800 sf crane-ready building & the company will retain 3.6 acres for build-to-suit development. Travis Land & Michael Keegan with NAI Partners represented the buyer.

RETAIL LEASE

Dirt Cheap, a deep-discount chain, has leased 24,000 sf at Fairmont-Preston Plaza, 4800 Farmland Pkwy in Pasadena, 27527 sf at Westfield Shopping Center, 201 FM 990 West in Spring & 24,483 sf at Meadow Park Shopping Center at 2825 Bypass, 35 North in Alvin.

SPRING BRANCH, TX

MASTER-PLANNED DEVELOPMENT

Scotsdale, AZ-based Meritage Homes bought the 186-acre, Pine Shadow golf course located at 3280 Geiser Rd. from Metrolinks of Houston Inc. The property plans to build single-family homes ranging from the low $400s to the mid $500s & will be divided into two phases & will be completed by 2020.

SPRING, TX

OFFICE DEVELOPMENT

A group venture including Patelmy Group, LLC, USA Real Estate Company & CDC Houston are constructing CityPlace 2, a 327,000 sf office building at the intersection of I-45 & the Grand Parkway in the Grand Parkway Village. It will be the first office building in the 60-acre CityPlace mixed-use urban development & will be owned by Grubb & Associates.

TOMBALL, TX

RESIDENTIAL DEVELOPMENT

A new residential development is being developed along Huffman-Kohrville Rd in Tomball & encompasses 70-acres & will accommodate 251 homes upon completion.

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REAL ESTATE SUMMITS

JANUARY
SE TEXAS PROPERTY MANAGEMENT SUMMIT
Bonus Promotion in February & March Editions

MARCH
HOUSTON AWARDS SUMMIT
Bonus Promotion in April & May Editions

FEBRUARY
SE TEXAS INDUSTRIAL/LOGISTICS SUMMIT
Bonus Promotion in March & April Editions

MARCH
DFW RETAIL/HOSPITALITY SUMMIT
Bonus Promotion in April & May Editions

FEBRUARY
DFW FORECAST SUMMIT
Bonus Promotion in March & April Editions

MAY
SE TEXAS MEDICAL/OFFICE SUMMIT
Bonus Promotion in June & July Editions

APRIL
HOUSTON EXPO
Bonus Promotion in May & June Editions

JUNE
DFW “CLINK”
Bonus Promotion in June & July Editions

SEPTEMBER
HOUSTON WIRE (WOMEN IN REAL ESTATE) SUMMIT
Bonus Promotion in October & November Editions

APRIL
DFW MULTI-FAMILY SUMMIT
Bonus Promotion in May & June Editions

MAY
DFW “CLINK”
Bonus Promotion in June & July Editions

CONTACT:
Ginger Wheless • ginger@rednews.com • 713.661.6300
Frank Biondo • fbiondo@rejournals.com • 248.670.2691
EVENT SPONSORSHIPS

REAL ESTATE SUMMITS

Real Estate Summits has hosted over 1,000 commercial real estate events over the past 20 years. Our events attract crowds anywhere from 100 to 1,500 real estate developers, investors, and professional service providers. Attendees are always provided a hot breakfast in addition to networking opportunities, industry-leading speakers and continuing education credits. REDNews has been delivering commercial real estate news to the Texas real estate community since 1994 and will be marketing these events.

**Option #1**
$4,500 TITLE SPONSOR
- Booth at Event
- List of Attendees
- 15 Free Passes ($1,500 Value)
- Marketing Materials at Event
- Logo on Signage
- Special Recognition at the Event
- Involvement in Event Production
- Speaking Spot on Panel
- Emcee of Event
- Logo on Marketing Materials
- Company Banner at Registration
- Promotion in subsequent REDNews Print & Digital Issues

**Option #2**
$3,500 SILVER
- Booth at Event
- List of Attendees
- 8 Free Passes ($800 Value)
- Marketing Materials at Event
- Logo on Signage
- Speaking Spot on Panel
- Special Recognition at the Event
- Logo on Marketing Materials
- Promotion in subsequent REDNews Print & Digital Issues

**Option #3**
$2,500 BRONZE
- Booth at Event
- 4 Free Passes ($400 Value)
- Marketing Materials at Event
- Logo on Signage
- Speaking Spot on Panel
- Logo on Marketing Materials
- Promotion in subsequent REDNews Print & Digital Issues

**Option #4**
$1,500 CORPORATE
- Booth at Event
- 2 Free Passes ($200 Value)
- Marketing Materials at Event
- Logo on Signage
- Logo on Marketing Materials
- Promotion in subsequent REDNews Print & Digital Issues

CONTACT:
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Frank Biondo • fbiondo@rejournals.com • 248.670.2691

2537 S. Gessner, Ste. 126 / Houston, TX 77063 / 713.661.6300 / www.rednews.com
## EMAIL BLASTS

| Email Blast As-Is Magazine Ad | Purchase with Current Print ad | $150/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 |

## REDNews.com WEBSITE

| Website Banner | $700/month |
EMARKETING THAT GETS RESULTS
- Mobile Friendly
- Multiple Links
- Clearly Informative
- Promotes Your Company

TOP BANNERS
$750/month
Or $200 / Week

INTERIOR BANNERS
$550 / month
Or $150 / Week

Featured Properties
Included with Print Ad

Advertisers in REDNews are included in our weekly newsletter
An ad in REDNews includes the following:
- 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 (30K Visits/Month)
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.

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
- No registration, bleed or crop marks
- Large files will need to be uploaded to www.rednews.com/drop

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
- No registration, bleed or crop marks

Cover Requirements
- Allow for 2” on top for REDNews Masthead
- Imagery behind Masthead must be “non-conflicting” with REDNews logo

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
## 2020 Editorial Calendar

**50,000+ PRINT & DIGITAL DISTRIBUTION**

<table>
<thead>
<tr>
<th>MONTH</th>
<th>MARKET FOCUS &amp; SUB FOCUS</th>
<th>BONUS DISTRIBUTION</th>
<th>AD DEADLINE</th>
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<tbody>
<tr>
<td>January</td>
<td>Retail / Land / Development</td>
<td>- SE Texas Property Management Summit</td>
<td>Dec 12, 2019</td>
</tr>
<tr>
<td>February</td>
<td>Office / Industrial / Hot Spots</td>
<td>- SE Texas Industrial/Logistics Summit</td>
<td>Jan 13, 2020</td>
</tr>
<tr>
<td>March</td>
<td>Retail / Vacant Land / Texas Development Texas Economic Development</td>
<td>- Houston AWARDS Summit - DFW Retail/Hospitality Summit</td>
<td>Feb 12, 2020</td>
</tr>
<tr>
<td>April</td>
<td>Vacant Land / Industrial Hot Spots</td>
<td>- Houston EXPO - DFW Multi-Family Summit</td>
<td>March 13, 2020</td>
</tr>
<tr>
<td>May</td>
<td>Retail / EDCs/ Vacant Land Texas Economic Development</td>
<td>- SE Texas Medical/Office Summit - DFW “Clink”</td>
<td>Apr 13, 2020</td>
</tr>
<tr>
<td>June</td>
<td>Office / Office Medical / Texas Hot Spots</td>
<td>- DFW Industrial/Logistics Summit</td>
<td>May 12, 2020</td>
</tr>
<tr>
<td>July</td>
<td>Land, Retail / Texas Economic Development</td>
<td></td>
<td>Jun 12, 2020</td>
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<tr>
<td>August</td>
<td>Retail Recap Texas Economic Development</td>
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<td>Jul 13, 2020</td>
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<tr>
<td>September</td>
<td>Industrial / Office Service / Land Hot Spots</td>
<td>- Houston WIRE (Women in Real Estate) Summit - SE Texas Multi-family Summit - DFW Emerging Leaders’ Summit</td>
<td>Aug 12, 2020</td>
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<tr>
<td>October</td>
<td>Land / Texas Development Opportunities / Hot Spots</td>
<td>- Texas I69 Corridor Summit</td>
<td>Sep 11, 2020</td>
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<tr>
<td>November</td>
<td>Office / Retail Market</td>
<td>- SE Texas Office Summit</td>
<td>Oct 13, 2020</td>
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<tr>
<td>December</td>
<td>Vacant Land / Texas Economic Development Hot Spots</td>
<td>- Texas Net Lease/1031 Summit - Houston Emerging Leaders’ Summit</td>
<td>Nov 13, 2020</td>
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</tbody>
</table>
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.
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, 2020.

### DESCRIPTION

<table>
<thead>
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<tr>
<td>Full Page - 9.75&quot; x 11.25&quot;</td>
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<tr>
<td>1/2 Page - 8.75&quot; x 5.0&quot;</td>
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<td>Premium Pages (3, 5, 7) 9.75&quot; x 11.25&quot;</td>
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<tr>
<td>Front Cover - All Cities</td>
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<tr>
<td>Email Blast As-Is Magazine Ad</td>
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<td>Email Blast As-Is Flyer</td>
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<td>4 Email Blast Package</td>
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<td>6 Email Blast Package</td>
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<td>10 Email Blast Package</td>
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<td>Newsletter Banner - Top</td>
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<td>Newsletter Banners - Interior</td>
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<td>Website Banner</td>
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*Discount for multiple insertions.*

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**Total Cost:** __________

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**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%