

Your Commercial Real Estate Marketing Source

# REDNews

## 2012 Media Kit

**REDNews.com**

**facebook**

**twitter**

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**You Tube**

*for more info:* [info@rednews.com](mailto:info@rednews.com) | Houston: 713.661.6300 | Outside Houston: 800.836.2191

# About Us

REDNews: an established, dominant force in Commercial Real Estate marketing for over 15 years.

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

# Services

## Branding / Marketing

- Magazine Advertising
- Website Advertising
- Newsletter Advertising
- Social Media Marketing

## Custom & Online Marketing

- Email Blasts
- Printing Services
- Mailing Services

## Website Development

- Edit Current Site
- Create New Custom Site
- Loopnet Integration
- Search Engine Optimization

# Distribution

REDNews reaches over **100,000 qualified** commercial real estate investors, brokers, and end users.

Texas Brokers .....	7,650
Texas Leasing / Tenant Rep .....	6,232
Texas Investors.....	4,979
Texas Developers .....	4,710
Outside Texas Investors, Brokers, Developers, etc.....	81,577
<b>Total REDNews Distribution.....</b>	<b>105,148</b>

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# Services Defined

**Branding/Marketing:** Our branding / marketing services allow you to continually reach 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 100,000 CRE professionals via print and digital methods.
- \*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.
- \*REDNews Newsletter Advertising: Circulated 2x month to 100,000+ certified 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.
- REDNews Deals Done Advertising: Circulated 4x month to 100,000+ certified CRE professionals

*(\*included with your print ad)*



**Custom & Online Marketing:** REDNews offers several additional solutions to promote your properties and services to your clients and prospective clients. *Quotes available on request.*

- 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 - either to our database or yours.
- Email Blasts: Whether you provide us with a flyer or we create one for you, REDNews can email your flyer to our database of 100,000+ qualified CRE professionals.

**Website 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.

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# 2012 Editorial Calendar

100,000 Print / Digital Distribution + Over 200 Newsstands Throughout Texas

\* REDNews will have additional magazines at these events

Month	Focus	Added Features	*Bonus Distribution
<b>January</b>	2012 Sales & Leasing Opportunities	Technology & Innovation in Commercial Real Estate; Guide to Commercial Services	
<b>February</b>	Office / Office-Medical	Sustainability Trends	CCIM Forecast Competition
<b>March</b>	Retail / Vacant Land / Economic Development	CRE Stars to Watch; Retail / Vacant Land & Development Opportunities	
<b>April</b>	Industrial / Multi-Family / Vacant Land	Guide to ICSC Vegas; Our Brokers' Guide to Fishing; Guide to Commercial Services	Texas Land Markets Conference
<b>May</b>	Retail / Mixed-Use / Economic Development	Broker Retail Sales/Leasing Trends; Our Golf Experts' Guide to Deals on the Golf Course Supplement - Special Retail Focus	ICSC Las Vegas
<b>June</b>	Office / Office-Medical	Sustainable Properties & Office / Office Medical Trends	
<b>July</b>	Industrial / Office / Vacant Land	Broker Industrial Sales/Leasing Trends; Guide to Commercial Services	
<b>August</b>	Retail / Vacant Land / Economic Development	Broker Opinions & Surveys	
<b>September</b>	Office / Office-Medical	Broker Office Leasing & Sales Trends; Sustainability	
<b>October</b>	Industrial / Office / Land	Investment Properties; Your Scariest & Craziest CRE Stories; Our Brokers' Guide To Hunting Season; Guide to Commercial Services	
<b>November</b>	Retail / Vacant Land / Economic Development	Real Estate Education Programs; Marketing Tips & Trends for CRE Supplement - Special Retail Focus	ICSC Texas
<b>December</b>	End of the Year Deals / Office / Office-Medical	Best of the Best Awards for 2012	

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# 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, unnecessary work, and to ensure accurate output of your display ad. It is very important that you review this carefully and contact our graphics department immediately if you have any questions.

## General Guidelines

- 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](http://www.rednews.com/drop)

## PDF Requirements *(preferred file type)*

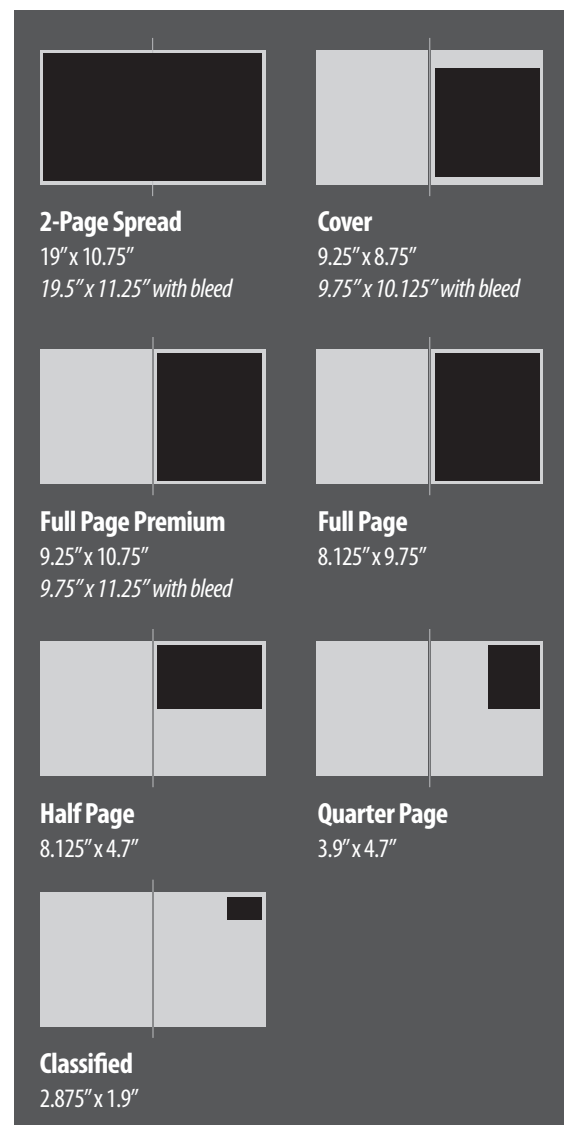
- All fonts and images must be embedded
- All images and logos must be 300 dpi or greater
- Ads must be CMYK

## 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

## 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



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## 2012 Marketing Package Bundles

Distributed to  
**100,000+**  
Qualified CRE Professionals

### Platinum

### Gold

### Silver

#### Buy Front Cover

##### Includes

- Full Page Ad
- REDNews.com Banner Ad
- REDNews Newsletter Banner
- REDNews "As-Is" Email Blast
- LoopNet.com Feature

#### Buy Premium Page

##### Includes

- REDNews.com Banner Ad
- REDNews Newsletter Banner
- REDNews "As-Is" Email Blast
- LoopNet.com Feature
- Inside Front, Inside Back and Back Cover, Pages 3, 5, 7, 9, 11

#### Buy 1/4 to Full Page

##### Includes

- REDNews.com Banner Ad
- REDNews "As-Is" Property Email Blast or Service Newsletter Banner
- LoopNet.com Feature

#### BONUS FOR ALL PACKAGES

- Social Media Exposure through Facebook, Twitter, LinkedIn, and Blog
- Deals Posted on REDNews.com & REDNews Magazine
- Networking Photos Posted on REDNews.com & REDNews Magazine

SAVE  
**\$2,300**

SAVE  
**\$1,850**

SAVE  
**\$500**