



URBANLAND[®]

2023 MEDIA PLANNER



ADVERTISE IN *URBAN LAND* AND REACH A GLOBAL AUDIENCE

The Urban Land Institute's flagship publication, *Urban Land* magazine, provides insight into leading trends and issues in real estate development, finance, design, and planning.

Advertising in *Urban Land* provides your organization with the opportunity to market your products and services to decision-makers in the real estate and land use industry.

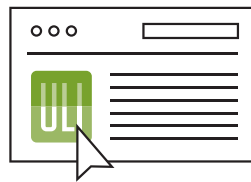


GAIN EXPOSURE TO ULI LEADERS IN REAL ESTATE DEVELOPMENT AND LAND USE BY ADVERTISING IN *URBAN LAND* MAGAZINE AND ON URBANLAND.ULI.ORG



45,000+

ULI members receive *Urban Land* print edition



500,000+

unique website visitors and 1 million-plus page-views per year



105,000+

ULI members and friends receive "This Week in *Urban Land*" e-newsletter



over 85%

of recipients read "This Week in *Urban Land*" e-newsletter



60%

of subscribers read *Urban Land* to gain awareness of and learn about products and services of related companies and organizations



4

annual publications PLUS bonus distributions at ULI's Spring and Fall Meetings

ULI MEMBERSHIP WORLDWIDE



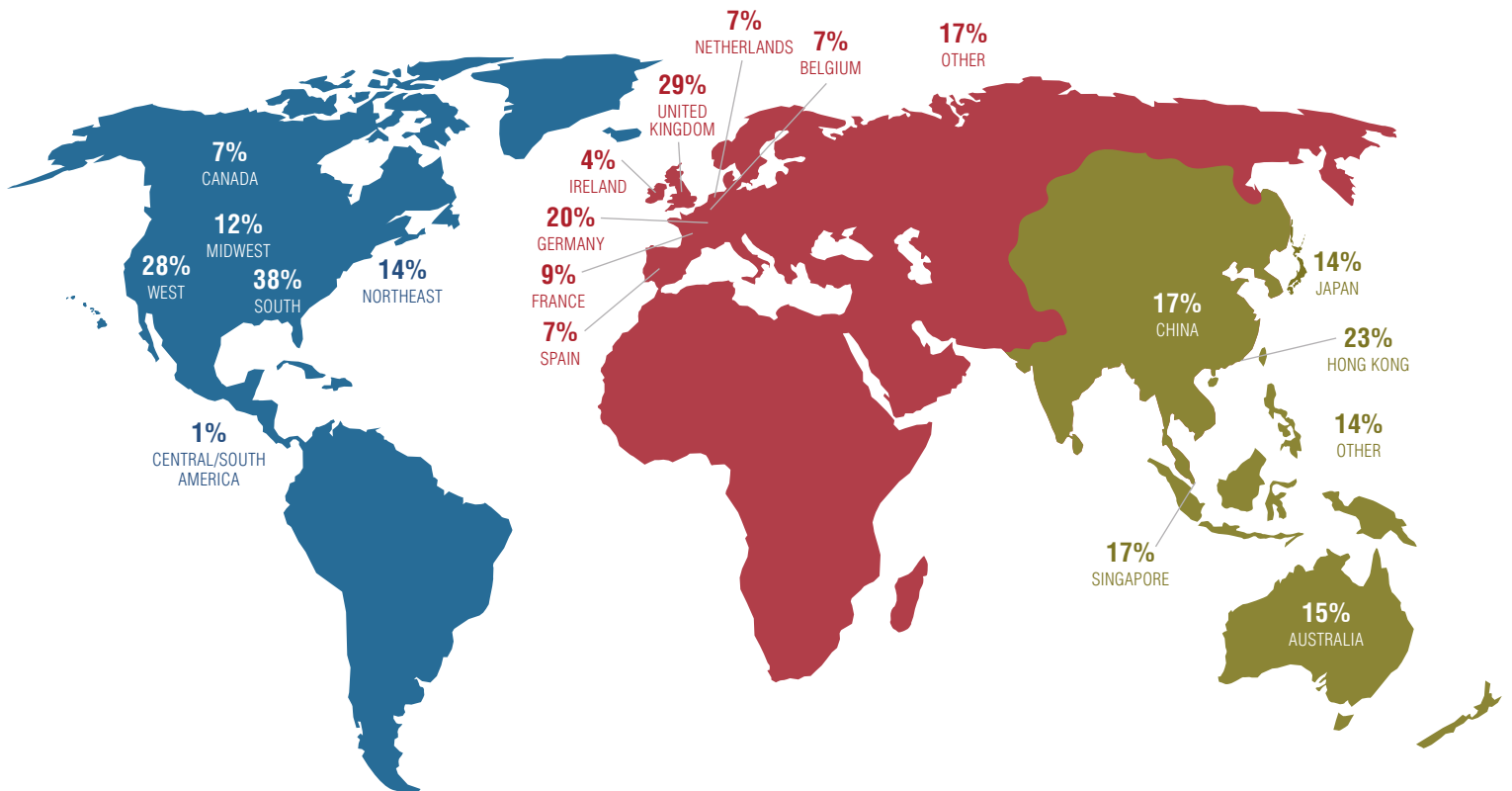
- **87% AMERICAS**
- **8% EUROPE, MIDDLE EAST & AFRICA**
- **5% ASIA PACIFIC**

DELIVER YOUR MESSAGE TO INDUSTRY DECISION-MAKERS

Each issue is delivered to all **45,000+ ULI members**, hailing from **80 countries**. Members include developers, building owners, lenders and capital providers, architects, planners, brokers, attorneys, other service professionals, nonprofit officials, academics, and public officials.



WHERE ULI MEMBERS ARE LOCATED BY REGION





2023 *URBAN LAND* EDITORIAL CALENDAR

WINTER 2023

COVER: Finance 2023 Outlook

- *Emerging Trends* Global Perspective
- Annual Education Advertising Supplement
- Annual Economic Development Directory

Ad Sales Deadline: November 10, 2022

Artwork Due Date: November 18, 2022

Delivered: December 28, 2022

Digital Edition Posts: January 6, 2023

SPRING 2023

COVER: Housing

- Proptech
- ULI Spring Meeting, Toronto, Canada
Meeting Dates: May 16–18, 2023
- City Coverage: Toronto

Ad Sales Deadline: March 10, 2023

Artwork Due Date: March 24, 2023

Delivered: April 24, 2023

Digital Edition Posts: May 4, 2023

SUMMER 2023

COVER: Architecture & Design

- Sustainable Design
- **NEW** - 2023 Architect & Design Firm Directory

Ad Sales Deadline: May 12, 2023

Artwork Due Date: May 26, 2023

Delivered: June 29, 2023

Digital Edition Posts: July 6, 2023

FALL 2023

Urban Living

- Future of Solar in CRE
- ULI Fall Meeting, Los Angeles
Meeting Date: October 24–27, 2023
- Meeting City Coverage: Los Angeles

Ad Sales Deadline: August 18, 2023

Artwork Due Date: September 1, 2023

Delivered: October 5, 2023

Digital Edition Posts: October 13, 2023

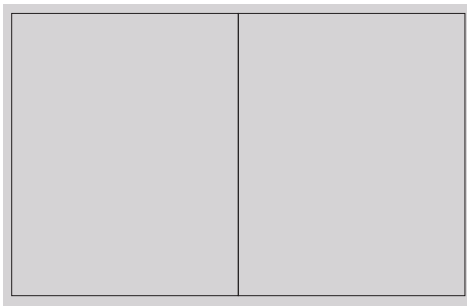
URBAN LAND MAGAZINE 2023 PRINT ADVERTISING RATES

Four-Color Rates (Net)

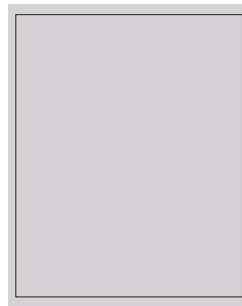
SIZE	1X	2X	3X	4X	5X
2-page spread	\$11,700	\$10,300	\$10,000	\$9,600	\$8,700
Full page	\$6,300	\$5,900	\$5,500	\$5,300	\$4,500
2/3 page	\$5,400	\$5,100	\$4,800	\$4,500	\$3,800
1/2 page	\$4,600	\$4,400	\$4,200	\$4,000	\$3,500
1/4 page	\$2,500	\$2,300	\$2,100	\$1,900	\$1,600
Inside front cover	\$8,300	\$8,000	\$7,700	\$7,400	\$7,100
Inside back cover	\$7,100	\$6,700	\$6,300	\$6,000	\$5,700
Outside back cover	\$10,300	\$9,800	\$9,300	\$8,800	\$8,000

Circulation: 45,000

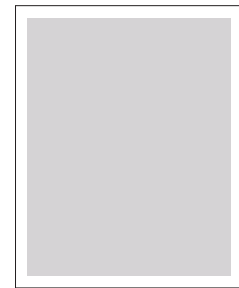
AD SPECS



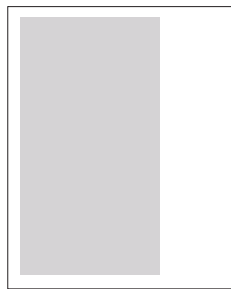
**2-PAGE SPREAD
PLUS BLEED**
17 3/4" x 10 7/8"



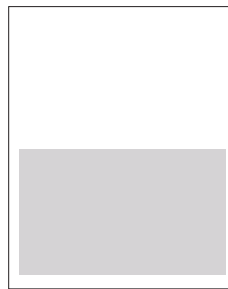
**FULL PAGE
PLUS BLEED**
8 7/8" x 10 7/8"



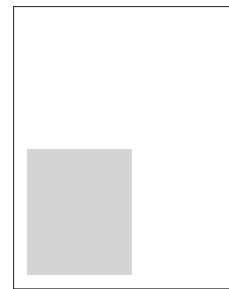
**FULL PAGE
(NO BLEED)**
8" x 10"



**2/3 PAGE
VERTICAL**
5" x 9 7/8"



**1/2 PAGE
HORIZONTAL**
7 5/8" x 4 7/8"



1/4 PAGE
3 5/8" x 4 7/8"

2023 URBAN LAND DIGITAL ISSUE MARKETING SOLUTIONS

Urban Land's new digital editions are created and mirror quarterly print issues. Each digital edition is sent to more than 45,000 subscribers. In addition, e-readers reside on ULI's Knowledge Finder platform and are accessible by members.



HIGH-IMPACT COVER AD

Powerful marketing and results are achieved with this high-impact, full-page digital ad appearing to the left of *Urban Land's* cover page in digital editions. When readers click on the link to open the issue, your ad will appear on the left-hand page across from the issue's cover. One placement available in each digital edition.

A High-Impact Cover Ad/Left of Cover (DESKTOP ONLY)

Rate: \$8,000 per issue

Specs: 550x480, 72 dpi, 50kb max file size, animated or static PNG, JPG or TIFF + URL (may include tracking)

SKYSCRAPER BANNERS

Your marketing message will stand head and shoulders above the rest with a set of vertical skyscraper banners in *Urban Land's* digital issues. One banner will appear on the right side of the page and one on the left side of the same page, for the full run of a feature article or a section (4–5 pages). Includes your unique click-through URL to your company's website, contact information page, video, dedicated web page, etc.

B Left & Right Vertical Skyscrapers (DESKTOP ONLY)

Rate: \$5,000 set of two banners per issue

Specs: 120x600, 72 dpi, 40kb max file size, animated or static PNG, JPG, TIFF

MOBILE BOTTOM BANNER

The bottom banner runs in the digital edition on mobile devices throughout the issue on every page. This is a fixed banner and appears after viewers click on the issue link.

C Mobile Bottom Banner (MOBILE ONLY)

Rate: \$3,000

Specs: 468x600, 72 dpi, 40kb max file size, animated or static PNG, JPG, TIFF + URL (may include tracking)

For further information, contact:

MARY SUMNER

Senior Manager, Global Advertising
Urban Land magazine

+1 202-753-4777

mary.sumner@uli.org

2023 *URBAN LAND* READING LIST DIGITAL PACKAGE

Urban Land Reading Lists have been a widely popular member-only benefit available on ULI's Knowledge Finder, an expansive content library.

We are now offering the opportunity to advertise in *Urban Land* Reading Lists, a valuable industry resource.



Digital Package Includes:

- Full-page PDF digital ad located inside front cover
- Logo placement in *Urban Land* online carousel
- Co-branded banner ads in *Urban Land* online
- Logo/banner placement in "This Week in *Urban Land*" e-newsletter
- Logo placement in ULI Member Tools email
- Rate: \$6,000

2023 *Urban Land* Reading List Schedule:

- Housing
- Office
- Tech and Real Estate
- Infrastructure
- Parking
- Climate RiskNet ZeroAirport/Logistics
- Suggest a Reading List Focus Unique to Your Organization!

2023 URBAN LAND DIGITAL ADVERTISING OPPORTUNITIES

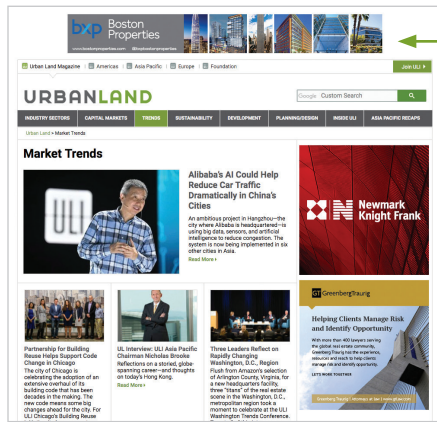
2023 URBAN LAND MAGAZINE ONLINE

Updated weekly, the *Urban Land* website provides articles on current events affecting real estate development and land use.

Push-Down, Premium, and Standard Ad Units

appear on the responsive site, giving advertisers additional exposure to mobile site viewers.

HOMEPAGE PUSH-DOWN BANNER



**PREMIUM PLACEMENT:
TOP LEADERBOARD**

**STANDARD PLACEMENT:
RIGHT RAIL/
LARGE SQUARE**

Rotations – One
Specs – 300 x 600, 72 dpi
File type – JPEG, GIF

SPONSORED CONTENT

Posts are listed alongside regular website editorial noted as “sponsored content” and may include images, links providing access to your website, contact email page, etc.

ARTWORK SUBMISSION

To complete the ad submission process, please upload the artwork to www.AdShuttle.com for approvals. For technical support, call +1 866-774-5784.

SPACE RESERVATIONS

Mary Sumner, Senior Manager, Advertising
mary.sumner@uli.org | +1 202-753-4777

URBAN LAND'S MARKETPLACE (uli.org/marketplace)

Find your next project or obtain bids for new ventures in *Urban Land's* Marketplace.

Rate: \$1,500 net (3-month listing)

2023 URBAN LAND WEB BANNER RATES

Urban Land's website provides regular updates on current events affecting land use, plus commentary and actionable business advice. With approximately 40,000 page-views per month and 300,000 page-views in 2022, digital advertising on *Urban Land's* website allows you to reach ULI's global executive-level audience, giving your marketing message a broader reach.

PLACEMENT	RATE
Push-down digital banner	\$4,000/Month
Leaderboard	\$2,000/Month
Sponsored content	\$4,500/Month
Skyscraper	\$4,000/Month
Standard	\$3,500/Month

Please note: animated and static only, no flash files accepted.

For responsive viewing, please submit the following: 320 x 50 and 468 x 60 banners and internal direct tag for all ad sizes.

Rates are monthly and not based on impressions. At the conclusion of your banner ad run, web metrics reports will be available upon request.

2023 URBAN LAND'S WEEKLY E-NEWSLETTER

Reach ULI members and thousands of opt-in subscribers via email by advertising in weekly issues of “This Week In *Urban Land*.”

NEW! *Urban Land* sponsored content runs in the “This Week in *Urban Land*” sponsored e-newsletter (1 weekly e-newsletter, and appears on website for 3 months). Material from advertisers is clearly labeled, and the sponsor is always identified. The subject matter and relevance of the piece are approved by the magazine's publisher and must conform with stated guidelines.

Rate: \$4,500/one post in one Monday e-newsletter

2023 URBAN LAND E-NEWSLETTER RATES

PLACEMENT	RATE	SPECIFICATIONS
Banner 1	\$3,500	600 x 99 pixels
Banner 2	\$3,000	600 x 242 pixels
Banner 3	\$2,000	600 x 99 pixels
Banner 4	\$1,500	600 x 99 pixels

Circulation: 105,000+ subscribers



2001 L Street, NW
Suite 200
Washington, DC 20036-4948



**ADVERTISE IN *URBAN LAND*.
RESERVE YOUR SPACE TODAY!**

ADVERTISING

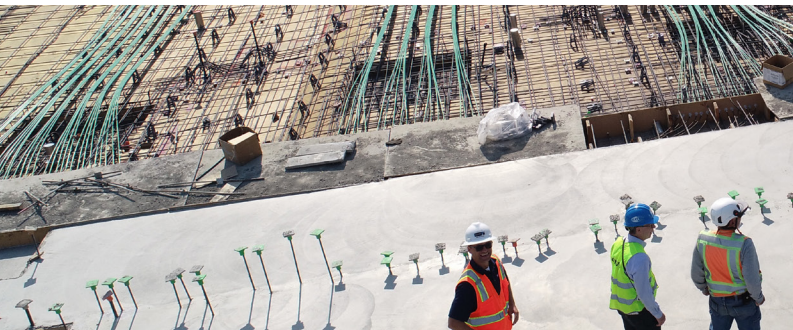
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THE MISSION OF THE URBAN LAND INSTITUTE

Shape the future of the built environment for
transformative impact in communities worldwide