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. Each issue is delivered to all 42,000 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. Advertising in Urban Land provides your organization with the opportunity to market your products and services to the 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!

- 42,000 ULI members receive Urban Land print edition
- www.uli.org - 500,000+ unique website visitors and 1MM+ page views per year
- 63,000 ULI members and friends receive “This Week in Urban Land” e-newsletter. Read by over 85% of recipients
- 60% of Urban Land subscribers read the magazine to gain awareness and learn about the products and services of related companies and organizations

In addition to 4 quarterly publications, bonus issues are distributed at annual conferences and meetings, increasing exposure for your marketing message.
Deliver Your Message to ULI’s Decision Makers

ULI members include:
- Developers
- Investment and finance professionals
- Architects, planners, and other service providers
- Public officials

Where ULI Members Are Located

By Region

- Americas: 83%
- Europe, Middle East & Africa: 12%
- Asia Pacific: 5%
- Canada: 4%
- West: 27%
- Midwest: 10%
- South: 40%
- Northeast: 13%
2019 Urban Land Editorial Calendar

WINTER 2019
Economy and Finance 2019 (Global perspectives: including all three Emerging Trends in Real Estate reports)
Emerging Trends In Real Estate: A look at markets for investment and development in 2019
2018 ULI Fall Meeting Highlights: Lessons and images from Boston
Education Special Supplement
Special Section: U.S. Southeast region.
Areas include: Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina.

Ad Sales Deadline: November 2, 2018
Artwork Due Date: November 14, 2018

SPRING 2019
Authenticity: Making Memorable Spaces
Host City Focus: Nashville, site of ULI Spring Meeting in April
ULI Europe Meeting: Highlights from London
Corporate Profile Special Supplement
Bonus Distribution
Special Section: U.S. Western Region Areas including: Arizona, California, Colorado, Idaho, Montana, New Mexico, Oregon, Texas, Washington State, Wyoming

ULI Spring Meeting, Nashville, April 16–18, 2019
ULI Asia Pacific Summit, Shanghai, June 4–6, 2019

Ad Sales Deadline: February 19, 2019
Artwork Due Date: March 1, 2019

SUMMER 2019
Hospitality: Resorts, Hotels, Retail, Mixed Use, Entertainment Centers
Highlights from the ULI Asia Pacific Summit
Reporting from the ULI Florida Summit
Special Section: U.S. Coastal Seaboards
Vacation Destinations Special Supplement

ULI Spring Meeting, Nashville, April 16–18, 2019
ULI Asia Pacific Summit, Shanghai, June 4–6, 2019

Ad Sales Deadline: April 19, 2019
Artwork Due Date: May 3, 2019

FALL 2019
Living Spaces (New ideas for planned communities, rental, for-sale, age-qualified, and others)
Host City Focus: Washington, D.C., site of the ULI Fall Meeting in September
Special Section: U.S. Northeast & Mid-Atlantic Region
Bonus Distribution
ULI Fall Meeting, Washington, D.C., September 18–21, 2019
Annual Buyer’s Guide Special Supplement
Special Section: U.S. Northeast & Mid-Atlantic Region

Ad Sales Deadline: July 19, 2019
Artwork Due Date: August 2, 2019

SPECIAL ISSUE
Technology In Real Estate 2019
Ad Sales Deadline: September 20, 2019
Artwork Due Date: October 4, 2019
Four-Color Rates (Net)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
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<th>4x</th>
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<tbody>
<tr>
<td>2-page</td>
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<td>$9,350</td>
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<tr>
<td>Full page</td>
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<td>$4,800</td>
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<td>2/3 page</td>
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Cover Rates (Includes Color)

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<td>3rd cover IBC</td>
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<tr>
<td>4th cover OBC</td>
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Cover: 40,000

Space Reservations

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

Artwork Submission

To complete the ad submission process, please upload the artwork to www.AdShuttle.com for approvals. For technical support, call 866-774-5784. For other questions related to ad submission, contact samira.rahimi@uli.org.

Digital Advertising Opportunities

Urban Land Magazine Online
Updated weekly, the Urban Land magazine 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.

ASK ABOUT OUR NEW PUSH DOWN DIGITAL BANNER!

Urban Land's website provides regular updates on current events affecting land use, plus commentary and actionable business advice. With approximately 50,000 page views per month and 1 million page views in 2018, digital advertising on Urban Land’s website allows you to reach ULI’s global executive-level audience, giving your marketing message a broader reach.

Rate

Urban Land’s website provides regular updates on current events affecting land use, plus commentary and actionable business advice. With approximately 50,000 page views per month and 1 million page views in 2018, digital advertising on Urban Land’s website allows you to reach ULI’s global executive-level audience, giving your marketing message a broader reach.

- PUSH DOWN
  - One 970x66, 60k JPEG/GIF/MAY Include Video $2,000/month
  - One 970x418, 110k JPEG, GIF $1,500/month

- STANDARD
  - Three 300x300, 72 dpi JPEG, GIF $1,300/month

Please note: animated and static only, no flash files accepted. For responsive viewing, please submit the following: 320x50 and 486x60 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.
Digital Advertising Opportunities

Urban Land’s Weekly E-Newsletter
Reach all ULI members via email with the "This Week in Urban Land" e-newsletter.

Rates

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>Standard placement</td>
<td>#2 banner $1,500</td>
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<tr>
<td></td>
<td>#3 banner $1,000</td>
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Specifications

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<tr>
<th>Banner</th>
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<td>#2</td>
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<tr>
<td>#3</td>
<td>600 x 99 pixels</td>
</tr>
</tbody>
</table>

Circulation: 60,000 subscribers

Urban Land’s Marketplace (uli.org/marketplace)
Find your next project or obtain bids for new ventures in Urban Land’s Marketplace.
Rate: $1,200 net (3-month listing)
Contact: Mary Sumner at mary.sumner@uli.org for additional information.

Digital Advertising Opportunities

Sponsored Content/Native Advertising
Sponsored content or native advertising allows you the opportunity to extend your digital reach to Urban Land magazine’s audience by promoting your company’s products and services in the context of Urban Land’s editorial content. Native headlines appear adjacent to editorial articles, which are hosted on our website, offering a non-interruptive experience. Users are highly receptive to native advertising, especially if it is relevant to content they are seeking out. Native advertising is indexed by Google and is more searchable because of Urban Land’s authoritative search engine ranking on industry topics. Sponsored content pieces may include links providing access to your website, contact email page, etc., and are charged on a monthly basis.

Monthly Sponsored Content Rate: $3,000/net

Contact Mary Sumner, Global Sales Manager, mary.sumner@uli.org for further information and package options.