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

ULI members receive Urban Land print edition

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

110,000+ unique website visitors and 1 million–plus page-views per year

4 annual publications PLUS bonus distributions at ULI’s Spring and Fall Meetings
ULI MEMBERSHIP WORLDWIDE

WHERE ULI MEMBERS ARE LOCATED BY REGION

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.
2022 URBAN LAND EDITORIAL CALENDAR

WINTER 2022
COVER: Finance/2022 Outlook
• Emerging Trends Global Perspective
• Annual Education Advertising Supplement
• Annual Economic Development Directory
Ad Sales Deadline: November 5, 2021
Artwork Due Date: November 19, 2021
Delivered: December 29 – January 5, 2022
Digital Edition Posts: January 5, 2022

SPRING 2022
COVER: Housing
• ULI Spring Meeting, San Diego
  Meeting Date: April 19–21, 2022
Ad Sales Deadline: February 4, 2022
Artwork Due Date: February 18, 2022
Delivered: March 30 – April 6, 2022
Digital Edition Posts: April 6, 2022

SUMMER 2022
COVER: Hospitality/Leisure
• ULI Asia Pacific Summit TBA in May 2022
• ULI Asia Pacific Summit Wrap-Up
Ad Sales Deadline: May 13, 2022
Artwork Due Date: May 27, 2022
Delivered: June 29 – July 6, 2022
Digital Edition Posts: July 6, 2022

FALL 2022
COVER: Multi-Family/Mixed-Use
• ULI Fall Meeting, Dallas
  Meeting Date: October 24–27, 2022
• Meeting City Coverage: Dallas
Ad Sales Deadline: August 19, 2022
Artwork Due Date: September 2, 2022
Delivered: October 5-12, 2022
Digital Edition Posts: October 12, 2022
**URBAN LAND MAGAZINE 2022 PRINT ADVERTISING RATES**

Four-Color Rates (Net)

<table>
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<th>SIZE</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
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<tr>
<td>Inside back cover</td>
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<td>$6,700</td>
<td>$6,300</td>
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<tr>
<td>Outside back cover</td>
<td>$10,300</td>
<td>$9,800</td>
<td>$9,300</td>
<td>$8,800</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

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"
Urban Land’s new digital editions will be created along with each print issue and emailed to more than 45,000 members and subscribers. In addition, these e-readers will reside in ULI’s Knowledge Finder database after the publishing date.

**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, 72dpi, 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: 468x60 px, 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
**DIGITAL ADVERTISING OPPORTUNITIES**

**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.

**ASK ABOUT OUR NEW PUSH-DOWN DIGITAL BANNER!**

![Ad Placement Diagram]

**2022 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 50,000 page-views per month and 1 million page-views in 2020, digital advertising on *Urban Land*’s website allows you to reach ULI’s global executive-level audience, giving your marketing message a broader reach.

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>RATE</th>
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<tr>
<td>Push-down digital banner</td>
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<tr>
<td>Leaderboard</td>
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<tr>
<td>Sponsored content</td>
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<tr>
<td>Skyscraper</td>
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<tr>
<td>Standard</td>
<td>$3,000</td>
</tr>
</tbody>
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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.

**SKYSCRAPER**

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 WEEKLY E-NEWSLETTER**

Reach all ULI members via email with the “This Week in Urban Land” e-newsletter.

**NEW!** *Urban Land* sponsored content runs in the “This Week in Urban Land” 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:** $4,000/one post in one Monday e-newsletter

**2022 URBAN LAND E-NEWSLETTER RATES**

<table>
<thead>
<tr>
<th>PLACEMENT</th>
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<th>SPECIFICATIONS</th>
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<td>Bottom</td>
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</tbody>
</table>

Circulation: 110,000+ subscribers

**URBAN LAND’S MARKETPLACE** (uli.orgemarketplace)

Find your next project or obtain bids for new ventures in *Urban Land*’s Marketplace. **Rate:** $1,500 net (3-month listing)
ADVERTISE IN URBAN LAND. RESERVE YOUR SPACE TODAY!

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THE MISSION OF THE URBAN LAND INSTITUTE
Shape the future of the built environment for transformative impact in communities worldwide