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2024 URBAN LAND EDITORIAL CALENDAR
The Urban Land Institute is the oldest and largest network of cross-disciplinary real estate and land use experts in the world. ULI and its members are dedicated to shaping the future of the built environment for transformative impact in communities worldwide.

REACH A GLOBAL AUDIENCE

ULI's flagship print publication, *Urban Land* magazine, and digital companion *Urban Land* online provide insight into leading trends and issues in real estate development, finance, design, and planning.

*Urban Land* magazine reaches more than 45,000 readers in over 80 countries. *Urban Land* online receives 1 million page views annually from more than 50,000 unique visitors.

DELIVER YOUR MESSAGE TO INDUSTRY DECISION-MAKERS

*Urban Land* magazine's readers and members are leaders in real estate development and land use. They are prominent decision-makers in their profession and industry and include developers, building owners, lenders and capital providers, architects, planners, brokers, attorneys, academics, nonprofit officials, and public officials.

Questions?
Mary Sumner, Director, Business Development / mary.sumner@uli.org / 202-753-4777
URBAN LAND AT A GLANCE

49,000+
ULI members receive Urban Land print edition

232,000+
unique website visitors

471,000+
page views each year

83,000+
subscribers 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

Questions?
Mary Sumner, Director, Business Development / mary.sumner@uli.org / 202-753-4777
ULI’s Membership

Percentages within each region represent share of region’s membership.

Questions?
Mary Sumner, Director, Business Development / mary.sumner@uli.org / 202-753-4777
# PRINT ADVERTISING

## FREQUENCY RATE PRICING

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
<th>5X</th>
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</thead>
<tbody>
<tr>
<td>2-page spread</td>
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<td>$10,815</td>
<td>$10,500</td>
<td>$10,080</td>
<td>$9,135</td>
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<tr>
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<td>$6,195</td>
<td>$5,775</td>
<td>$5,565</td>
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<tr>
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<td>$4,725</td>
<td>$3,990</td>
</tr>
<tr>
<td>1/2 page</td>
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<td>$4,620</td>
<td>$4,410</td>
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<td>$3,675</td>
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<tr>
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<td>$2,415</td>
<td>$2,205</td>
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<tr>
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<td>$8,085</td>
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<tr>
<td>Inside back cover</td>
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<td>$7,035</td>
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<td>$6,300</td>
<td>$5,985</td>
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<tr>
<td>Outside back cover</td>
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<td>$10,290</td>
<td>$9,765</td>
<td>$9,240</td>
<td>$8,400</td>
</tr>
</tbody>
</table>

**Circulation: 49,000+**

Back Cover & Inside Cover - Sold Out
Special Placement Fee: $500 Per Insertion
PRINT ADVERTISING
AD SPECS + ARTWORK SUBMISSION GUIDELINES

2-PAGE SPREAD PLUS BLEED
17 3/4" x 10 7/8"
Bleed: 1/8" Safety: 1/4"

FULL PAGE PLUS BLEED
8 7/8" x 10 7/8"
Bleed: 1/8" Safety: 1/4"

FULL PAGE (NO BLEED)
8" x 10"
Includes 2/5" white border around the ad image when printed

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"
DIGITAL ADVERTISING

Website Advertising

SPONSORED CONTENT
Posts are listed alongside website editorial and labeled “sponsored content.”
RATE: $4,500 PER MONTH

TOP LEADERBOARD
960x100, 72dpi, 40kb max file size
RATE: $4,000 PER MONTH

MIDDLE
728x90, 72dpi, 40kb max file size
RATE: $4,500 PER MONTH

STANDARD
300x300, 72dpi, 40kb max file size
RATE: $3,500 PER MONTH

LEADERBOARD
728x90, 72dpi, 40kb max file size
RATE: $2,000 PER MONTH

E-Newsletter Banner Placement

Urban Land magazine’s weekly e-newsletter, “This Week in Urban Land,” reaches over 105,000 subscribers.

TOP
600x99, 72dpi, 40kb max file size, static JPEG+URL
RATE: $3,500 PER ISSUE

MIDDLE
600x242, 72dpi, 40kb max file size, static JPEG+URL
RATE: $3,000 PER ISSUE

BOTTOM
600x99, 72dpi, 40kb max file size, static JPEG+URL
RATE: $2,500 PER ISSUE
Digital Edition Placement

The *Urban Land* digital edition mirrors the print issue and is available one week after the print issue is published.

**COVER**
550x480, 72dpi, 50kb max file size, animated/static JPEG + URL
RATE: $8,000 PER ISSUE

**SKYSCRAPER SET**
120x600, 72dpi, 40kb max file size, animated/static JPEG + URL
RATE: $5,000 PER ISSUE

**MOBILE BANNER**
640X100, 1136X64, 72dpi, 25kb max file size, static JPEG + URL
RATE: $4,000 PER MONTH

Urban Land Marketplace

Looking to sell properties, post RFPs, RFQs, and more?
Discover *Urban Land*'s Marketplace – the perfect platform for organizations and brands like yours!
Join us today on *Urban Land*'s Marketplace and take advantage of the ideal space to showcase your offerings and connect with potential buyers and partners.
RATES: $3,000 FOR 3-MONTH PACKAGE/$1,000 PER MONTH
2024 DIRECTORY ADVERTISING

2024 Education Programs Directory

Urban Land's annual Education Programs directory provides a targeted marketing opportunity to showcase your college or university real estate development, architecture, urban planning, or community planning program, and other programs to our unique readership. The guide is published with the Winter issue and mailed to Urban Land's 45,000 subscribers. In addition, the digital version is posted on our website throughout the year, providing your school's programs with an additional 12 months of online exposure!

- Two-page profile spread: program profile plus full-page branding ad
- Directory mailed to Urban Land's 45,000+ readers with Winter issue, January 4, 2024
- Directory posted on Urban Land's website for one year
- Directory posted on ULI’s Knowledge Finder – a key benefit allowing members to access the collective, global knowledge of ULI anytime, anywhere!

PACKAGE RATE: $6,000
Sales Close: August 11, 2023
Materials Due: August 23, 2023

Directory of Economic Development – Winter 2024

Make it easy for Urban Land readers to get in touch with you to learn about the benefits of doing business in your area by advertising in Urban Land's sixth annual “Directory of Economic Development”! The 2024 directory will be published with the Winter issue, January 4, 2024. Listings include logo, development office address, brief description of services, and contact information.

LISTING RATE: $1,000
Sales Close: October 30, 2023
Listing Materials Due: November 9, 2023

Directory of Design & Architecture – Summer 2024

Make it easy for Urban Land readers to learn about your organization's unique architecture and design services by showcasing them in the 2024 “Directory of Design & Architecture.” The 2024 directory will be published in the Summer issue, June 28, 2024. Listings will include your firm’s logo, company address, brief description of services, and contact information.

LISTING RATE: $1,000
Sales Close: April 26, 2024
Listing Materials Due: May 10, 2024
PRINT AND DIGITAL ADVERTISING SUBMISSION INSTRUCTIONS

VISIT ADSHUTTLE.COM AND LOG IN. IF YOU ARE NOT ALREADY REGISTERED, CLICK THE “SIGN UP” BUTTON TO CREATE A NEW USER ACCOUNT. FOR THE DIGITAL ADVERTISING SUBMISSION PROCESS, EMAIL MARY SUMNER, MARY.SUMNER@ULI.ORG.

1. Click “Start” on the homepage
2. Enter Submission Details
   • From the Publication dropdown, choose “Urban Land”
   • From the Issue dropdown, choose which issue your ad will run in
   • In the Advertiser space, type your company name as you want it to appear in print
   • Click Continue
3. Enter your Material Details
   • Unit Headline – Company Name
   • Product – Ad Campaign/Ad Issue
   • Choose your ad size from the dropdown menu
   • Choose your proof option
   • Enter Notes (optional)
   • Leave the Ad ID blank
   • Click Save/Upload
4. Upload your file
   • Click Browse to find ad
   • Choose colors (should be CMYK)
   • Click Continue
   *Note: If your ad fails preflight, you will not be able to continue.
5. If the ad passes all preflight requirements, you will be able to click “Next” to position the ad
   • You can choose the positioning or click the “Center Image” button on the right
   • Click save
6. Once the ad is uploaded, you can approve or reject the ad
7. Once approved, you can view preflight results
   • If there are preflight warnings, you can accept and AdShuttle will still approve the ad.
   • If you would like to make necessary adjustments, you may resubmit.
8. Choose to deliver now or later
9. Look for confirmation
   Once you deliver your ad, you should receive a confirmation ticket from AdShuttle@quadsystems.com with your ticket number and submission information.

All other guides, instructions, and user information needed for ad creation or to address preflight problems can be found on the top of the page once logged in to AdShuttle. For additional questions regarding ad submissions, contact:

AdShuttle Customer Service
Email: support@workflow.qg.com
Phone: 866-774-5784
EDITORIAL CALENDAR

Winter 2024
ISSUE FOCUS: FINANCE & 2024 REAL ESTATE OUTLOOK
EMERGING TRENDS IN REAL ESTATE
ANNUAL EDUCATION SPECIAL SUPPLEMENT
ANNUAL ECONOMIC DEVELOPMENT DIRECTORY
Sales Close: November 8, 2023
Ads Due: November 16, 2023
Published: January 4, 2024
Digital Edition Posted: January 11, 2024

Summer 2024
ISSUE FOCUS: ARCHITECTURE & DESIGN
2024 DESIGN & ARCHITECTURE DIRECTORY
Sales Close: May 24, 2024
Ads Due: May 24, 2024
Published: June 28, 2024
Digital Edition Posted: July 11, 2024

Spring 2024
ISSUE FOCUS: HOUSING
ULI SPRING MEETING, NEW YORK, NY
MEETING DATES: APRIL 8–11, 2024
CITY COVERAGE: NEW YORK
Sales Close: March 18, 2024
Ads Due: March 18, 2024
Published: April 8, 2024
Digital Edition Posted: May 8, 2024

Fall 2024
ISSUE FOCUS: URBAN LIVING
ULI FALL MEETING, LAS VEGAS, NV
MEETING DATES: OCTOBER 28–31, 2024
CITY COVERAGE: LAS VEGAS
Sales Close: September 4, 2024
Ads Due: September 4, 2024
Published: October 4, 2024
Digital Edition Posted: October 15, 2024
CONTACT MARY SUMNER TO LEARN MORE ABOUT ADVERTISING OPTIONS.

Mary Sumner, Director, Business Development / mary.sumner@uli.org / 202-753-4777