

A low-angle, upward-looking photograph of several tall skyscrapers against a clear, bright blue sky. The buildings are made of various materials, including brick and glass, and their lines converge towards the top of the frame, creating a sense of height and urban density. The text 'URBAN LAND 2024 MEDIA KIT' is centered over the middle of the image.

URBAN LAND[®]

2024 MEDIA KIT



CONTENTS

ADVERTISE WITH *URBAN LAND*

PRINT ADVERTISING

DIGITAL ADVERTISING

2024 DIRECTORY ADVERTISING

PRINT AND DIGITAL ADVERTISING SUBMISSION INSTRUCTIONS

2024 *URBAN LAND* EDITORIAL CALENDAR



ADVERTISE WITH *URBAN LAND*

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.

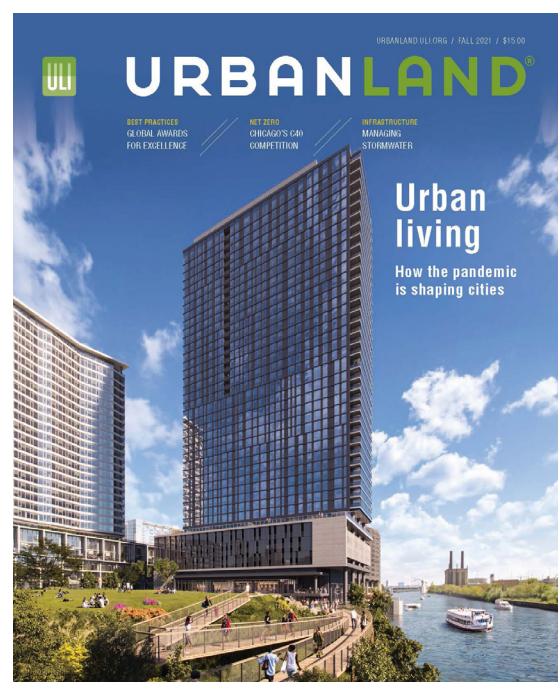
REACH A GLOBAL AUDIENCE

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.



[VIEW URBAN LAND ONLINE](#)



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



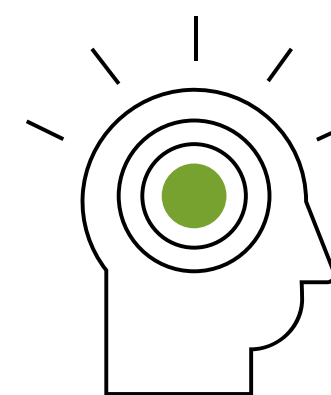
83,000+

subscribers receive
“This Week in *Urban Land*” e-newsletter



over 85%

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

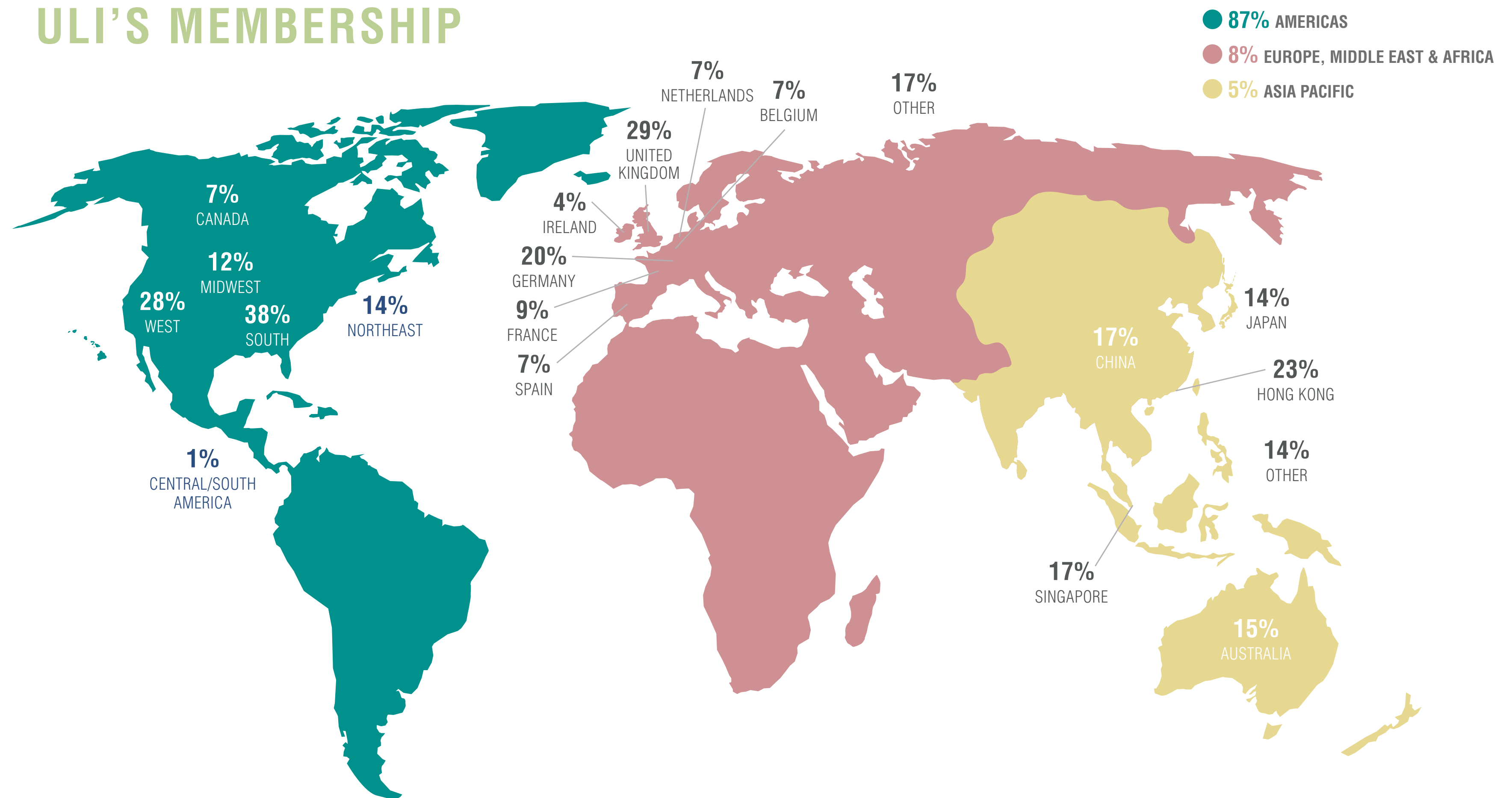


60%

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



ULI'S MEMBERSHIP

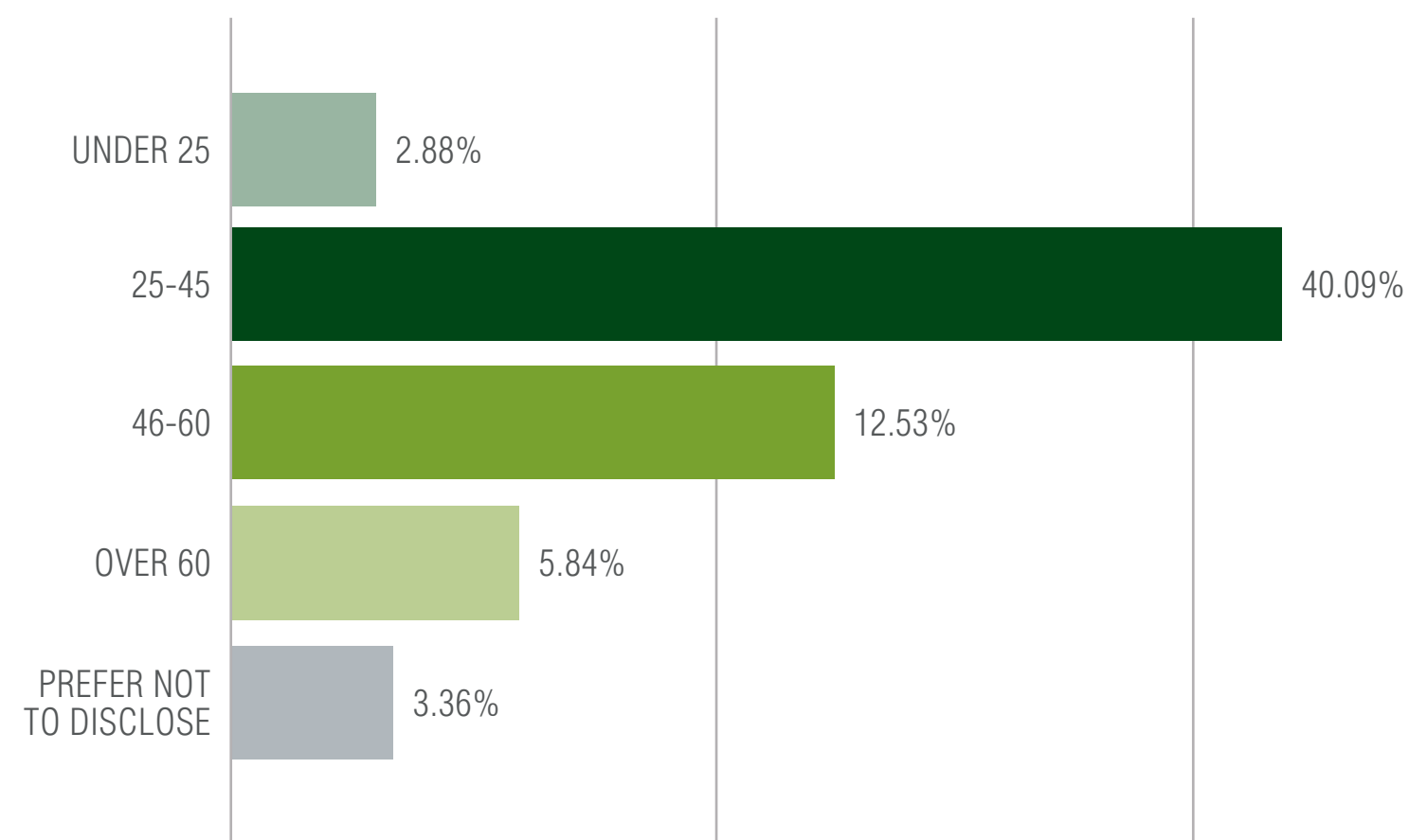


Percentages within each region represent share of region's membership.

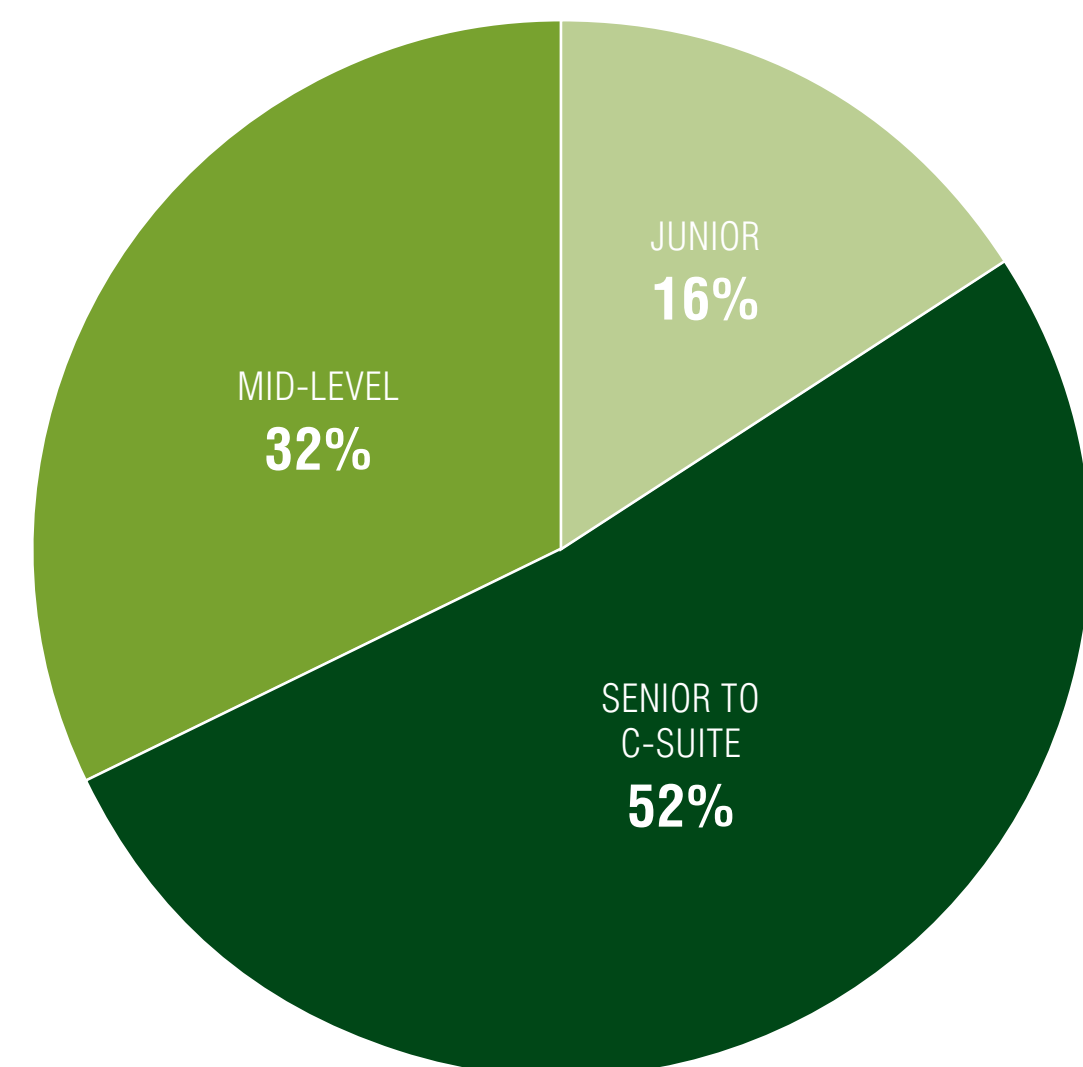


49,138 MEMBERS

AGE



CAREER LEVEL





PRINT ADVERTISING

FREQUENCY RATE PRICING

SIZE	1X	2X	3X	4X	5X
2-page spread	\$12,285	\$10,815	\$10,500	\$10,080	\$9,135
Full page	\$6,615	\$6,195	\$5,775	\$5,565	\$4,725
2/3 page	\$5,670	\$5,355	\$5,040	\$4,725	\$3,990
1/2 page	\$4,830	\$4,620	\$4,410	\$4,200	\$3,675
1/4 page	\$2,625	\$2,415	\$2,205	\$1,995	\$1,680
Inside front cover	\$8,715	\$8,400	\$8,085	\$7,770	\$7,455
Inside back cover	\$7,455	\$7,035	\$6,615	\$6,300	\$5,985
Outside back cover	\$10,815	\$10,290	\$9,765	\$9,240	\$8,400

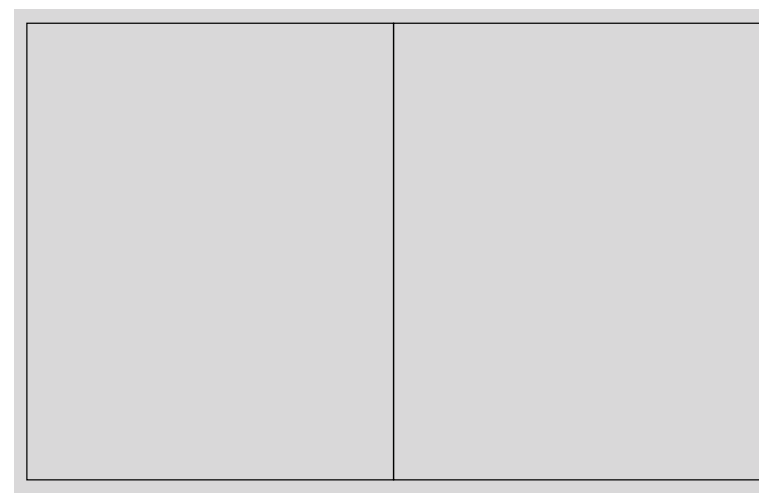
Circulation: 49,000+

Back Cover & Inside Cover - Sold Out
Special Placement Fee: \$500 Per Insertion



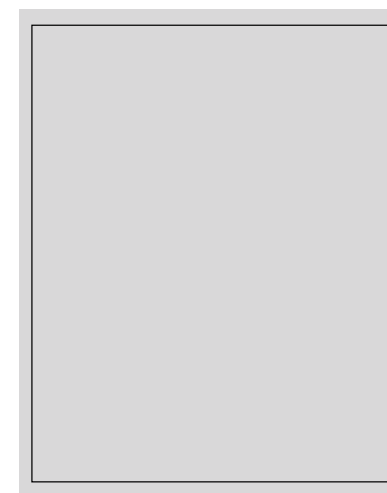
PRINT ADVERTISING

AD SPECS + ARTWORK
SUBMISSION GUIDELINES



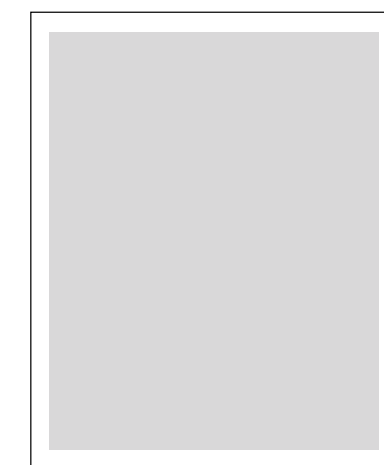
**2-PAGE SPREAD
PLUS BLEED**
17 3/4" x 10 7/8"

Bleed: 1/8" Safety: 1/4"



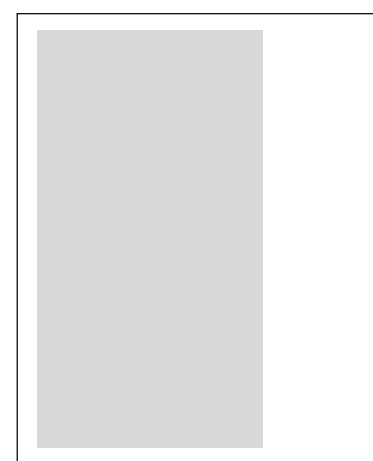
**FULL PAGE PLUS
BLEED**
8 7/8" x 10 7/8"

Bleed: 1/8" Safety: 1/4"

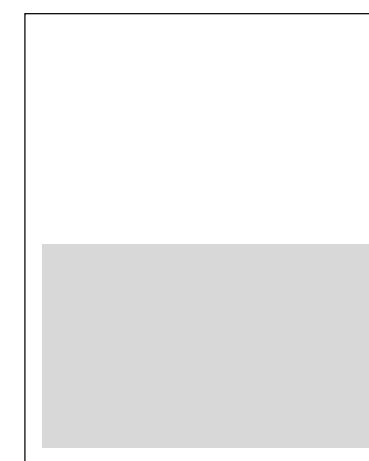


**FULL PAGE
(NO BLEED)**
8" x 10"

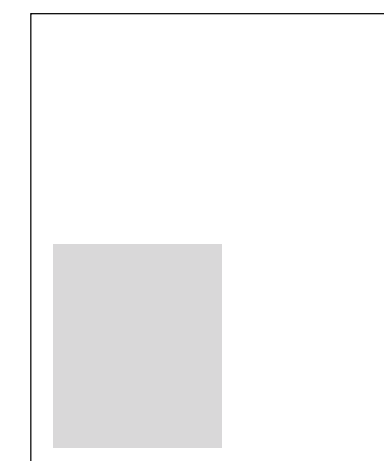
Includes 2/5" white border around
the ad image when printed



**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



EXPLORE *URBAN LAND* MAGAZINE DIGITAL EDITION



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](https://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

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

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

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

URBAN LAND®

CONTACT **MARY SUMNER** TO LEARN MORE
ABOUT ADVERTISING OPTIONS.

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

