

# URBAN LAND MAGAZINE ADVERTISING GUIDE

## 2012 EDITORIAL CALENDAR

### JANUARY/FEBRUARY

- ▶ What's Next? Future of the Industry
- ▶ Real Estate Demand & Market Forces
- ▶ Commercial Development
- ▶ Building Technology
- ▶ Job Market
- ▶ Demographics
- ▶ Workforce Housing
- ▶ ULI Emerging Trends in Real Estate: Asia Pacific 2012
- ▶ McCoy Symposium
- ▶ Public/Private Deal Structures
- ▶ New Financing Sources
- ▶ Regional Spotlight: Pacific NW & Canada

### MARCH/APRIL

- ▶ Integrating Capital & Built Environment
- ▶ Impact of Knowledge Economy on Communities
- ▶ Livable/Sustainable Communities
- ▶ Multifamily Housing
- ▶ Master planned Communities
- ▶ Active Adult Communities
- ▶ Live/Work Developments
- ▶ ULI Emerging Trends in Real Estate: Europe 2012
- ▶ Global Institutional Capital
- ▶ Sovereign Wealth Funds
- ▶ Regional Spotlight: Spring Meeting: Charlotte/ Mid Atlantic, VA, MD & DC

### MAY/JUNE

- ▶ Creating Resilient Communities
- ▶ Impact of Technology on Building Location
- ▶ Changing Retail Development
- ▶ Effect of Co-working on Space Value
- ▶ Medical/Institutional Cluster Development
- ▶ Home/Office Conversions
- ▶ Resort & Second Home Technology
- ▶ Gen Y & Soft Programming
- ▶ ULI 2012 Infrastructure Report
- ▶ Non-Listed REITs: Effect on RE Capital Markets
- ▶ Regional Spotlight: Top Markets to Watch

### JULY/AUGUST

- ▶ Densification & Urbanization
- ▶ Relationships between Thriving Economy & Thriving City
- ▶ TOD: The Next Wave
- ▶ Transit: Diversifying Modes of Travel
- ▶ Structured Parking
- ▶ Open Space
- ▶ Urban Parks
- ▶ Insurance Company Lending
- ▶ Regional Spotlight: California

### SEPTEMBER/OCTOBER

- ▶ Trends in Energy & Resource Effect on Land Use
- ▶ Protecting Built Environment from Unpredictable Conditions
- ▶ Where Will Growth/Value/Risk Come From?
- ▶ Financing Energy-Efficient Retrofits
- ▶ Revitalizing Suburban Development
- ▶ ULLI EMEA/Asia Awards
- ▶ Sourcing Mezzanine, Bridge, Gap, and Rescue Financing Today
- ▶ Regional Spotlight: Fall Meeting: Denver/Mountain States

### NOVEMBER/DECEMBER

- ▶ Small-Scale Niche Products
- ▶ New Elements for Mixed Use
- ▶ Integrating Event Venues
- ▶ Trends in Industrial Development
- ▶ Real Estate Opportunities in Brazil
- ▶ Emerging Trends in Real Estate: US/Canada/Latin America 2013
- ▶ Global Awards for Excellence
- ▶ Asian Capital Flows
- ▶ Financing Strategies for Smaller & Noncore Real Estate Assets
- ▶ Regional Spotlight: Education Programs in Real Estate

Calendar subject to change.

## RATES & SPECIFICATIONS FOR PRINT

### 2011–2012 Print Advertising Rates (Effective as of July 1, 2011)

#### Four-Color Rates (Net)

SIZE	1x	3x	6x
2-page	\$10,580	\$9,730	\$9,350
Full page	\$5,650	\$5,300	\$4,800
2/3 page	\$4,880	\$4,630	\$4,120
1/2 page	\$4,200	\$3,950	\$3,570

#### Cover Rates (Includes Color, Net)

SIZE	1x	3x	6x
2nd Cover IFC	\$7,522	\$7,205	\$6,885
3rd Cover IBC	\$6,418	\$6,056	\$5,886
4th Cover OBC	\$9,350	\$8,925	\$8,075

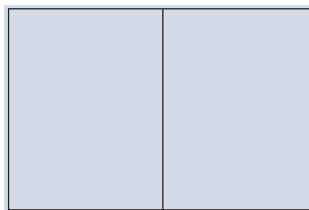
### Deadlines

#### Advertising Reservations:

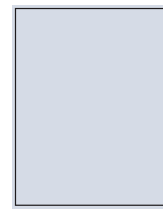
1st of each month preceding each edition.

#### Materials Deadlines:

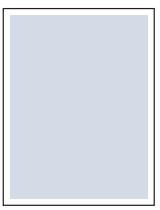
5th of each month preceding edition.



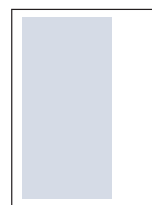
2-PAGE SPREAD PLUS BLEED  
18¼ x 11½



FULL PAGE PLUS BLEED  
9½ x 11½



FULL PAGE (NO BLEED)  
8 x 10



2/3 VERTICAL  
5 x 9½



1/2 HORIZONTAL  
7½ x 4¾

### Print Ad Specs:

Ads should be submitted as high-resolution CMYK PDFs **only**. Include .125" bleed and all printer's marks.

Artwork should be submitted to [ads2@uli.org](mailto:ads2@uli.org).

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