

MID ATLANTIC

NEW JERSEY-PENNSYLVANIA-DELAWARE-MARYLAND-VIRGINIA

REAL ESTATE JOURNAL

THE MOST COMPREHENSIVE SOURCE FOR COMMERCIAL REAL ESTATE NEWS

2010 EDITORIAL CALENDAR

JANUARY

January 15 Deadline: December 22
ROP (Main Section)
New Jersey: **Southern NJ**
Pennsylvania: **Eastern PA**
DELMARVA: **New Castle County, DE**
Financial: **Tax Issues**
Contractors, Owners & Managers: **Building Services/Suppliers**
Shopping Centers: **Top Retail Deals "2009"**
Spotlight: **Economic Development**

FEBRUARY

February 12 Deadline: January 26
ROP (Main Section)
New Jersey: **Central NJ**
Pennsylvania: **Western PA**
DELMARVA: **Baltimore, MD**
Financial: **Creative Financing**
Contractors, Owners & Managers: **Property Mgmt. featuring IREM**
Shopping Centers: **Mid Atlantic ICSC Idea Exchange**
Spotlight: **Commercial Office Properties**

MARCH

March 12 Deadline: February 23
ROP (Main Section)
New Jersey: **Northern NJ**
Pennsylvania: **Central PA**
DELMARVA: **Virginia**
Financial: **27th Annual MBA NJ Conference**
Contractors, Owners & Managers: **POA Expo**
Shopping Centers: **Retail Experts**
Spotlight: **Best of 2009**

APRIL

April 11 Deadline: March 30
ROP (Main Section)
New Jersey: **Southern NJ**
Pennsylvania: **Eastern PA**
DELMARVA: **Financing/Banking**
Financial: **\$1031/Like Kind Exchanges**
Contractors, Owners & Managers: **AAGP Show Issue**
Shopping Centers: **Retail Architecture, Construction & Engineering**
Spotlight: **Spring Preview**

MAY

May 14 Deadline: April 27
ROP (Main Section)
New Jersey: **Central NJ**
Pennsylvania: **Western PA**
DELMARVA: **New Castle County, DE**
Financial: **Appraisal Spotlight**
Contractors, Owners & Managers: **NJAA Expo**
Shopping Centers: **ReCON Vegas ICSC Convention**
Spotlight: **Industrial/Distribution Centers**

JUNE

June 11 Deadline: May 25
ROP (Main Section)
New Jersey: **Northern NJ**
Pennsylvania: **Central PA**
DELMARVA: **Virginia**
Financial: **Finance Professionals**
Contractors, Owners & Managers: **Safety & Security Spotlight**
Shopping Centers: **Retail Profiles/Retail Organizations**
Spotlight: **Mid Year Review**

ROP — Run of the Paper is the first section in each issue.

This covers news for all five states and offers prime advertising positioning and whitestock covers.

Editorial Requirements: Press Release 250-400 words with property photo and broker photos.

Expert Articles: 550 words with author headshot and 25 word bio.

* Bonus Distribution at: International Council of Shopping Centers, POA, AAGP, NJAA Expo,

ACRES, MBA, Building and Facility Management, IREM, TriState

Deadline: 14 days prior to publication date

Joe Christman | Publisher | jchristman@marejournal.com | 781.871.5298 x202

Mid Atlantic Real Estate Journal | P.O. Box 26 Accord, MA 02018

312 Market St. Rockland, MA 02370 (overnight) | Toll Free 800.548.1062 | Fax 781.871.5299

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JULY

July 9.....Deadline: June 22
ROP (Main Section)
New Jersey: **Southern NJ**
Pennsylvania: **Eastern PA**
DELMARVA: **Maryland**
Financial: **Multifamily**
Contractors, Owners & Managers: **Architects/Engineers**
Shopping Centers: **Ohio/W. Virginia ICSC Idea Exchange**
Spotlight: **Commercial Brokerage Directory**

AUGUST

August 13.....Deadline: July 27
ROP (Main Section)
New Jersey: **Central NJ**
Pennsylvania: **Western PA**
DELMARVA: **Washington DC**
Financial: **Annual MBA PA/NJ Conference**
Contractors, Owners & Managers: **Environmental/Green Building**
Shopping Centers: **PA/NJ/DE Idea Exchange**
Spotlight: **Property Managemnet**

SEPTEMBER

September 10.....Deadline: August 31
ROP (Main Section)
New Jersey: **Northern NJ**
Pennsylvania: **Central PA**
DELMARVA: **Virginia**
Financial: **Green to Stimulate Financial Industry**
Contractors, Owners & Managers: **Contractors/Subcontractors**
Shopping Centers: **Retail Design Competition/VA ICSC Idea Exchange**
Spotlight: **Fall Preview**

OCTOBER

October 8.....Deadline: September 21
ROP (Main Section)
New Jersey: **Southern NJ**
Pennsylvania: **Eastern PA**
DELMARVA: **Kent County, DE**
Financial: **Appraisal Spotlight**
Contractors, Owners & Managers: **MABFM '09**
Shopping Centers: **Retail Services/Suppliers**
Spotlight: **Executive Women in Business**

NOVEMBER

November 12.....Deadline: October 26
ROP (Main Section)
New Jersey: **Central NJ**
Pennsylvania: **Western PA**
DELMARVA: **Baltimore, MD**
Financial: **Lender's Directory**
Contractors, Owners & Managers: **Renovation/Restoration**
Shopping Centers: **NY ICSC Deal Making**
Spotlight: **Professional Services**

DECEMBER

December 10.....Deadline: November 23
ROP (Main Section)
New Jersey: **Northern NJ**
Pennsylvania: **Central PA**
DELMARVA: **Virginia**
Financial: **Insurance/Title**
Contractors, Owners & Managers: **Environmental/Green Building**
Shopping Centers: **Best SC Projects/Developments of 2010**
Spotlight: **Annual Review**

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Expert Articles: 550 words with author headshot and 25 word bio.

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About the Mid Atlantic Real Estate Journal...

The Real Estate Journals have been in circulation for over 46 years, starting with The New England Real Estate Journal then New York and finally the **Mid Atlantic Real Estate Journal (MAREJ)**, encompassing the states of NJ, PA, DE, MD, DC and VA.

All three Journals independently continue to provide the most comprehensive source of commercial real estate news in their region.

MAREJ focuses on all aspects of the commercial real estate industry. Partnering with professionals in the commercial industry who do business in the fields of construction, development, retail, office, industrial, investment and financial. We provide readers with valuable and current information that can strengthen and grow their business.

What makes this publication the source in the commercial real estate industry?

The Journal is the #1 real estate source that provides timely valuable information on commercial property, and helps you promote your services to our readers. The **MID ATLANTIC REAL ESTATE JOURNAL** provides up-to-date information on all aspects of commercial real estate in your area.

The Journal uses the power of the press to help promote their clients and the properties they are involved in.

The Journal is a great source to guide readers towards:

- *Issues effecting the industry today.*
- *In-depth articles on issues facing commercial real estate in New Jersey, Pennsylvania, Delaware, Maryland, Washington D.C. and Virginia*
- *Learning about services and organizations to network with, to help better their business.*

There is nothing like the Journal!

We provide our advertisers with a highly focused readership that looks to the journal to obtain critical information and services needed to grow their business.

Loyal advertisers of the Journal have enjoyed for years:

- *Brand recognition.*
- *Target audience of decision makers.*
- *Building and maintaining image.*
- *Consistent visibility equals staying power.*

The Journal reaches thousands of decision makers who finance the buildings, build the buildings, buy the buildings and tenant the buildings.

We Encourage You to Submit:

- *News releases* • *Calendar of events* • *Photos* • *Expert articles* • *Transactions* • *Personal Profiles*

Editorial Requirements:

- *Press Releases: 250-400 words with property and broker photos.*
- *Expert Articles: 550 words with author headshot and 25 word bio.*

Read, partake, flourish, and enjoy!

For many years, **Owners, Developers, Investors** and **Brokers** have been selling and leasing, tenanting and financing their commercial properties and promoting their services through our publication.

Advantages of Using the Journal:

To promote your commercial real estate activities to thousands of prospects, industry leaders, and decision-makers.

Our readership consists of the following:

- 1031 Exchangers
- Appraisers
- Architects
- Attorneys
- Auctioneers
- Builders
- Building Suppliers
- Cities/ Municipalities
- Commercial Brokers
- Consultants
- Contractors
- Counselors of Real Estate
- Developers
- Economic Development Agencies
- Engineers
- Environmental Consultants
- Financial Institutions
- Insurance Agents
- Insurance Companies
- Investors
- Mortgage Brokers
- Owners
- Property Managers
- Real Estate Department Heads
- Retailers
- Safety & Security Professionals
- Tenant Reps

The Journal Works Closely with Major Real Estate Organizations:

- AAGP (Apartment Association of Greater Philadelphia)
- ABC (Associated Builders & Contractors)
- AGC (Association of General Contractors)
- AI (Appraisal Institute)
- ASA (American Subcontractors Association)
- BOMA (Building Owners & Managers Association)
- CCIM (Commercial Investment Real Estate)
- CIRC (Commercial-Industrial Realty Council)
- CoreNet Global
- CREW (Commercial Real Estate Women)
- DVSGA (Delaware Valley Smart Growth Alliance)
- ICREW (Industrial Commercial Real Estate Women)
- ICSC (International Council of Shopping Centers)
- IFMA (International Facility Management Association)
- IREM (Institute of Real Estate Management)
- MBA (Mortgage Bankers Association)
- NAIOP (National Association of Industrial and Office Properties)
- NEDA (Northeast Economic Developers Association)
- NJAA (New Jersey Apartment Association)
- NJCCT (New Jersey Carpenter Contractor Trust)
- SIOR (Society Industrial Office Realtors)
- SMPS (Society of Marketing Professional Services)
- TriState Realtors Commercial Alliance
- ULI (Urban Land Institute)
- USGBC (Green Building Council)
- Young Real Estate Professionals

Our Advertising Policy:

It is in the best interest of the Journal that the advertising rates be affordable for all sizes of companies and the Journal discounts its frequency rates drastically. Most publications give a 10% to 20% frequency rate while the Journal has historically given up to and over 50%. The Journal will design and create your ad at no additional charge.

Our Editorial Policy:

After many years of marketing, the Journal knows that advertising is just 50% of a promotion. The other 50% is publicity. Some prospects don't read ads. Some prospects don't read stories. The Journal's editorial staff works closely with the advertising staff for the ultimate benefit for the customer.

Misconceptions About the Journal:

Some real estate companies believe that the Journal is strictly a brokers newspaper. This image is inaccurate. While it is correct that the Journal highlights brokers activities (they negotiated many of the deals), the brokerage community is much less than 50% of the Journal audience.

2010 ADVERTISING RATES

Prices listed are per insertion

	Full Page	1/2 Page	1/4 Page	1/8 Page
NET RATES				
1 time	\$1295	\$1095	\$695	\$395
2 - 4 times	\$995	\$895	\$495	\$295
5 - 11 times	\$795	\$695	\$395	\$245
12 & more or TS	\$695	\$495	\$295	\$195
GROSS RATES/ AD AGENCY RATES				
1 time	\$1524	\$1289	\$818	\$465
2 - 4 times	\$1171	\$1053	\$583	\$348
5 - 11 times	\$936	\$818	\$465	\$289
12 & more or TS	\$818	\$583	\$348	\$230

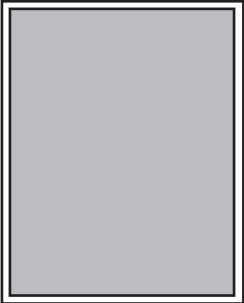
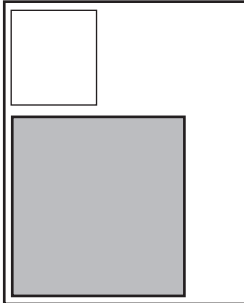
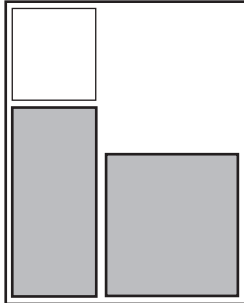
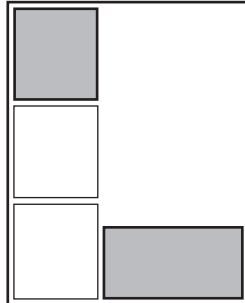
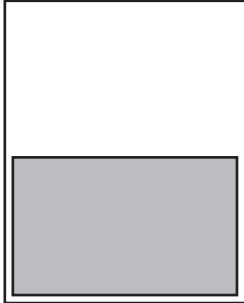
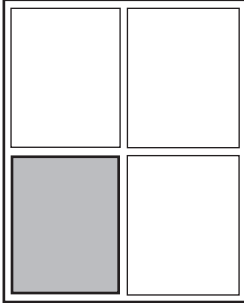
Preferred Position add 20%

Double Truck: \$2,459 gross/\$1,970 net

Spot Color Rate: \$200 per additional color above B&W space rate.

Inserts: \$1,548 gross/\$1,315 net

4-Color Rate: \$600 above B&W space rate.

Full Page	Half Page	Quarter Page	Eighth Page
			
10 1/4" x 13 1/4"	8" x 8 1/4"	4" x 8 3/4" or 6" x 5 1/2"	4" x 4 1/4" or 6" x 3"
Spotlight Half	Spotlight Quarter	TERMS:	
		<ul style="list-style-type: none"> • Net 30 days. • Rates commissionable to recognized advertising agencies at 15% when copy is received camera-ready and bill is paid within 30 days of receipt. Cash discount (2%) available when bill is paid within 10 days of receipt. • No earned discounts: Dates of insertion must accompany insertion orders specifying frequency rates. • Short rates: Advertisers will be rebilled at the earned frequency rate following cancellation of space contract. 	
10" x 6"	5" x 6"	DELIVERY INSTRUCTIONS:	
		Send insertion orders, artwork and copy to The Mid Atlantic Real Estate Journal P.O. Box 26, Accord, MA 02018-0026	
		POSTAL: 312 Market Street, Rockland, MA 02370 OVERNIGHT: 312 Market Street, Rockland, MA 02370 E-MAIL: production@marejournal.com	

ELECTRONIC SPECS: * Send print optimized PDF with fonts embedded or native files with all support files (fonts and images) accepted * Files must be CMYK or grayscale format ONLY * Web offset, no bleed * 85 line screen - 300 DPI

Joe Christman, Publisher

Toll-Free: 800-584-1062 | **Phone:** 781-871-5298 | **Fax:** 781-871-5299
E-Mail: jchristman@marejournal.com | **Website:** www.marejournal.com