

2010
MEDIA
KIT

CORENET GLOBAL'S

THE LEADER

The Official Publication of CoreNet Global

OUR MEMBERS TURN TO THE LEADER FIRST. SHOULDN'T YOU?

As an advertiser in THE LEADER Magazine, you have a unique opportunity to target the most sought after, sophisticated, global decision makers in Corporate Real Estate and the workplace environment. Our members rely on THE LEADER, above any other publication. Get in front of your target audience. Advertise in THE LEADER.

THE LEADER IS THE OFFICIAL PUBLICATION OF CORENET GLOBAL.

Owned, managed and edited by CoreNet Global, THE LEADER is the only publi-

cation that is written exclusively for the CoreNet Global membership. No other publications are affiliated with CoreNet Global.

WHY IS THE CORENET GLOBAL AUDIENCE SO IMPORTANT?

CoreNet Global is the largest association of corporate real estate and workplace executives in the world. This powerful group of executives manages the real estate and workplace assets for the world's largest corporations representing the biggest names in the manufacturing, services and retail sectors. In global terms, our members collectively manage \$1.2 trillion in real estate and workplace assets, with an

average portfolio value of \$490 million and an average portfolio size of 29 million square feet per member-company.

The membership of CoreNet Global, currently almost 7,000, includes those people involved in expansion and relocation decisions and service provider selection. They are the most coveted audience in the field. As members, they have a very strong bond and sense of community with each other and the association.

WHY ADVERTISE IN THE LEADER?

➤ **TARGETED CIRCULATION** - No other publication reaches the CoreNet Global audience the way that THE LEADER

“THE LEADER is an exceptional marketing vehicle for my organization. Through our advertising, and regular attendance of CoreNet Global Summits, we have had great success building relationships, planting seeds for future investment and enhancing our profile as a strategic place to relocate or expand corporate facilities.”

— David Kalinchuk, Rocky View Municipal District, Calgary, Alberta, Canada

THE WORLD'S BIGGEST
MANUFACTURING COMPANIES.
THEY'RE IN CORENET GLOBAL.
HERE ARE A FEW OF THEM.

3M
BASF
Black & Decker
BMW
Boeing
Bose
BP
Chevron
Clorox
Coca-Cola Co.
Conoco Philips
Corning
Cummins
Dana Corp.
Dow Corning
Du Pont
Electrolux
ExxonMobil
Frito-Lay
General Dynamics
General Electric
General Motors
Honeywell
Kimberly-Clark
Kraft Foods
Lockheed Martin
NCH Corp.
Nestle
Newell Rubbermaid
Northrop Grumman
Philips
Procter & Gamble
Raytheon
Rockwell
Shell
Siemens
Toyota Motor Sales
Whirlpool

does. A personal copy of THE LEADER is sent to every CoreNet Global member. That's 100% target penetration!

➤ **READER RELEVANCE – THE LEADER** has an extremely powerful editorial bond with its readers. Its editorial is driven by the needs of the CoreNet Global members. It is a peer-to-peer magazine exclusively accessing those conducting the most important deals in the field, and features guest articles that are written by CoreNet Global members themselves. All this generates exceptional interest and reader engagement levels, putting THE LEADER a class above the rest!

➤ **LOWER COST** - With much lower advertising rates than most other publications, THE LEADER is one of the most justifiable advertising options on the market today.

➤ **DIGITAL EDITION –**

All advertisements in the printed publication of THE LEADER will also be included in the online digital edition of the magazine at no extra cost. Just go to www.corenetglobal.org and click on the cover!

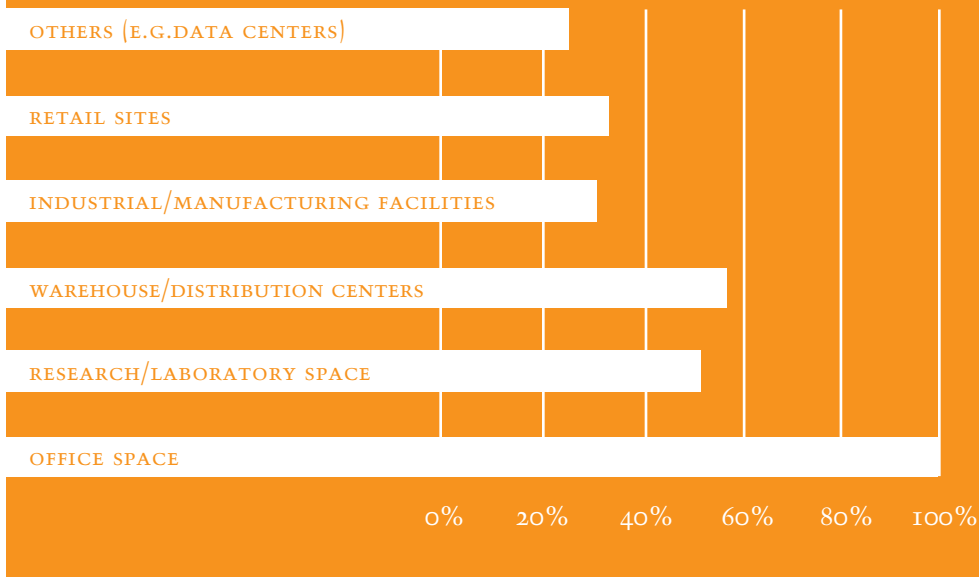
CORENET GLOBAL

CoreNet Global is the world's premier association for corporate real estate and related professionals. As a global learning organization, CoreNet Global enjoys a professionally and geographically diverse membership unified by a complete network of over 50 locally-based chapters in five global regions: Asia, Australia, Europe, Latin America and North America including Canada. CoreNet Global's membership base totals almost 7,000 corporate real estate and workplace executives, service providers and economic developers. This professional mix reflects the industry's focus on global alliance partner-

ships and on integrating the management of corporate assets, the workplace and infrastructure. Membership is held individually. Members are the glue binding the network, and the association provides the most cost-effective, convenient and accessible channels to programs and benefits including education, professional designation and networking.



TYPES OF SPACE IN PORTFOLIOS



WANT TO CONNECT WITH THE WORLD'S LEADING TECHNOLOGY FIRMS? THEY'RE IN CORENET GLOBAL. AND THEY READ THE LEADER.

<i>Adobe</i>	<i>NCR</i>
<i>Apple Computer</i>	<i>Nokia</i>
<i>Applied Materials</i>	<i>Nokia-Siemens</i>
<i>Cadence Design Systems</i>	<i>Nortel</i>
<i>Cisco</i>	<i>Oracle</i>
<i>Dell</i>	<i>Palm</i>
<i>EMC</i>	<i>Sony</i>
<i>Google</i>	<i>Sun Microsystems</i>
<i>Hewlett-Packard</i>	<i>Sybase</i>
<i>Hitachi</i>	<i>Symantec</i>
<i>IBM</i>	<i>Synopsis</i>
<i>Intel</i>	<i>Texas Instruments</i>
<i>Microsoft</i>	<i>Unisys</i>
<i>Motorola</i>	<i>Yahoo</i>

For Advertising Information Contact:
Paul Newman, *Client Relation Manager*

pnewman@corenetglobal.org

Toll Free: +1.866.362.4181

(U.S. & Canada)

Direct Phone: +1.303.565.4012

Fax: +1.303.443.6943

rate decision-makers from among CoreNet Global's membership ranks. Case studies, panel discussions, forums, debates, educational features, and association news round out this powerful editorial package. THE LEADER's editorial is written and edited EXCLUSIVELY for CoreNet Global members. This is why THE LEADER enjoys a consistently high readership. The most powerful media proposition that any publication can offer to advertisers is a high, consistent readership from a highly-coveted audience of decision-makers.

Award Winning Editor

Tim Venable is one of the best known and most respected journalists in the corporate real estate and economic development field.

He has garnered many editorial awards over the years and carefully charts THE LEADER's editorial course with intelligence and creativity.

LEADING EDITORIAL

Exclusive Editorial

As the official publication of CoreNet Global, THE LEADER is dedicated to keeping CoreNet Global members informed on those topics and issues most pertinent to their professional lives; primarily in four crucial areas: 1) leadership strategy, 2) operating strength, 3) organizational capabilities and 4) site selection and planning. This editorial is what makes THE LEADER a unique magazine responding to a very specific audience need.

In addition, the publication profiles the achievements of some of the many corpo-

WANT TO CONNECT WITH THE WORLD'S LEADING BIOTECHNOLOGY/LIFE SCIENCES/ PHARMACEUTICALS FIRMS? THEY'RE IN CORENET GLOBAL. AND THEY READ THE LEADER.

<i>Abbott Laboratories</i>
<i>Amgen</i>
<i>Amylin Pharmaceuticals</i>
<i>AstraZeneca</i>
<i>Bristol-Myers Squibb</i>
<i>Genzyme</i>
<i>GlaxoSmithKline</i>
<i>Johnson & Johnson</i>
<i>McKesson</i>
<i>Merck & Co.</i>
<i>Novartis</i>
<i>Pfizer</i>
<i>Schering-Plough</i>

THE LEADER:**Custom Editorial Profile**

Interested in reaching the members of CoreNet Global through professionally written editorial to promote your location or companies' services? Consider using THE LEADER magazine's new Profile: Location or Service Provider. Our writers will work with your office to create a professional profile about your location or business, your successes, available building sites and much, much more. We will craft the report to highlight the information that you deem important. This is 100% editorial with graphics, maps and photos if you so choose.

Profile Includes

- ✎ 100% editorial content including interviews, photos, graphics and more
- ✎ Professionally written editorial content on the market with writer interviews
- ✎ Stand-alone section/story bound into the issue of your choice
- ✎ Client approval of copy and content prior to publishing
- ✎ Complete contact information box at the end of each Profile listing the sponsor name, contact numbers, email and website

Added Value

- ✎ Digital Version: As well as the published edition of THE LEADER, the Profile will appear in the digital version which can be seen on the CoreNet Global website at THE LEADER.
- ✎ Industry Tracker: We will include a web version of your Profile on the main www.corenetglobal.org website under the "Industry Tracker" banner.
- ✎ In addition, links to your Profile will appear a few times in the weekly



Industry News Digest and Workspace e-newsletters.

Pricing

- ✎ 4 page Profile: \$15,000 net
- ✎ 6 page Profile: \$21,000 net

Reprints

We can also provide reprints of the 4 or 6 page section for your own marketing use

(quote produced upon request).

For information about opportunities to get your organization noticed by CoreNet Global's members and audience please contact:

toll free: +1.866.362.4181 (U.S. & Canada)

phone: +1.303.565.4023

fax: +1.303.443.6943

email: promotions@corenetglobal.org

2010 January/February Issue

Reservation Deadline: 11-13-09

Materials Deadline: 11-20-09

Bonus Distribution: CoreNet Global Asian Summit Issue, Singapore - March 2010

CRE MANAGEMENT FEATURES:

- Cover Story
- Real Estate Issues in Asia-Pacific
- Service Delivery and Outsourcing
- Clarksville-Montgomery County: Dow Corning and Hemlock Semiconductor New Location
- Performance Management
- Sustainability Issues in CRE
- H. Bruce Russell Global Innovator's Award Winner

EXECUTIVE PROFILES:

- Service Provider Steve Hargis, HOK
- End-User Randy Smith, Oracle
- Economic Developer Roy Williams,
- Greater Oklahoma City Chamber Young Leader Anna Wolthat, KMG/KMG (Germany)
- Career Development Kim Burt, Original Creative Coop

REGULAR COLUMNS:

- Industry Tracker
- CEO Message
- Real Estate in the News
- Economic Development in the News
- Connect with CoreNet Global
- From the Forums
- Capital Corner
- Real Estate Dashboard
- Learning Spotlight

SPECIAL INTEREST FEATURES:

- *Canada 2010 - A Location Guide*
- **State Reports:** Illinois, Indiana, Iowa, Michigan, Ohio & Wisconsin

2010 March/April Issue

Reservation Deadline: 01-15-10

Materials Deadline: 01-22-10

Bonus Distribution: CoreNet Global Spring Summit Issue New Orleans, Louisiana April 18-20

CRE MANAGEMENT FEATURES:

- Cover Story
- MyWork at Bank of America
- Service Delivery and Outsourcing
- Technology Tools for Real Estate
- Greater Oklahoma City Chamber: Adaptive Re-Use of an Idle GM Plant
- Performance Management
- CB Richard Ellis: Planet Building-Changing Sustainability Behaviors within Building EcoSystem

EXECUTIVE PROFILES:

- Service Provider Dino Piccini, DTZ
- End-User Matt Fano, Coca-Cola
- Economic Developer
- Young Leader Alicia Martin, Sprint
- Career Development Lana Gosnell, Union Bank

REGULAR COLUMNS:

- Industry Tracker
- CEO Message
- Real Estate in the News
- Economic Development in the News
- Connect with CoreNet Global
- From the Forums
- Capital Corner
- Real Estate Dashboard
- CoreNet Global Research Bulletin
- Learning Spotlight

SPECIAL INTEREST FEATURES:

- **Industry:** Biotechnology-Life Sciences
- **State Reports:** Arkansas, Louisiana, Mississippi, Oklahoma & Texas

2010 May/June Issue

Reservation Deadline: 03-19-10

Materials Deadline: 03-26-10

Bonus Distribution: CoreNet Global Australian Summit

CRE MANAGEMENT FEATURES:

- Cover Story
- Workplace
- Service Delivery and Outsourcing
- Technology Tools for Real Estate
- Location Strategy and Site Selection
- Performance Management
- NBBJ: Alley 24, a Sustainable Mixed Use Development in Seattle

EXECUTIVE PROFILES:

- Service Provider Todd Silverman, Tishman
- End-User Mark Schleyer, AT&T
- Economic Developer
- Young Leader
- Career Development

REGULAR COLUMNS:

- Industry Tracker:
- First Annual CoreNet Global Business Climate Rankings
- CoreNet Global's Corporate Real Estate Members and Site Selection Consultants Rank The Top 10 States and 20 Metro's in 2009
- CEO Message
- Real Estate in the News
- Economic Development in the News
- Connect with CoreNet Global
- From the Forums
- Capital Corner
- Real Estate Dashboard
- CoreNet Global Research Bulletin
- Learning Spotlight

SPECIAL INTEREST FEATURES:

- **Auto Industry:** *The Recovery of a Giant*
- **State Report:** Alabama, Florida, Georgia, Kentucky, North Carolina, South Carolina, Tennessee & West Virginia

CoreNet Global is a valuable source of information and access to a network of corporate real estate peers. There are really very few corporate real estate issues or problems that haven't been encountered by other companies. I can't tell you how many times I've gone to a CoreNet Global Summit or class where I've walked away with an idea or solution that could be applied to a problem or issue at my company. CoreNet Global has been the primary medium through which I have learned best practices and engaged my peers in discussions of common problems over the past 10-15 years

— Mark Schleyer, VP-Corporate Real Estate, Asset Management & Transactions, AT&T Services, Inc.

2010 July/August Issue

Reservation Deadline: 05-14-10

Materials Deadline: 05-21-10

Bonus Distribution:

European Summit Issue September 2010

CRE MANAGEMENT FEATURES:

- Cover Story
- Workplace
- Service Delivery and Outsourcing
- Technology Tools for Real Estate
- Location Strategy and Site Selection
- Performance Management
- LA Community College District's Sustainable Building Program

EXECUTIVE PROFILES:

- Service Provider Luigi Sciabarrasi, Symantec
- End-User
- Economic Developer
- Young Leader
- Career Development

REGULAR COLUMNS:

- Industry Tracker
- CEO Message
- Real Estate in the News
- Economic Development in the News
- Connect with CoreNet Global
- From the Forums
- Capital Corner
- Real Estate Dashboard
- CoreNet Global Research Bulletin
- Learning Spotlight

SPECIAL INTEREST FEATURES:

- **Site Selection Consultants:** *the Lewis & Clark's of the 21st Century*
- **State Reports:** *Kansas, Minnesota, Missouri, Nebraska, North Dakota & South Dakota*

2010 September/October Issue

Reservation Deadline: 07-16-10

Materials Deadline: 07-23-10

Bonus Distribution: CoreNet Global

Fall Summit Issue Phoenix, Arizona
Sept 26-28th

CRE MANAGEMENT FEATURES:

- Cover Story
- Workplace
- Service Delivery and Outsourcing
- Technology Tools for Real Estate
- Location Strategy and Site Selection
- Performance Management
- Sustainability Issues in CRE

EXECUTIVE PROFILES:

- Service Provider
- End-User
- Economic Developer
- Young Leader
- Career Development

REGULAR COLUMNS:

- Industry Tracker
- CEO Message
- Real Estate in the News
- Economic Development in the News
- Connect with CoreNet Global
- From the Forums
- Capital Corner
- Real Estate Dashboard
- EDP Spotlight

SPECIAL INTEREST FEATURES:

- *Renewable Energy-Solar, Wind & More!*
- **State Reports:** *Arizona, California, Colorado, Idaho, Nevada, New Mexico & Utah*

2010 November/December Issue

Reservation Deadline: 09-17-10

Materials Deadline: 09-24-10

Bonus Distribution: CoreNet Global

Leadership Forum

CRE MANAGEMENT FEATURES:

- Cover Story
- Workplace
- Service Delivery and Outsourcing
- Technology Tools for Real Estate
- Location Strategy and Site Selection
- Performance Management
- Sustainability Issues in CRE

EXECUTIVE PROFILES:

- Service Provider
- End-User
- Economic Developer
- Young Leader
- Career Development

REGULAR COLUMNS:

- Industry Tracker
- CEO Message
- Real Estate in the News
- Economic Development in the News
- Connect with CoreNet Global
- From the Forums
- Capital Corner
- Real Estate Dashboard
- EDP Spotlight

SPECIAL INTEREST FEATURES:

- *Annual Economic Dev. Directory-A Comprehensive Guide to Economic Development Contacts Worldwide*
- **State Reports:** *Delaware, Maryland, New Jersey, New York, Pennsylvania & Virginia*

CoreNet Global is the leading organisation for real estate professionals, providing learning opportunities through the MCR program as well as the Global Summits. Additionally it is a great opportunity for networking and catching up with old friends. I have really enjoyed the Global Summits in Asia and Europe and encourage members to attend."

— Roy Cloudsdale, Vice President, Business Development & Corporate Services, Global WorkPlace Solutions, Building Efficiency, Johnson Controls, Inc.

All rates include 4-color processing.
 All rates include a free ad in our digital edition.
 Ad cancellations are subject to a short rate.

2009 ADVERTISING RATES

INSERTIONS:	1X	3X	6X	9X	12X
RUN OF PRESS					
Full Page	\$5,900	\$5,500	\$5,100	\$4,700	\$4,300
1/2 Page Island	\$4,100	\$3,700	\$3,500	\$3,300	\$3,000
1/2 Page Horizontal or Vertical	\$3,500	\$3,200	\$3,000	\$2,800	\$2,600
1/4 Page	\$2,500	\$2,400	\$2,300	\$2,200	\$2,100
PREMIUM POSITIONS <i>(MIN. FULL PAGE AD)</i>					
Inside Front Cover	\$6,785	\$6,325	\$5,865	\$5,405	\$4,945
Opposite Inside Front Cover	\$6,785	\$6,325	\$5,865	\$5,405	\$4,945
Opposite Masthead	\$6,785	\$6,325	\$5,865	\$5,405	\$4,945
Opposite Table of Contents	\$6,785	\$6,325	\$5,865	\$5,405	\$4,945
Opposite CEO's Message	\$6,490	\$6,050	\$5,610	\$5,170	\$4,730
Opposite Real Estate in the News	\$6,490	\$6,050	\$5,610	\$5,170	\$4,730
Inside Back Cover	\$6,490	\$6,050	\$5,610	\$5,170	\$4,730
Back Cover	\$6,800	\$6,500	\$6,000	\$5,600	\$5,100

Additional media rich opportunities are available for online advertisements - see page 12 for more information and rates.

Special pricing available upon request for magazine inserts, business return cards, polybag inserts, 2-page spreads and other special advertising opportunities (quotes will vary each issue).

Contact Paul Newman at pnewman@corenetglobal.org or +1.303.565.4012 or fax +1.303.443.6943 for more information.

GUIDELINES FOR SUBMITTING FILES

- 1** Adobe® PDF is the preferred format for ad submissions. This format eliminates the possibility of missing fonts or links, and corruption of those supporting files.
- 2** Adobe® PDFs must be press-ready:
 - a) All images must be 300 dpi at the appropriate output size.
 - b) All fonts must be embedded in the file.
 - c) Any ad that is intended to bleed must include a .125" bleed with trim marks off-set outside bleed area.
- 3** Adobe® PDFs must be generated one of the following ways:
 - a) Directly exported from Adobe InDesign®.
 - b) Printed to Postscript files and converted to PDF using Adobe Acrobat®.
 - c) Please note that PDF files generated from the Export to PDF function of Quark XPress® will not be accepted. Quark XPress® uses a 3rd party PDF engine that generates faulty PDFs. Quark XPress® can still be used to design ads, but please distill Postscript files with Acrobat® before submitting.

- 4** All files must be compressed/encoded before submission. Please use Aladdin's Stuffit® or a similar application to archive the files before sending them.
- 5** Uploading
 - a) If Microsoft Internet Explorer is used for connecting to CoreNet Global FTP sites, it must be set to use Passive FTP or the connection may fail. Instructions for checking and properly adjusting this setting:
 - 1) Open Internet Explorer; from the IE menu select Tools->Internet Options
 - 2) The Internet Options dialogue will pop up; click the tab marked 'Advanced'.
 - 3) Scroll down the Advanced 'Settings' list.
 - 4) Under the group titled 'Browsing' find: 'Use Passive FTP (for firewall and DSL modem compatibility)'
 - 5) The box for this setting must be checked; if not, check it.
 - 6) Click Apply, then OK.
 - 7) Close your browser window and open a new one; try to access FTP.
 - b) Windows Users – Please use

CoreNet Global's FTP site at:

<ftp://www.corenetglobal.org>

- c) Mac Users – Will need to connect with an FTP Client (Fetch® or similar) Make sure your client is set to use Passive Mode, and use the following login:
 - <ftp://www.corenetglobal.org>
 - Username=creleader
 - Password=creleaderads
 - d) Once you have connected to the site, you'll find a series of folders for each issue. Within the appropriate folder for each month's issue, you will find a folder that has been created for you. Please upload your artwork in these folders.
 - e) Please send an e-mail to bhofto@corenetglobal.org once the file has been uploaded to the FTP site.
- 6** If you prefer to mail a hard copy of your ad, please send all materials to:
CoreNet Global – THE LEADER
- Bonnie Hofto**
2500 Broadway, Suite 200
Boulder, CO 80304
- 7** You may also e-mail a copy of your ad, please send all materials to bhofto@corenetglobal.org

8 Helpful Links:

- a) Stuffit®: www.stuffit.com This is the standard for compressing files on the Macintosh platform. A limited form of this application is built into the Mac OS (10.2 and above) but a full featured trial version can be downloaded from their website.
- b) WinZip®: www.winzip.com This is the standard for compressing files on the Windows platform. Both full featured and evaluation versions are available for download on their website.
- c) Adobe®: www.adobe.com for support with PDF generation in both Adobe InDesign® and Distiller®, and using the "Package" command.
- d) Quark Xpress®: www.quark.com for support.



THE LEADER AD SPECIFICATIONS

TRIM SIZE = 8.375" X 10.875"

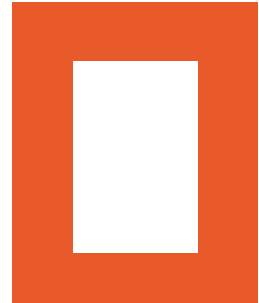
BLEED = .125"



Double Page Spread (yes bleed)
(16.75" x 10.875" trim) + .125"
bleed on all four sides.



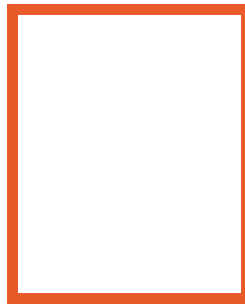
Full Page (yes bleed)
(8.375" x 10.875" trim) + .125"
bleed on all four sides.



Floating Half Page Island (no bleed)
(4.325" x 6.75")



Floating Double Page Spread (no bleed)
(15.75" x 9.875")



Floating Full Page (no bleed)
(7.375" x 9.875")



Floating Half Page Hor. (no bleed)
(7.375" x 4.875")



Floating Half Page Spread (no bleed)
(15.75" x 4.875")



Floating Half Page Vert. (no bleed)
(3.625" x 9.875")



Floating Quarter Page (no bleed)
(3.625" x 4.875")

**THE LEADER MAGAZINE
DIGITAL EDITION**

GUIDELINES FOR SUBMITTING FILES

Please refer to page 5 and 6 for sizes and basic advertising specifications. If your ad includes any audio, animation or video then use the rich media opportunities specifications as follows:

Rich Media Opportunities

Specifications

Audio:

- Please send audio files embedded in a Flash document. We also accept .mp3 or .wav files.
- mp3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz or 96kHz.

Animation:

- Animations created in flash for use within a Nxtbook 3.0 book need to be published for Flash 9 and Actionscript. When you publish your swf, it should now work within any Nxtbook 3.0 book.

- We do not support animations created using SWiSH.
- Make sure there is no white space around the edge of the Flash animation.
- Set the Flash file to a frame rate of 24 fps.
- For animations that shouldn't loop, please ActionScript it as such.
- Avoid any ActionScript that can affect the NXTbook engine, such as the _parent layer of the animation, _level0 and _root references, or global functions like set-Timeinterval.
- Animations used on the NXTbook pages need to be created for display at the maximum zoom size. The normal maximum zoom size is 950 pixels wide, but if the maximum zoom size is made larger or smaller, we will then provide different dimension for the Flash animations accordingly.
- Animations created for the intro page, opposite the cover, should be made at 475x645 pixels or dimensions that are proportional. However, if the project is proportioned differently (such as with

some trade brochures), then we will provide different dimensions.

- There should be no links in the animations we are given. We will create the links so they can be tracked.
- There is no file size limit on animations, but for loading purposes, the files should be as small as possible.
- Images should be set to lossless compression instead of photo compression.
- Filenames for Flash animation files (SWFs) should not include special characters such as brackets, question marks, quotes, commas, etc. Underscore characters are ok to use.

Video:

- Send Video files as an .flv or .avi file. We also accept Windows Media Player, Real Video or QuickTime formats.
- When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are:

- Uncompressed video
- Sorenson Video 1, 2, and 3
- Motion JPEG A and B

- When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codecs for QuickTime are:

- Uncompressed audio
- ALaw 2:1
- ADPCM

- When sending .avi files, avoid using the Intel Indeo video codec.

For questions related to placing rich media into your Nxtbook or Nxtbook ad, please contact Scott Schwartz at Nxtbook Media LLC.

Scott Schwartz

Production Director
Nxtbook Media
866-268-1219 x127
sschwartz@nxtbookmedia.com

**DIGITAL EDITION
ADVERTISING RATE CARD**

PRODUCT	RATE	AD SPECS
AD-JOLT	\$250	STATIC AD WITH SOMETHING MOVING (FLASH)
LAYOUT TAB	\$1,000	HANGS OUT FROM PAGES. INCLUDES AD PAGE.
BELLY BAND	\$1,000	
FLASH TAB	\$500	
FLASH ANIMATION-CLIENT PROVIDED	\$300	
CUSTOM FLASH ANIMATION	\$175	
HOSTED AUDIO	\$250	
FLASH SURVEY	\$1,000	
VIDEO	\$250	
LAYOUT GATEFOLD	\$1,000	
BOOK SPONSOR	\$2,500	AD ON LEFT AS YOU OPEN THE DIGITAL EDITION OF THE MAGAZINE
LOGO TOOLBAR	\$250	

ELECTRONIC MEDIA OPPORTUNITIES

Banner Advertising www.corenetglobal.org

The CoreNet Global web site is an excellent media vehicle for carrying your message to its target audience. Visited by executives from around the world and throughout the industry, your advertisement is certain to get results.

Specs: Skyscraper

Screen size: 120 pixels wide by 600 pixels high
Image format: GIF* or JPG

Max file size: 40 KB

*No transparency is allowed. Most animated GIFs are acceptable but must comply with the max file size. The animation cannot loop more than three times.

Industry News Digest – Weekly E-mail
\$10,000 annual (3 slots currently available)

- Received by 6,412 members globally (as of 5/13/09)
- Sponsors receive a banner-style message embedded in the HTML-formatted newsletter template linking to the sponsor's home page or designated page.
- Limited to 6 sponsors (3 currently contracted)
- Banner used a minimum of 8.166 times per year (with 6 sponsors)

WORKSPACE, the CoreNet Global

E-Newsletter – Monthly

\$15,000 annual N. America; \$10,000 Asia; \$10,000 Europe; \$30,000 Global

- North America (monthly), Asia and Europe (bimonthly) editions
- Received by 6,239 members globally as of 5/09 (4,990 North America, 713 Europe, 536, Asia/Aus/NZ/Other)
- Sponsors receive a banner-style message embedded in the HTML-formatted newsletter template linking to the sponsor's home page or designated page.

- Mention in the WORKSPACE monthly e-newsletter

CoREMarket Indicator – Monthly E-Mail
\$2,500 quarterly

- The new CoREMarket Indicator, a publication encompassing real estate and economic indexes focuses on market facts, indicators and key trends affecting corporate real estate and workplace management.
- Received by 6,796 members globally (as of 3/24/09)
- Sponsors receive a banner-style message embedded in the HTML-formatted newsletter template linking to the sponsor's home page or designated page

Career Services Sponsorship – Online, Email and Print

- **\$10,000 annually** (3-4 sponsors total) or **\$20,000 Exclusive**
- Career Services is usually the most visited content area of the 16 that comprise our site. It accounted for 28.77% of total page views in August – two or more times that of any other channel. Sponsorship includes:
 - Banner Ad on Career Services pages (not home)
 - Logo and Click Thru on two e-newsletters to 25,000+ (CoreNet Global members and other partners)
 - Partner recognition in Career Services Printed Brochure
 - Recognition at North American Summits

Search Engine Sponsorship

\$20,000 annually (current sponsorship expires 31st October 2009)

Exclusive Sponsorship of the Search Engine on www.corenetglobal.org

Sponsorship includes:

- Standard horizontal internet Banner
- Location: top and bottom of the Google Search Results Page.

For more information about these and other CoreNet Global opportunities please contact our Client Relations team:

toll free: +1.866.362.4181 (U.S. & Canada)

phone: +1.303.565.4023

email: promotions@corenetglobal.org

WEB RATES:

CHANNEL	PRICE/QTR	AVAILABILITY
HOME PAGE	\$7,500	2 AVAILABLE
CAREER SERVICES	\$3,000	2 AVAILABLE
CHAPTERS	\$2,500	2 AVAILABLE
GLOBAL SUMMITS	\$3,000	2 AVAILABLE
LEARNING	\$2,500	2 AVAILABLE

(PLEASE NOTE THAT RATES ARE QUARTERLY)

**WEB STATS:
VISITOR SUMMARY
MAY 2008 – APR 2009**

	UNIQUE PEOPLE	DISTINCT VISITS
APR-09	24,614	46,310
MAR-09	25,334	44,661
FEB-09	26,012	45,329
JAN-09	24,067	41,789
DEC-08	21,248	39,861
NOV-08	23,545	46,163
OCT-08	26,079	42,214
SEP-08	27,468	43,580
AUG-08	24,425	47,460
JUL-08	24,305	46,916
JUN-08	24,182	42,583
MAY-08	25,135	46,374
12-MONTH AVERAGE:	24,701	44,437
3-MONTH AVERAGE:	25,007	44,522

North American

Summit Promotional E-mails

\$10,000 (available to Ruby level+ sponsors only)

Pre-and post Summit emails are sent out frequently to members and prospects

- Sponsors receive a banner-style message embedded in the HTML-formatted newsletter template linking to the sponsor's home page or designated page.

Summit Daily Web Reports

\$10,000 N. American; €5,000 Europe; \$5,000 Asia; \$20,000 Global

The Summit Web Reports will have a lead position on the CoreNet Global Summit page in the days and weeks following the Summit. The Reports are viewed the most in the weeks following the Summit, but the activity never completely stops. A sponsor's banner will remain as long as the pages remain (approximately one year).

- Banner at top and bottom of each page
- Mention in the Industry News Digest weekly email to entire membership