



WHO WE ARE

Real Estate NJ provides the only New Jersey-based magazine, website and e-newsletters dedicated to commercial real estate in the Garden State. Founded in 2016, our publications are required reading for the state's developers, landlords and investors — and the countless service providers who do business with them.



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AVERAGE MONTHLY
PAGE VIEWS*
RE-NJ.COM



40%
AVERAGE DAILY
OPEN RATE*
THE BRIEFING

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*January through August 2023

ABOUT THE PUBLISHER



PAUL V. PROFETA has been in the commercial real estate business since 1976, when he created Paul V. Profeta & Associates Inc. He has mostly been a value-added real estate

investor, buying and selling properties all over the country. In addition, he operates the Profeta Urban Investment Foundation, which mentors and supports minority-owned businesses in Newark, endowed the chaired professorship at the Rutgers Center for Real Estate and is the founding donor of the Paul V. Profeta Foundation Real Estate Technology, Design and Innovation Center and the Profeta Center for Innovation and Entrepreneurship, both at the New Jersey Institute of Technology.

ABOUT THE EDITOR



JOSHUA BURD, an award-winning reporter and editor, has been covering New Jersey commercial real estate since 2011. Seen by many as the industry's go-to

reporter in the region, he is a lifelong New Jersey resident who has spent 15 years covering the great Garden State.

Please send Josh your news, story tips and feedback at josh@re-nj.com.

OUR READERS

- **DEVELOPERS**
- **OWNERS**
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- **BROKERS**
- **CONTRACTORS**
- **ARCHITECTS**
- **ENGINEERS**
- **BANKERS**
- **MORTGAGE BROKERS**
- **ACCOUNTANTS**
- **GOVERNMENT OFFICIALS**

OUR READERS ARE DECISION MAKERS WHO PURCHASE SERVICES AND HIRE CONSULTANTS



36%

Identify as a developer, owner, investor or property manager

YOU CAN REACH THEM DIRECTLY BY ADVERTISING IN REAL ESTATE NJ



38%

Say they have contacted a company based on an ad seen in Real Estate NJ



75%

Read the Spotlight inserts that come with Real Estate NJ



53%

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WHEN READERS SEE CERTAIN ADS IN REAL ESTATE NJ:



61%

Look for more information



52%

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WE ARE HUMBLLED BY HOW OUR READERS RANKED US

97%

Spend between 15 and 45 minutes reading the print edition of Real Estate NJ

93%

Give Real Estate NJ a 4 or 5 rating for its coverage of New Jersey CRE (5=highest)

87%

Give the magazine a rating of 4 or 5 (5=highest)

86%

Agree that Real Estate NJ is THE voice of New Jersey commercial real estate

84%

Say Real Estate NJ provides information that is difficult to find elsewhere

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Read The Briefing, Real Estate NJ's daily morning email blast and say it is a must-read!

*Results based on survey of 348 readers

January: **MARKET FORECAST**
• RESOURCE GUIDE

February: **INCENTIVES, LAND USE AND REDEVELOPMENT**
• SPOTLIGHT: LENDERS

March: **MULTIFAMILY AND MIXED USE**
• SPOTLIGHT: LAW

April: **HEALTH CARE, EDUCATION**
• SPOTLIGHT: ENGINEERING/
ENVIRONMENTAL

May: **CONSTRUCTION, TECHNOLOGY**
• SPOTLIGHT: ENERGY SERVICES

June: **RETAIL AND ENTERTAINMENT, HOSPITALITY**
• SPOTLIGHT: ARCHITECTURE/INTERIORS

July/August: **INDUSTRIAL AND LOGISTICS**

September: **OFFICE, LIFE SCIENCES**
• SPOTLIGHT: CONTRACTORS

October: **LENDING AND CAPITAL MARKETS**
• SPOTLIGHT: BROKERAGE

November/December: **ENVIRONMENTAL, SUSTAINABILITY**
• SPOTLIGHT: ACCOUNTING

DEADLINES

DISPLAY ADS

MATERIAL DUE:

- 21st of month prior to month of publication (or previous weekday)

**Material for Sept. 2024 issue due Aug. 15*

SPOTLIGHT

SPACE RESERVATION:

- 9th of month prior to month of publication (or nearest weekday)

MATERIAL DUE:

- 16th of month prior to month of publication (or nearest weekday)

**Material for Sept. 2024 Spotlight on Contractors due Aug. 8*

MONTHLY ISSUE

16 APRIL 2023



PTC Therapeutics will occupy 200,000 square feet at 400 and 500 Warren Corporate Center Drive in Warren after a build-out that will include offices, collaboration and conferencing spaces and research laboratories.

GOING RETRO

Experts: Office conversions offer potential for supply-starved lab users, despite challenges

By Joshua Dard

The arrival of PTC Therapeutics will mark another chapter for the sprawling office complex known as Warren Corporate Center, where the fast-growing biopharmaceutical firm will occupy 200,000 square feet for not only its headquarters, but a large laboratory facility.

For the team of Rubenstein Partners LP and Vision Real Estate Partners, the lease is further validation of a property they acquired in 2014, based on its location and the high-quality infrastructure passed down by the likes of Genentech, Novartis and GlaxoSmithKline.

"It's really built to an extremely high standard," said Sam Moravitz, founding and managing partner of Vision Real Estate Partners. "I think we saw that as the joint venture and we knew that we could amortize this property and make it more interesting for a much broader set of kind — and then have effectively the right real estate there for us to capitalize in and be able to deliver whatever a specific tenant wanted."

PTC will occupy two of the campus's five buildings, using roughly two-thirds of its footprint for lab space. Just to the right is the highest-profile example to date of a life sciences user that is converting an office building, in a space that has a dearth of high-quality, move-in-ready lab and research facilities, despite strong demand for the last several years.

That trend is poised to continue, experts say, as many pharmaceutical and biotechnology firms can find office buildings that are viable candidates to be repurposed.

"It's being done more and more, from what we can see in the current environment," said Greg DeMarco, president of Rock Brook, a Monroe-based engineering firm. The practice has seen a 40 to 50 percent uptick in recent years in office-to-lab conversions, which require heavy-duty mechanical, electrical and plumbing upgrades, but is still a faster and more cost-effective option than ground-

up development. According to DeMarco, those upgrades include the use of larger and more sophisticated HVAC equipment, given that research facilities cannot use restricted air like an office building would, along with expensive ductwork to support improved airflow. Other office buildings also need a significant upgrade to their electrical service, he added, given the requirements of lab and manufacturing equipment.

DeMarco estimates that MEP work for such a project could amount to more than 50 percent of the overall cost, versus around 30 percent for a traditional ground-up lab facility. That's not to mention the added focus on structural engineering to support the extra weight of new air handling equipment and other infrastructure.

"All office buildings are not alike, so it is important to take a good look at it," he said, noting that down-to-earth heights are also critical. "You've got to get away from the mechanical issues because office buildings just don't have the mechanical equipment to support labs."

Rock Brook is spearheading an office-to-lab conversion in Plainfield, at a former Bristol-Myers Squibb campus on Scudder's Mill Road, on behalf of Genentech. That assignment follows a highly acclaimed project in Fort Lee, where the firm helped Celastria repurpose a 100,000-square-foot office building as a pharmaceutical manufacturing space, with more likely to come.

That's not to say that every office building is a suitable match, insiders say. They also caution that, at least since the onset of the pandemic, the substantial expense of building out high-end lab and R&D space. That's made it tough for New Jersey landlords to justify speculative projects, adding to the supply and demand imbalance in the most elite markets.

"I would say it's a growing trend in other markets," said Jason Beson, a broker and senior vice president with JLL, adding "It's now just starting to materialize in New Jersey, due to the increased demand

that we've seen in the last 18 to 36 months, as well as the lack of supply. There really has not been any new speculative life sciences development."

A team of professionals is now building out PTC's space at Warren Corporate Center, where it will join Everest Diagnostics Co. after the latter's 316,000-square-foot lease



Jason Beson

in 2017. Both commitments follow Vision and Rubenstein's sweeping overhaul of the five-building, 620,000-square-foot campus off Interstate 76, which was punctuated by a new ground-up, high-end genomics center that helped support its Class A office buildings and existing infrastructure such as an on-site electrical substation.

Stephen Card, a principal at Rubenstein, said those efforts helped the property appeal to a larger user like PTC and stand out from a second-generation,

multitenant pharmaceutical campus.

"There's not a lot of opportunities to have your own mini lab campus, especially in the condition that we were delivering the buildings," Card said. "Obviously, we have to go through the tenant first, but I think it's one to find that kind of real estate off the shelf." ■



Stephen Card



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AD MATERIAL DUE: 21st of the month prior to month of publication (or previous weekday)

*Material for Sept. 2024 issue due Aug. 15

PROFESSIONAL SPOTLIGHT

Position your firm as an industry leader by being part of our Professional Spotlight. Each month, we highlight a different profession serving New Jersey's commercial real estate sector in a special 8.5" x 10.875" supplement that is inserted into every copy and easily removable.

This is a chance to generate new business by showcasing your firm's services, capabilities and top performers to the industry's top decision-makers.

Professional Spotlight 2023

TOP ENGINEERING AND ENVIRONMENTAL CONSULTING FIRMS IN NEW JERSEY COMMERCIAL REAL ESTATE



REALESTATE NJ
SPECIAL ADVERTISING SECTION

INSERTION INCLUDES:

- Two-page spread with one page of sponsored content and one full-page ad (7.5" x 9.875"). Client has editorial control of all content within our template, which includes written responses, logo/branding, photos of executives/top performers and property/project images.
- Inclusion in a digital flip book version of the Professional Spotlight supplement, which is posted online and included in a monthly e-mail blast.
- Complimentary, print-ready PDF of your firm's two-page spread and Professional Spotlight cover pages, available upon request.

SPACE RESERVATION:

9th of month prior to month of publication (or nearest weekday)

AD MATERIAL DUE:

16th of month prior to month of publication (or nearest weekday)

*Material for Sept. 2024 Spotlight on Contractors due Aug. 8



INTRODUCING THE RENJ RESOURCE GUIDE

Real Estate NJ's extended reach into the New Jersey commercial real estate community makes our new Resource Guide, appearing in both print and online formats, a tremendously cost-effective way to connect with thousands of the most influential decision makers in New Jersey commercial real estate. This is the guide New Jersey commercial real estate owners, developers and managers need to find products and services to successfully build and maintain their properties.

This special supplement will be inserted into every copy of the January 2024 issue and easily removable. This is your opportunity to generate new business by showcasing your company's products and services to the industry's top decision makers.



INSERTION INCLUDES:

- Two print ads (client provides both ads as 300 DPI, print-ready PDFs), including:
 - One ad (5.25" x 8.25") in the RENJ Resource Guide (January 2024)
 - One ad (4.75" X 3.25") in the Summer 2024 issue of Real Estate NJ
- Inclusion in a digital flip book version of the RENJ Resource Guide supplement, which is posted on RE-NJ.com
- Inclusion in a special e-mail blast promoting the RENJ Resource Guide for New Jersey Commercial Real Estate.
- Complimentary, print-ready PDF of your company's ad and RENJ Resource Guide cover pages, available upon request.

| DISPLAY AD SIZE | 1x | 4x | 6x | 10x |
|--------------------|------|------|------|------|
| FULL PAGE | 4975 | 4475 | 3900 | 2990 |
| JUNIOR PG | 3750 | 3375 | 3010 | 2540 |
| JUNIOR SPREAD | 6375 | 5730 | 5100 | 4320 |
| 3/4 PAGE | 4228 | 3800 | 3380 | 2440 |
| 1/2 PAGE | 3225 | 2900 | 2580 | 1975 |
| 1/4 PAGE | 1650 | 1485 | 1320 | 995 |
| COVER STRIP | 3000 | 2700 | 2500 | 2200 |
| BACK COVER | 6220 | 5595 | 4875 | 3740 |
| INSIDE FRONT COVER | 5720 | 5145 | 4485 | 3440 |
| INSIDE BACK COVER | 5720 | 5145 | 4485 | 3440 |
| SPOTLIGHT | 5000 | | | |
| RESOURCE GUIDE | 1000 | | | |

DISTRIBUTION: 20,000

DISPLAY AD MATERIAL REQUIREMENTS

- Ads must be submitted in a 300 DPI, print-ready PDF
- If you are submitting a full page with bleed, please include an extra 1/8" of image on all sides for a total image size of 11.125" x 15.25" (only the back cover, inside front cover and inside back cover are available for full-page ads with bleed).
- Any spot colors will be converted to CMYK prior to printing.
- All supplied ads must be flattened.
- On cover bleed ads live copy must be .25" from the trim.
- *Real Estate NJ* magazine is not responsible for any shifts in color or layering issues due to non flattened transparencies supplied in ad.

When supplying multiple ads, please submit them as individual pages in separate .pdf files. Any files that do not meet any of these criteria and require alterations made by our art department may result in a charge to the advertiser.

SUBMITTING ADS

Please email the file to production@re-nj.com. Be sure to include your company's name in both the file and your email subject line, along with the word "RENJ." If your ad is too large to email (over 20 MB), we will supply you the information needed to log on and upload your ad to our *Real Estate NJ* FTP site.

NEED AN AD DESIGNED?

Our design and ad specialists can design your ad. Please ask your account executive for pricing and details.

The screenshot shows the REALESTATE NJ website interface. At the top is the logo and navigation menu (HOME, CURRENT ISSUE, DEALS, MARKET SECTORS, EVENTS, PEOPLE, PAST ISSUES, DAILY NEWSLETTER). A blue bar highlights a 'Leaderboard 728x90' ad. Below this are several news articles with images and headlines, such as 'Tulfra, Hampshire break ground on 180-unit rental project in North Haledon' and 'Prism inks 300,000 sq. ft. lease at ON3 with Japanese pharmaceutical company'. A 'Rectangle 300x250' ad is also shown. Further down, another blue bar highlights a 'Banner 468x100' ad. Below that is a 'Deals' section with more articles and a 'Rectangle 300x250' ad. At the bottom, there are 'Top News' and 'People' sections with articles and a 'Half-Page 300x600' ad.

WEBSITE

The *Real Estate NJ* digital community is growing every day and provides a must-read platform that will ensure that your message is heard across the industry. Our dedicated website, www.RE-NJ.com, and our newsletters are read by everyone from junior-level brokers and bankers to the CEOs of the state's most influential development firms.

| AD SIZE | 1x | 6x | 12x |
|------------------------|------|------|------|
| LEADERBOARD (728 X 90) | 2200 | 1720 | 1260 |
| BANNER (468 X 100) | 1520 | 1200 | 980 |
| RECTANGLE (300 X 250) | 2060 | 1620 | 1120 |
| HALF-PAGE (300 X 600) | 2100 | 1680 | 1120 |

AD REQUIREMENTS

Ads must be submitted in a 72 DPI jpg, png or gif file format.

| | WEEK | MONTH |
|--------------------|------|-------|
| SPLASH AD (STATIC) | 2500 | 8500 |

Position 1



Newly built Fort Lee rental tower sells for \$55 million, Kisiak says

The developer of a new 142-unit apartment tower in Fort Lee has sold the property for more than \$55 million, under a transaction arranged by The Kisiak Co. Inc.

Position 2



Plumbing supplier takes 300,000 sq. ft. at new TDC industrial project in Piscataway

A well-known plumbing and HVAC supplier has signed a nearly 300,000-square-foot lease at a five-building industrial property under construction in Piscataway.

Position 3



Onyx unveils 60-unit luxury apartment building in downtown Ridgewood

Onyx Equities has opened the doors to a collection of 60 upscale apartments adjacent to the Ridgewood train station, the developer announced Thursday.

Position 4

Spencer Savings Bank promotes veteran executive, retail division leader
 Second phase opens at latest Ironstate, Pegasus rental project in Harrison
 Developers tout first move-ins at 35-unit rental building in Bergen County
Kushner Cos. sells 360-unit Hackensack rental property for \$114 million, JLL says

Position 5

ICYMI

Rockefeller says growth of in-house design, construction team has boosted project speed
CBRE: Boutique rental property in Ridgewood sells for \$14.3 million
JLL: Daycare, preschool center leases 14,000 sq. ft. at Hoboken office building
AvalonBay names co-developers for massive housing, retail project at Princeton Junction

Position 6

The Real Estate NJ Events Calendar

09/29/21
 ULI Northern New Jersey WLI CONNECT.RELATE.EDUCATE 2021
10/07/21
 NAIOP New Jersey's 34th annual Commercial Real Estate Awards Gala
10/21/21
 CREW NJ Networking and Halloween Party

Position 7

Did you receive this newsletter from a friend or colleague?

Click here to have The Briefing delivered directly to your inbox!

THE BRIEFING (MON-FRI)

The Briefing, *Real Estate NJ's* daily e-newsletter, is our comprehensive roundup of leasing and sales activity, market reports, personnel announcements and construction updates.

| AD SIZE | 1x | 6x | 12x |
|-----------------------------------|-------------|-------------|-------------|
| POSITION 1 (600 X 140) | 3000 | 2240 | 1850 |
| POSITION 2 (300 X 250) | 2240 | 1700 | 1400 |
| POSITION 3 (300 X 250) | 1700 | 1400 | 1150 |
| POSITION 4 (300 X 250) | 1650 | 1350 | 1100 |
| POSITION 5 (300 X 250) | 1400 | 1100 | 1000 |
| POSITION 6 (300 X 250) | 1150 | 960 | 725 |
| POSITION 7 (300 X 250) | 1125 | 940 | 700 |

Top Stories in New Jersey Commercial Real Estate

Banner 600 x 140

Prism launches leasing at 232-unit upscale rental project in Woodbridge



Prism Capital Partners has all but completed a new 232-unit luxury apartment complex in Woodbridge, helping to revitalize a busy corner in the municipality's downtown.

[\(Read more\)](#)



Harbor Group, Cammeby's acquire 5,300 apartments in New Jersey for \$1 billion

An investment group has acquired more than 5,300 apartments in the state for a combined \$1.05 billion in a transaction that spans 14 cities in northern, central and southern New Jersey.



Tolls Bros., Davis Cos. sell Princeton apartments for \$92 million

A joint venture has sold a three-year-old, 232-unit luxury apartment property outside Princeton for more than \$92 million, in a newly announced transaction by JLL.

Banner 600 x 140

More New Jersey Residential Headlines

KRE eyes launch of 507-unit apartment tower in Jersey City



NJAA calls for faster rent relief payments as state, federal eviction bans come to an end



Investor acquires Princeton apartments for \$70 million



Plainfield planning board OKs project with 357 apartments, rooftop restaurant space



JMF opens Glen Ridge apartment building, expanding acclaimed 'Clarus' brand

Marcus: Apartments in Franklin, New Brunswick trade for \$5.3 million

Leasing underway at second phase of new apartments in Union Township

Claremont breaks ground on homeless shelter, moving closer to new 444-unit apartment tower

Marcus: Family sells Jersey City development site assembled over 30 years

New Jersey remains a draw for out-of-state developers — despite the hurdles

Russo plans fall launch for upscale apartments in Garwood

Jersey City: 134-unit rental portfolio trades for \$21 million, Gebroe-Hammer says

C&W arranges joint venture equity for 718-unit workforce housing portfolio in East Orange

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STAY CONNECTED WITH REAL ESTATE NJ



**2024
DIGITAL**

INDUSTRY ROUNDUPS (TUESDAY)

Our weekly industry e-blasts highlight the biggest stories in each asset class, with exclusive sponsorships that allow you to position your firm as a leader in your field.

Exclusive sponsorship includes two 600 x 140 banners, one above the top story and one below the third story.

| 1x | 3x | 6x | 12x |
|------|-----|-----|-----|
| 1120 | 900 | 730 | 505 |

MONTHLY SCHEDULE*

WEEK 1
Industrial
WEEK 2
Residential

WEEK 3
Office
WEEK 4
Retail

*Schedule may vary based on holidays and other factors

Position 1

TOP NEWS



Chicago-based developer acquires Burlington site, plans 1.5 million sq. ft. logistics park

A developer has closed on more than 70 acres in Burlington County, paving the way for as much as 1.5 million square feet of new industrial space along Route 130.

Position 2

MOST-READ



Tolls Bros. debuts first homes at redeveloped ex-A&P headquarters site in Montvale

Stro, packaging business ink 37,000 sq. ft. warehouse lease in Fairfield

Biotech firm expands to 200,000 sq. ft. in Piscataway, Keystone says

Russo plans fall launch for upscale apartments in Garwood

Russo plans fall launch for upscale apartments in Garwood

Position 3

EDITOR'S PICK



Passaic County, eyeing reuse of Toys R Us campus, among eight to receive EDA grants

The state is helping to jumpstart efforts to repurpose the sprawling former Toys R Us campus in Wayne, thanks to one of eight newly approved grants by the Economic Development Authority.

Position 4

FROM OUR PRINT EDITION



Industrial owners adapting, unlocking new revenue streams as parking requirements soar

Demand for parking in and around industrial properties has soared in New Jersey, fueled largely by the use of large delivery fleets, spurring changes in building design and creating new revenue streams for industrial owners.

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RENJ WEEKLY (THURSDAY)

Our newest email will feature the week's top news, including our most-read, editor's picks, people on the move and features from our print edition.

Insertion includes weekly email blast (4 per month) as well as monthly issue announcement email, for a total of 5 emails per month.

| AD SIZE | 1x | 3x | 6x | 12x |
|-------------------------------|-------------|-------------|------------|------------|
| POSITION 1 (600 X 140) | 1400 | 1120 | 850 | 560 |
| POSITION 2 (300 X 250) | 1120 | 900 | 675 | 450 |
| POSITION 3 (300 X 250) | 900 | 720 | 540 | 360 |
| POSITION 4 (300 X 250) | 730 | 585 | 440 | 300 |

THOUGHT LEADERSHIP



Real Estate NJ offers a range of sponsored content options in print and online, giving you the platform to share your insights and position your company as a leader in the industry.

DIGITAL

| | 1x | 4x |
|--|------|------|
| | 2000 | 1500 |

- This includes a bylined and branded story (recommended length: 500-700 words) that appears on RE-NJ.com with your company's written content, logo, head shot and images.
- Client supplies all content.
- Story will be featured in The Briefing on a day of your choosing, appearing between ad positions 3 and 4 with a headline, image and blurb to preview the story.

- Upon publication, story will live on RE-NJ.com homepage in our featured stories section (bottom row, farthest right story box) for five business days.

PRINT

- Share your insights in our monthly magazine alongside our own original content.
- For junior ads or above, sponsored content will also appear digitally, once in The Briefing and for one week on RE-NJ.com.

| SIZE | 1x | 4x |
|-------------|------|------|
| FULL PAGE | 6000 | 5000 |
| JUNIOR PAGE | 3750 | 3375 |

CUSTOM EMAIL BLAST

Deliver your message directly to the thousands of industry professionals that make up the Real Estate NJ community. Clients can build their custom email blast by 1) providing custom HMTL code or 2) providing a large image that will serve as the body of the email, along with a destination URL so that readers can click through to an external website.

| | 1x | 4x | 6x | 12x |
|----------------------|------|------|------|------|
| RATE PER EMAIL BLAST | 1875 | 1500 | 1200 | 1000 |

Clients may also provide individual components (such as copy, images and logos) and a desired layout that our editor can use to build the email blast.