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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’s subscribers and other readers total 48,000+ in over 80 countries.

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 influential decision-makers in their profession and industry, including developers, building owners, lenders, capital providers, architects, planners, brokers, attorneys, academics, nonprofit officials, and public officials.

VIEW URBAN LAND ONLINE

MARY SUMNER  DIRECTOR, BUSINESS DEVELOPMENT  |  MARY.SUMNER@ULI.ORG  |  202-753-4777
Percentages within each region represent share of region’s membership.

**AMERICAS**
- 37% SOUTH
- 29% WEST
- 14% NORTHEAST
- 12% MIDWEST
- 7% CANADA
- 1% CENTRAL/SOUTH AMERICA

**EUROPE, MIDDLE EAST & AFRICA**
- 24% UNITED KINGDOM
- 19% GERMANY
- 20% OTHER
- 14% FRANCE
- 6% NETHERLANDS
- 5% BELGIUM
- 8% SPAIN
- 4% IRELAND

**ASIA PACIFIC**
- 23% HONG KONG
- 22% SINGAPORE
- 13% JAPAN
- 13% CHINA
- 12% OTHER
- 10% AUSTRALIA
- 7% SOUTH KOREA

**AGE**
- 25–45: 63%
- 46–60: 21%
- Over 60: 11%
- Under 25: 5%

**CAREER LEVEL**
- Junior: 13%
- Mid-level: 35%
- Mid-level: 35%
- Senior/ C-Suite: 52%

*Member data is based on insights from March 2024.*
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.
Outlook for Mixed-Use Development: How Can Urban Mixed-Use Developments Succeed in the Post-Pandemic Era?

Experts speak about near-term prospects for development, challenges, and opportunities of obtaining financing in the current economic climate, strategies for balancing the mix of uses, ways mixed-use developments can better support local businesses, and other related trends.

READ MORE

"Missing Middle" Policies Beginning to Bend Cost Curve

Dan Parolek, an architect and urban designer and founder of Opticos Design, wrote a book on addressing the gap between single-family homes and large apartment complexes. Parolek recently spoke on a ULI webinar on housing solutions.

READ MORE


An analysis of hundreds of cities indicates that trips to CBDs in large cities (say, ones above 1.5 million residents) have plateaued around 60 percent of their pre-pandemic levels; smaller towns (for example, ones with fewer than 150,000 residents), in contrast, have fully bounced back.

READ MORE

From the Archives: In Milwaukee, a 25-Story Mass Timber Apartment Building Makes an Ascent

New Land Enterprises is leasing up Ascent MKE, the tallest mass timber building in the world at 25 stories, in downtown Milwaukee, Wisconsin.

READ MORE

Can Urban Redevelopment Address Cities' Challenges? How a Former Architect Is Determined to Make That a Reality

Hilco Redevelopment Partners’ Melissa Schrock is spearheading the transformation of industrial-age assets, including former coal-fired power plants in Boston and one that once powered the nation’s capital, into sustainable mixed-use hubs.

READ MORE


An analysis of hundreds of cities indicates that trips to CBDs in large cities (say, ones above 1.5 million residents) have plateaued around 60 percent of their pre-pandemic levels; smaller towns (for example, ones with fewer than 150,000 residents), in contrast, have fully bounced back.

READ MORE

Looking Forward to 2023 ULI Fall Meeting

For those attending the 2023 ULI Fall Meeting in Los Angeles, be sure to pick up a complimentary copy of ULI Land at the Convention Center. We will have comprehensive coverage of the conference in next Monday’s email. Thanks to all of our attendees and sponsors.

LEARN MORE

Align your brand with ULI!
DIGITAL ADVERTISING

2025 DIRECTORY ADVERTISING

SPRING 2025 EDUCATION PROGRAMS DIRECTORY

Showcase your college or university real estate development, architecture, urban planning, or community planning program!

- Two-page profile spread: program profile plus full-page branding advertisement.
- Directory will be published in Spring 2025 issue and sent to Urban Land subscribers.
- 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!

SALES CLOSE & MATERIALS DUE:
MARCH 3, 2025

SUMMER 2025 DIRECTORY OF REAL ESTATE PRODUCTS & SERVICES

This opportunity includes individual listings and full-page profiles of all the organizations involved in real estate, urban development, construction, finance, design, etc. The single listing option includes your organization name, logo, contact information and brief description of services. The full-page company profile option may include a detailed description of your organization’s products & services, current & proposed projects, leadership headshots, contact information, etc.

SALES CLOSE & MATERIALS DUE:
APRIL 25, 2025
2025 EDITORIAL CALENDAR

SPRING
HOUSING
2025 EDUCATION DIRECTORY

SALES CLOSE: APRIL 7, 2025
ADS DUE: APRIL 7, 2025
PUBLISHED: MAY 7, 2025

ISSUE FEATURES:
Outlook for Residential Neighborhood Development
Student Housing Trends
Senior Housing State of the Market
Multifamily PropTech
Affordable Housing Finance
Bonus Distribution: ULI Spring Meeting Denver

SUMMER
ALTERNATIVE ASSETS
2025 REAL ESTATE PRODUCTS & SERVICES DIRECTORY

SALES CLOSE: JUNE 23, 2025
ADS DUE: JUNE 23, 2025
PUBLISHED: JULY 23, 2025

ISSUE FEATURES:
UL10 Life Sciences
Outlook for Data Center Development
Data Centers
Medical Office
Self-storage
Build to Rent

FALL
FUTURE OF CITIES

SALES CLOSE: SEPT 8, 2025
ADS DUE: SEPT 8, 2025
PUBLISHED: OCT 8, 2025

ISSUE FEATURES:
UL10 Adaptive Use Residential
Outlook for Equitable Development
Meeting City Focus: San Francisco
5 Inspiring Urban Renewal Projects
Transportation Infrastructure
Bonus Distribution: ULI Fall Meeting San Francisco
CONTACT MARY SUMNER TO LEARN MORE ABOUT ADVERTISING OPTIONS.

MARY SUMNER  
DIRECTOR, BUSINESS DEVELOPMENT  
MARY.SUMNER@ULI.ORG  
202-753-4777
SUBMISSION INSTRUCTIONS

Log in to AdShuttle. If you are not already registered, click the “Sign Up” button to create a new user account.

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, email AdShuttle Customer Service:

AdShuttle

support@workflow.qg.com
866-774-5784

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.
Print Advertising

Urban Land Magazine 2025 Media

Frequency Rate Pricing

<table>
<thead>
<tr>
<th>Size</th>
<th>1X Rate ($</th>
<th>2X Rate ($</th>
<th>3X Rate ($)</th>
<th>4X Rate ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-PAGE SPREAD</td>
<td>$9,899</td>
<td>$10,399</td>
<td>$9,355</td>
<td>$9,855</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$5,945</td>
<td>$6,445</td>
<td>$5,004</td>
<td>$5,504</td>
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<tr>
<td>2/3 PAGE</td>
<td>$5,953</td>
<td>$6,453</td>
<td>$5,622</td>
<td>$6,122</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$5,071</td>
<td>$5,571</td>
<td>$4,851</td>
<td>$5,351</td>
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<tr>
<td>1/4 PAGE</td>
<td>$2,756</td>
<td>$3,256</td>
<td>$2,535</td>
<td>$3,035</td>
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<tr>
<td>INSIDE FRONT COVER</td>
<td>$9,150</td>
<td>$9,650</td>
<td>$8,820</td>
<td>$9,320</td>
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<tr>
<td>INSIDE BACK COVER</td>
<td>$7,827</td>
<td>$8,327</td>
<td>$7,386</td>
<td>$7,886</td>
</tr>
<tr>
<td>OUTSIDE BACK COVER</td>
<td>$11,355</td>
<td>$11,855</td>
<td>$10,804</td>
<td>$11,304</td>
</tr>
</tbody>
</table>

Special Placement Fee: $500 Per Insertion

Ad Specs + Artwork Submission Guidelines

2-PAGE SPREAD PLUS BLEED
Size: 17 3/4" x 10 7/8"
Bleed: 1/8"
Safety: 1/4"

FULL PAGE, PLUS BLEED
Size: 8 7/8" x 10 7/8"
Bleed: 1/8"
Safety: 1/4"

FULL PAGE, NO BLEED
Size: 8" x 10"
Includes 2/5 white border around the ad image when printed

2/3 PAGE VERTICAL
Size: 5" x 9 7/8"

1/2 PAGE HORIZONTAL
Size: 7 5/8" x 4 7/8"

1/4 PAGE
Size: 3 5/8" x 4 7/8"
### BANNER PLACEMENT

**SPONSORED CONTENT**
Posts are listed alongside website editorial and labeled “sponsored content.”

<table>
<thead>
<tr>
<th></th>
<th><strong>MEMBER RATE:</strong></th>
<th><strong>NON-MEMBER RATE:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOME PAGE</strong></td>
<td>$4,725/mo</td>
<td>$5,225/mo</td>
</tr>
</tbody>
</table>

**STANDARD BANNER**
Size: 300 x 300 px
72dpi, 40kb max file size

<table>
<thead>
<tr>
<th></th>
<th><strong>MEMBER RATE:</strong></th>
<th><strong>NON-MEMBER RATE:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOME PAGE</strong></td>
<td>$3,675/mo</td>
<td>$4,175/mo</td>
</tr>
</tbody>
</table>

**SKYSCRAPER**
Size: 300 x 600 px
72dpi, 40kb max file size

<table>
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<th></th>
<th><strong>MEMBER RATE:</strong></th>
<th><strong>NON-MEMBER RATE:</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>HOME PAGE</strong></td>
<td>$3,675/mo</td>
<td>$4,175/mo</td>
</tr>
</tbody>
</table>

**LEADERBOARD**
Size Home Page: 960 x 100 px
Size Alt Page: 728 x 90 px
72dpi, 40kb max file size

<table>
<thead>
<tr>
<th></th>
<th><strong>MEMBER RATE:</strong></th>
<th><strong>NON-MEMBER RATE:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOME PAGE (TOP)</strong></td>
<td>$4,200/mo</td>
<td>$2,100/mo</td>
</tr>
<tr>
<td><strong>ALT PAGE</strong></td>
<td>$4,725/mo</td>
<td>$5,225/mo</td>
</tr>
</tbody>
</table>

**MIDDLE BANNER**
Size: 728 x 90 px
72dpi, 40kb max file size

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<th><strong>MEMBER RATE:</strong></th>
<th><strong>NON-MEMBER RATE:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOME PAGE (TOP)</strong></td>
<td>$4,725/mo</td>
<td>$5,225/mo</td>
</tr>
<tr>
<td><strong>ALT PAGE</strong></td>
<td>$2,600/mo</td>
<td></td>
</tr>
</tbody>
</table>

**DIGITAL ADVERTISING**

**URBAN LAND ONLINE**

**Topic Centers Include:** Capital Markets and Finance; Design and Planning; Development and Construction; Resilience and Sustainability; Issues and Trends

**Property Type Topic Centers Include:** Hotels and Resorts; Industrial; Mixed-Use; Multi-Family; Office; Residential; Retail

**MEMBER RATE:**

- **HOME PAGE (TOP)**: $4,200/mo
- **ALT PAGE**: $2,100/mo

**NON-MEMBER RATE:**

- **HOME PAGE (TOP)**: $4,700/mo
- **ALT PAGE**: $2,600/mo