

2010 Media Planner

BOMA



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The *BOMA Magazine* is the official publication of the Building Owners and Managers Association (BOMA) International.

The *BOMA Magazine's* readers own or manage more than 80% of all prime commercial properties and facilities in North America and include building owners, managers, developers, asset managers, corporate facility managers and government real estate officials.

BOMA Magazine recipients read their issues and are responsible for making purchasing decisions.

Source: 2009 BOMA Magazine Editorial Survey



People read *The BOMA Magazine*

- 64% Of respondents have read at least four out of the last six magazines they received.
- 34% have read all six issues.
- 56% of readers spend 30 minutes or more reading the magazine.
- 50% of respondents save the magazine for six months or more.
- 75% share a copy of their magazine with colleagues.

Respondents were asked to rate the importance of 28 products/systems/services.

The areas listed below received the highest combined rating of “important” and “very important”

- Fire/Life Safety (76%)
- HVAC (76%)
- Services: Contract, Facility, Professional (74%)
- Energy Management Systems/Building Controls (73%)
- Disaster Preparation/Recover (72%)
- Lighting (72%)
- Security (64%)
- Building Automation/Controls (63%)
- Plumbing & Washrooms (62%)
- Electrical Equipment/Power Quality (62%)

BOMA Readers are very involved with purchase decisions...

- 74% Recommend product services
- 71% Prepare budgets
- 68% Research products/services
- 55% Make final decisions on purchases

In the past 12 months, respondents took action as a result of seeing ads in *The BOMA Magazine*.

Source: BOMA Member Survey

- 65% Visited an advertiser's website
- 62% Discussed/passed an ad on to another person
- 29% Purchased a product or service
- 29% Recommended a product or service
- 29% Filed an ad for future reference
- 23% Contacted an advertiser
- 23% Visited an advertiser during a tradeshow

9 Billion Square Feet

The BOMA Magazine is a four-color magazine published six times per year – January/February, March/April, May/June, July/August, September/October, and November/December. It is circulated to the more than 17,500 BOMA International members and subscribers. Subscribers include building owners, managers, developers, asset managers, corporate facility managers, leasing professionals, and federal, state and provincial government officials.

Members who read every issue: 90%

Circulation BOMA Magazine

Circulation by Job Function*

Source: Research USA

Property Management.....	84%
Asset Management	53%
Facility Management	47%
Building Engineering	29%
Owner/Investor/REIT	21%
Developer	18%

*Results <100% indicate readers are involved in multifaceted roles and functions.



Circulation by Building Category*

Source: Research USA

Downtown Office	61%
Suburban/Office Park	50%
Industrial	31%
Shopping Center	24%
Hospital/Medical Office Building.....	11%
Government	9%

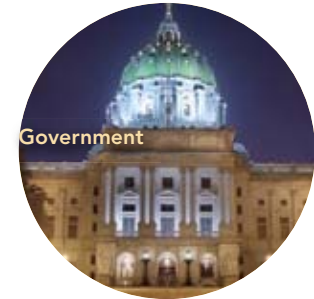
* Results <100% indicate readers own/manage mixed asset portfolios.



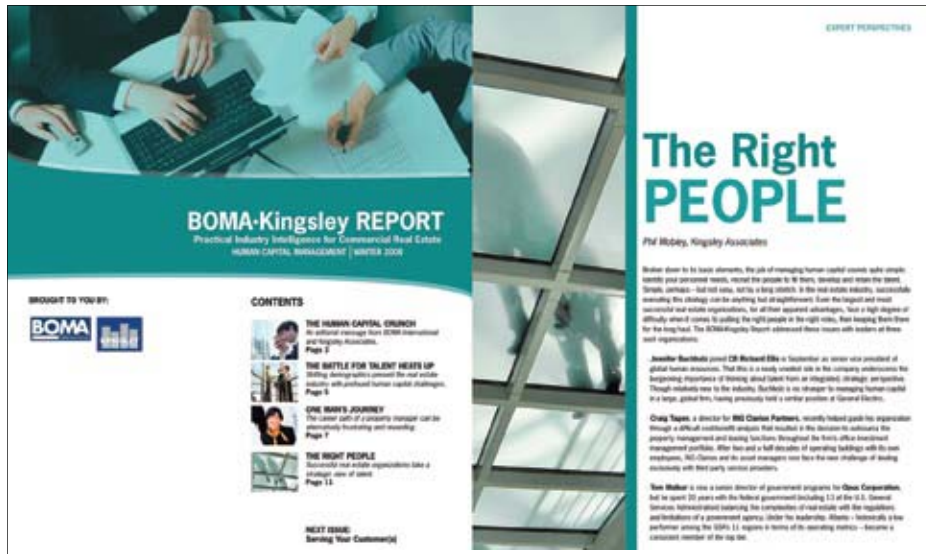
Readership: Active Participation

Source: BOMA Member Survey

Manage office spaces over 100,000 sq. ft.....	87%
Manage more than one building.....	75%
Are college grads/attended grad school.....	61%
Have been a BOMA member for 10+ years.....	41%
Age 50+.....	40%
Manage properties in suburban areas.....	36%
Manage properties in downtown areas.....	30%



BOMA Kingsley Report



BOMA-Kingsley Report

BOMA International and Kingsley Associates have teamed up to produce a special supplement to The BOMA Magazine. Three times a year, The Kingsley Report tackles a compelling industry issue from portfolio, asset and property management perspectives.

The BOMA-Kingsley Report will be featured in the January/February, and May/June issues of The BOMA Magazine.

Please contact Paul Hagen at (866) 965-4205 for advertising opportunities and special rate packages.

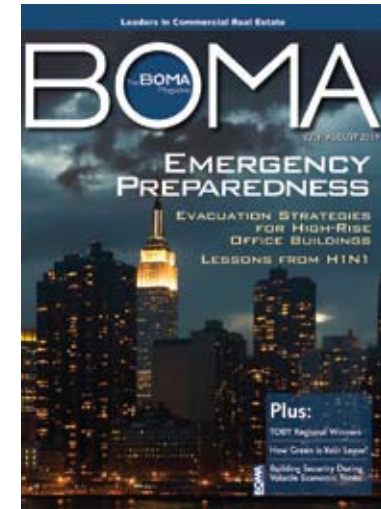
Editorial Awards

The BOMA Magazine received Awards of Distinction in the print media category of the 2007 and 2008 Communicator Awards, as well as a 2007 APEX Award for Publication Excellence in the Most Improved Magazines & Journals category. The magazine also received the Silver Award for the Most Improved Magazine or Journal in *Associations Trend's* 2007 All Media Contest.



The BOMA Magazine

Each issue contains news and information to help commercial real estate professionals stay on top of their game.



The BOMA Magazine Editorial Mission – be the number one source for news and information on legislative, regulatory and codes activities, trends and forecasts, and emerging technologies impacting commercial real estate.

- **Research Corner**

Examines the latest research and benchmarking data affecting commercial real estate. Topics include but are not limited to: tenant satisfaction, energy efficient benchmarking, EER spotlight, and trends in corporate and government facilities.

- **Trade Tools**

A new department has been added that highlights the latest products, services and trends around topics, such as HVAC, roofing, software, etc.

- **Emerging Trends**

Keeps pace with the latest trends and information affecting commercial real estate. This column reports on a number of timely issues including, construction, HVAC, IAQ, alternative energy sources, security, technology and property management.

- **Green Scene**

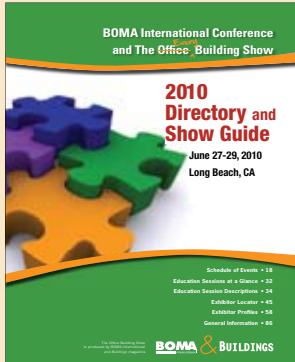
Offers a range of news, information, trends and research on everything “green.” Covering a range of topics from developments in greening existing buildings, to sustainability case studies, to low-cost energy efficiency strategies, “Green Scene” will offer the latest information on energy and the environment.

- **Convention Spotlight**

The “Convention Spotlight” column features convention news, exhibitor spotlights, tradeshow highlights, as well as the latest programming information on speakers, education sessions, TOBY awards and networking sharing opportunities at BOMA, and the industry’s premier conference event - the BOMA International Conference and The Every Building Show.

The Every Building Tradeshow

BOMA International Conference and The Every Building Show 2010 Directory and Show Guide



The BOMA International Conference and The Every Building Show is the premier education and networking event for commercial real estate.

When you advertise in the BOMA International Conference and The Every Building Show 2010 Directory and Show Guide, you will be seen by attendees who are real estate decision makers.

Advertising in the directory and show guide puts your products and services in front of executive-level building and property managers, facility managers, owners and investors, asset managers and other top real estate professionals.

To reserve space in this year's show directory, please contact Paul Hagen, (866) 965-4205.

Reserve your booth at the 2010 BOMA International Conference and The Every Building Show

The 2010 BOMA International Conference and The Every Building Show will be held June 27-29, 2010 in Long Beach, CA at the Long Beach Convention & Entertainment Center.

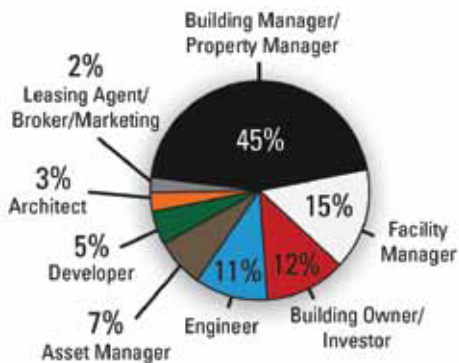


For booth space reservations or questions about The Every Building Show:

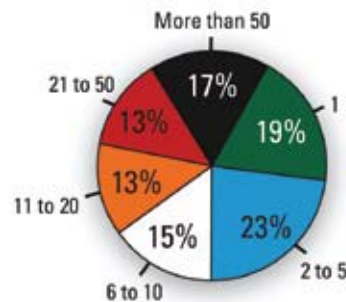
Contact Vicki Cummins at 888-777-6956 or vcummins@showmgmt.com, or visit www.BOMACONVENTION.org for more information.

2009 Attendee Demographics

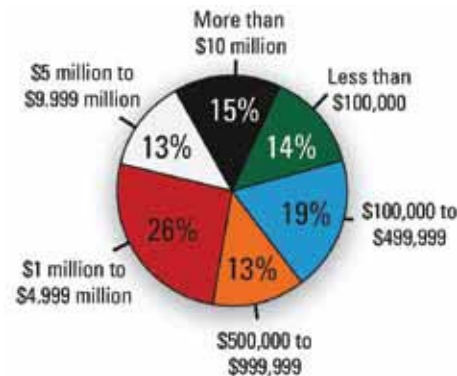
Attendee Occupations



Number of Buildings Managed



Annual Spending on Building Products and Services



Amount of Office Space Personally Managed in Square Feet



TOBY (The Outstanding Building of the Year) Magazine June 2010

TOBY Magazine is a special annual publication of BOMA International to recognize the nominees to the prestigious Outstanding Building of the Year (TOBY) Awards. The awards recognize excellence in building design, operations and management in the commercial real estate industry.

This comprehensive publication includes profiles of the more than 70 regional TOBY winners who compete in the international competition, plus profiles of TOBY chairpersons, BOMA VIPs, judges and more.

TOBY Magazine is mailed to the BOMA membership in June 2010 and distributed at the June 27th awards ceremony during the 2010 BOMA International Annual Conference and The Every Building Show.

TOBY Display Advertising Specifications:
 TOBY Magazine specifications are the same as the
 The BOMA Magazine.

See page 10 for advertising specifications.

BOMA 2010 Editorial Calendar

	Cover Story	Features		Research	Emerging Trends	Trade Tools	Green Scene	Deadlines
Jan/Feb	Tenant Retention	Building Operations -Engineers	Year in Review	Measure to Manage	Construction	Software	Sustainability	Adv: 12/4/09 Materials: 12/9/09
Mar/April	Asset Management	Standards	Winter Business Mtg. Recap	International Real Estate	Property Management	Plumbing/Washrooms	Sustainability	Adv: 2/5/10 Materials: 2/10/10
May/June	Greening and Sustainability	Water Conservation	Convention Preview	Energy Benchmarking	Building Systems	HVAC	Sustainability	Adv: 4/2/2010 Materials: 04/7/10
June TOBY	TOBY Magazine is a special, annual publication recognizing the nominees to the prestigious 'The Outstanding Building of the Year' awards. The publication will be the official program for the ceremony held on June 29 th , the final day of the BOMA convention in Long Beach, CA. Plus it will be mailed to all BOMA members in late June 2010.							Adv: 5/7/2010 Materials: 5/12/10
BOMA Every Building Show Directory	The BOMA International Conference and Every Buildings Show Directory will be distributed at the national event June 27-29, 2010 in Long Beach, CA.							Adv: 5/7/10 Materials: 5/12/10
July/Aug	Emergency Preparedness	Security	TOBY Regional Winners	EER Spotlight	Healthcare Real Estate	Fire/Life Safety	Sustainability	Adv: 7/2/10 Materials: 7/7/10
Sep/Oct	Convention Highlights	TOBY Winners	Codes	Building budgets through benchmarking	Government	Roofing	Sustainability	Adv: 8/6/10 Materials: 8/11/10
Nov/Dec	Recruitment/Leadership	Women in Real Estate	Elevators / Escalators	RFPs	Canadian Market	Energy Management Systems	Sustainability	Adv: 10/6/10 Materials: 10/11/10

- Each issue will also feature departments on current industry news, buyer's guide, industry profiles, education, sustainability and the BOMA Conference.
- A new department has been added (Trade Tools) highlighting the latest products, services and trends around topics, such as HVAC, roofing, software, etc.
- The BOMA Kingsley Report will be featured in the January/February issue and the May/June issue.

Laura Horsley, Editor (202) 326-6315, lhorsley@boma.org

BOMA.org — Online Opportunities for 2010

BOMA.org

- The official Web site of the Building Owners and Managers Association (BOMA) International.
- The Web site averages more than 23,108 unique visitors per month. The average visitor has 2.94 page views and spends an average of 2.30 minutes on the site.
- BOMA.org is one of the most utilized Web sites for building owners and property managers for up-to-date information on legislation, codes and regulatory news in the commercial market.

SOURCE: GOOGLE ANALYTICS

Web site



BANNER ADS

Skyscraper\$785 per 10,000 impressions
 Square Button\$550 per 10,000 impressions

BANNER AD SPECIFICATIONS

- 1 Skyscraper (on home page).....160 X 600 pixels
- 2 Square Button (interior page).....150 X 150 pixels

For more information, contact: Paul Hagen at (866) 965-4205
 Online opportunities are subject to availability.

BOMA e-Newsletters

e-NEWSLETTERS

- BOMA e-News is e-mailed to 15,500 subscribers the first and third Thursday of each month. It's filled with industry news, updates about BOMA International's advocacy initiatives, information on upcoming educational programs and more.
- The Conference Connect e-newsletter promotes the BOMA International Conference and The Every Building Show to more than 30,000 past attendees, potential attendees and BOMA members from January until the date of the convention.

Position 1: \$2,100
Position 2: \$1,575
Position 3: \$1,050

E-NEWSLETTER SPECIFICATIONS

- 3 75-word text submitted in Word document. Logo or product image in jpeg or gif format, 130 X 130 pixels, 72 dpi, 20k maximum file size. Please provide linking URL.

e-News



Advertising Rates 2010

BOMA Magazine

Ad Size	1x	4x	8x
2 Page Spread	\$8,355	\$7,890	\$7,455
Full Page	\$5,275	\$4,980	\$4,705
1/2 Page Island	\$3,845	\$3,635	\$3,435
1/2 Page	\$3,635	\$3,435	\$3,245
1/3 Page	\$3,145	\$2,970	\$2,810
1/4 Page	\$2,520	\$2,385	\$2,250
Premium Positions			
Inside Front Cover	\$5,840	\$5,525	\$5,210
Inside Back Cover	\$5,665	\$5,355	\$5,050
Outside Back Cover	\$6,540	\$6,185	\$5,835
Table of Contents	\$5,665	\$5,355	\$5,050
Chairman's Message	\$5,665	\$5,355	\$5,050
Classified			
1/6 Page	\$2,110	\$1,995	\$1,885
1/8 Page (Business Card)	\$1,840	\$1,735	\$1,640

Guaranteed Position: 15% extra • Advertising Inserts: Rates on request.

Issue Space	Closing Date	Materials Due
January/February	12/4/2009	12/9/2009
March/April	2/5/2010	2/10/2010
May/June	4/2/2010	4/7/2010
June: TOBY	5/7/2010	5/12/2010
June Show Guide	5/7/2010	5/13/2010
July/August	6/4/2010	6/9/2010
September/October	8/6/2010	8/11/2010
November/December	10/1/2010	10/6/2010

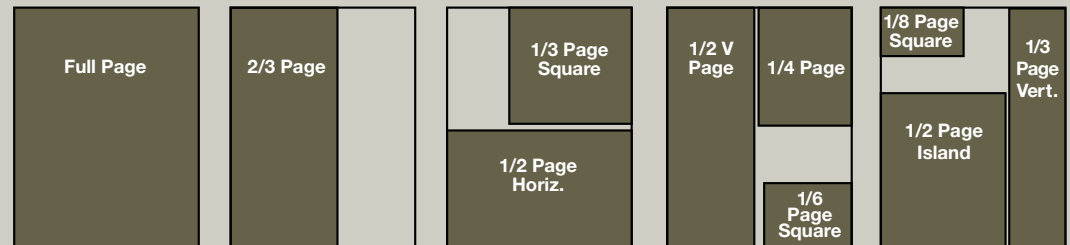
Contact Paul Hagen at (866) 965-4205
or paul.hagen@stamats.com

TOBY Magazine

Ad Size	1x
2 Page Spread	\$8,355
Full Page	\$5,275
1/2 Page Island	\$3,845
1/2 Page	\$3,635
1/3 Page	\$3,145
1/4 Page	\$2,520
Premium Positions	
Inside Front Cover	\$5,840
Inside Back Cover	\$5,665
Outside Back Cover	\$6,540
Table of Contents	\$5,665
Chairman's Message	\$5,665
International Officers	\$5,665
Classified	
1/6 Page	\$2,110
1/8 Page (Business Card)	\$1,840
Logo	
Logo Ad	\$520
2 Logos	\$475
3+ Logos	\$420

The BOMA International Conference and The Every Building Show 2010 Directory and Show Guide

Ad Size	1x
2 Page Spread	\$3,340
Full Page	\$2,110
1/2 Page Island	\$1,540
1/2 Page	\$1,455
1/3 Page	\$1,260
1/4 Page	\$1,010
Premium Positions	
Inside Front Cover	\$2,335
Inside Back Cover	\$2,270
Outside Back Cover	\$2,615
Table of Contents	\$2,270
Chairman's Message	\$2,270
Classified	
1/6 Page	\$845
1/8 Page (Business Card)	\$735
Logo	
Logo Ad	\$520



Specifications

Mailing and Shipping Instructions

Contracts, Insertion Orders, Printing Materials: Mail to BOMA Magazine, c/o Stamats Business Media, 615 5th Street SE, Cedar Rapids, IA 52401, Attn: Gail Utt. Fax insertion orders to: (319) 364-4278. Inserts: Contact Gail Utt, Production Director, at 800-553-8878, ext. 5052, for complete shipping instructions.

Inserts

Sizes: Untrimmed Size Trim Size
 1 Page Insert8 1/8" x 11 3/16"7 7/8" x 10 7/8"
 Spread Insert 16 1/4" x 11 3/16"16" x 10 7/8"
 Trim at Head: 3/16"

Call Production Director, Gail Utt, for pre-approval of inserts. Phone: 800-553-8878, ext. 5052.
General: Agency Commission: 15% of gross billing to recognized advertising agencies on space, color, special position. NOTE: NO CASH DISCOUNTS. NET 30 DAYS. A finance charge of 1.5% per month will be added to all past due accounts.

Publisher's Copy Protective Clause: Advertiser and advertising agency assume liability for all content of advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. The publisher reserves the right to reject any advertising. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Short Rates and Rebates: We encourage advertisers to plan all placements and promotional activities in advance in order to garner the best rates and positioning and to guarantee availability. As a courtesy, we extend frequency discounts to scheduled advertisers in advance of schedule completion. The discount is earned only upon fulfillment of the space commitment for the entire ad schedule. In the event that the frequency discount is not earned within a 12-month period, the rates will be adjusted to reflect the actual earned frequency and you will be invoiced for the difference.

Rate Protection Clause: A minimum of 60 days notice will be given preceding any rate increase. On effective date of new rates, earned frequency on space run to-date will apply to new rates.

Cancellation Dates: No cancellations after first of preceding month.

Digital Requirements:

Media: CD, CD-R, DVD, DVD-R or 100MB Mac or PC ZIP disk.
 FTP: For FTP site access (the preferred file transfer method), contact Gail Utt at (gail.utt@stamats.com).
 Software: Our production department is Mac-based and uses computer-to-plate technology. We prefer press-ready PDF-X1a files (file must include bleed, trim marks and exact trim size: 7 7/8" x 10 7/8"). We also accept native files created with the following software:
 Adobe InDesign Adobe Photoshop Adobe Illustrator

Images: Photographic images must meet the following guidelines:
 Resolution: 300dpi
 Color mode: CMYK or Grayscale (convert all RGB images to CMYK)

File formats: We prefer high-resolution PDF. TIFF (Image Compression: None; Byte Order: Macintosh) or EPS (save Encoding as Binary, not as ASCII or JPEG). Low-res JPEG files will NOT be accepted.
 Fonts: Use only Mac postscript fonts in your document. Do not use TrueType fonts. If your document was created using PC fonts, they will need to be substituted for Mac postscript fonts. If your document was created in an illustration program, please convert all fonts to paths to avoid font conflicts.
 Trapping: All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.
 Proofs: A color proof must accompany ALL ads. If a color proof is not included with the ad, we will not be responsible for undesirable printing results. Supply a high-resolution Kodak color proof or equivalent or PDF file. Ad color will not be guaranteed unless the above type of proof is supplied.

Mechanical Requirements:

Printing Material: We use computer-to-plate technology, therefore, a \$250 flat fee will be charged for any film negatives submitted.
 Printing: Web Offset.
 Binding: Perfect (glued).
 Color: Black and White, 2-Color and 4-Color Screen: 150 lpi.
 4-color Density: Maximum 300%. Provided only one color is solid.
 Inking: Use Specifications for Web Offset on 50-60 lb. machine coated.
 Rotation of Colors: Black, cyan, magenta, yellow – Web.
 Material Storage: Printing material will be stored for 12 months and then destroyed unless advised otherwise
Advertising Dimensions: Publication Trim Size: 7 7/8" x 10 7/8"

Specifications for Web Offset:	Non-Bleed		Bleed	
	Width	Height	Width	Height
2-Page spread	15 1/8"	10"	16 1/4"	11 1/8"
1-Page	7"	10"	8 1/8"	11 1/8"
1/2 Page Island	4 9/16"	7 1/2"	5 1/8"	8 3/16"
1/2 Page Horizontal	7"	4 7/8"	8 1/8"	5 9/16"
1/2 Page Vertical	3 3/8"	10"	3 7/8"	11 1/8"
1/3 Page Square	4 9/16"	4 7/8"	5 1/8"	5 9/16"
1/3 Page Vertical	2 1/8"	10"	2 5/8"	11 1/8"
1/4 Page	3 3/8"	4 7/8"	3 7/8"	5 9/16"
1/6 Page	2 1/8"	4 7/8"	2 5/8"	5 9/16"
1/8 Page	3 1/8"	2 1/4"	None available	