



Expect more.

Professional Report offers you, your firm, or your clients the opportunity to reach top real estate professionals—those who hold the SIOR designation.

Promote to the best in 2006—use Professional Report as your advertising vehicle



General Information

Billing Policy All advertisements accepted for Professional Report magazine must be prepaid by check or credit card. If you choose to pay by credit card, please provide information on the insertion order. Your account will be charged quarterly—December for the Winter edition; March for the Spring edition; June for the Summer edition; and September for the Fall edition.

If you choose to pay by check, payment must accompany the first insertion. If you are placing ads in more than one magazine, you may choose to be invoiced quarterly. If you choose that option, invoices will be sent to you in October for the Winter 2006 edition; February for the Spring edition; April for the Summer edition; and July for the Fall edition. Payment must be received each quarter by the Material Deadline, found under Advertising Deadlines, indicated on your insertion order form. If payment is not received by the deadline, the advertisement will not run.

Payment Clause SIOR reserves the right to collect monies due and payable for advertisements from either the advertiser's agency or the advertiser.

Advertiser Copies In accordance with postal regulations, advertisers will receive one complimentary copy of the issue containing their advertisements. Additional copies may be purchased at cost from SIOR.

Copy Liability SIOR and Professional Report magazine reserve the right to refuse any advertisement not keeping with the standard of the magazine or not serving the best interests of SIOR or its membership. Further, SIOR reserves the right to place the word "advertisement" on any ad copy at the editor's discretion.

Send all ad materials to:

THE SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®
Attention: Michelle Carmichael-Green
1201 New York Avenue, NW
Suite 350
Washington, DC 20005-6126

Please send all your ads smaller than 5 MB to:
mccarmichael-green@sior.com

Advertising Rates

Size	1x	2x	3x	4x
Full Page	\$1350	\$1290	\$1230	\$1133
2/3 Page	\$1020	\$960	\$945	\$848
1/2 Page	\$788	\$750	\$705	\$630
1/3 Page	\$630	\$585	\$540	\$473
1/4 Page	\$473	\$443	\$413	\$360
1/6 Page	\$315	\$285	\$255	\$203

Rates are effective beginning with the Winter 2006 issue of Professional Report and are based on black and white ads.

Cover Positions*

Back Cover	\$3623	\$3450	\$3308	\$2993
Inside Front Cover	\$3308	\$3188	\$2993	\$2756
Inside Back Cover	\$2993	\$2835	\$2678	\$2520
Back Page	\$2950	\$2773	\$2606	\$2450
Page 1	\$2600	\$2470	\$2322	\$2182

*Cover advertisements runs as full color with rate and position charges included.

Special Positions

Internal preferred positions are charged a 10% premium and are not guaranteed unless stated as a preferred paid position. All special and preferred positions are on a first-come, first-served basis with previous advertisers offered the first right of refusal. Contact Michelle Carmichael-Green at 202.449.8222 for special position availability.

Color Rates

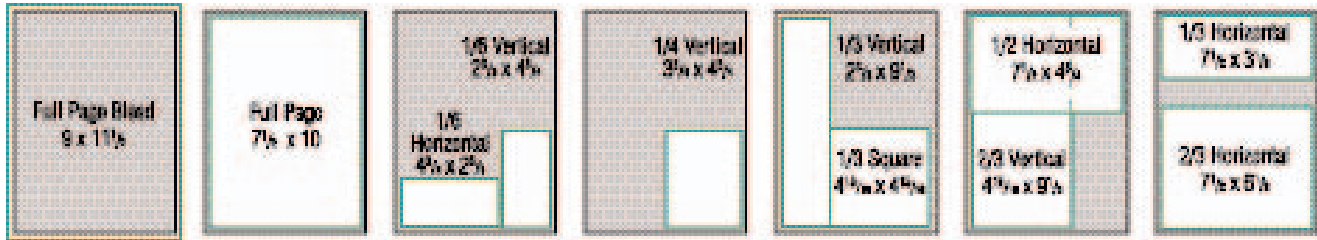
Two-color advertisements (Black and a spot color of a PMS build) are \$150 extra. Advertisers must furnish electronic advertisements with color breaks. If designed by SIOR production staff, indicate desired color breaks during design process.

Full page - \$500	1/3 page - \$200
2/3 page - \$400	1/4 page - \$100
1/2 page - \$300	1/6 page - \$50

Bleeds

Bleeds are accepted for full-page advertisements only and must be fully bled at 1/4 inch on all four sides. See Mechanical Specifications.

Mechanical Specifications



Standard Page Size	Width	Height
Bleed	9	11 1/2
Trim	8 1/2	11
Full Page	7 1/2	10
2/3 horizontal	7 1/2	6 2/3
2/3 vertical	4 15/16	9 1/2
1/2 horizontal	7 1/2	4 3/4
1/4 vertical	3 3/4	4 3/4
1/3 horizontal	7 1/2	3 1/8
1/3 vertical	2 3/8	9 1/2
1/3 square	4 15/16	4 15/16
1/6 vertical	2 3/8	4 3/4
1/6 horizontal	4 3/4	2 3/8

Live Copy: Keep live copy a minimum of 1/2 inch from trim size for bleed ads. Bleeds on full-page ads only.

Issues And Closing Dates

Professional Report is published quarterly. Publisher is not liable for non-delivery or late delivery of electronic advertisements beyond publisher's control. If new electronic advertisement does not reach publisher's office by material deadline, publisher reserves the right to repeat previous ad.

Issue	Insertion Order Deadline	Material Deadline
Winter	October 25, 2005	November 21, 2005
Spring	February 13, 2006	March 6, 2006
Summer	April 26, 2006	May 29, 2006
Fall	July 26, 2006	August 17, 2006

Supported Software and Proofs

All electronic ads must be Macintosh OSX compatible and accompanied by an acceptable color proof such as Kodak Approval or CREO Spectrum. Color proofs must meet SWOP standards. SIOR is not responsible for ads sent without acceptable proofs or ads not meeting our electronic submission requirements. A design fee may be incurred for any work SIOR does on behalf of the customer. Advertising materials delivered beyond deadline are subject to additional charges.

Applications

Quark XPress: All linked graphics and Postscript Type I fonts included (we recommend using "Collect for Output"). Removal of multilingual extensions is requested. Files without an acceptable color proof must provide a PDF file.

Adobe Photoshop: EPS, JPEGs and TIFFs accepted. Files must meet a minimum of 300-dpi requirement and be converted to CMYK. Files without an acceptable color proof must provide a PDF file.

Adobe Acrobat (PDF format): All resulting PDFs must be high resolution with the fonts embedded. The best results start with a Postscript file that is distilled in Acrobat Distiller 1.3 (or newer). If your application can generate a PDF, it is still best to review the file in Acrobat or Distiller and "save as" a PDF. Files not meeting these criteria will not be used. Files without an acceptable color proof must provide a PDF file. Please call 202.449.8222, if assistance is required.

Adobe Illustrator: Convert all fonts to Outline. Do not embed images, link them to the document and submit them with native document (refer to graphics guidelines). Freehand must have the fonts outlined and saved as an AI file. Files without an acceptable color proof must provide a PDF file.

Unacceptable Applications

Microsoft Word, Publisher, PowerPoint or any word processing program, InDesign or CT/LW files. PC-based applications are not acceptable (refer to graphics guidelines). SIOR can assist you in creating a design in the correct format. Please contact Michelle Carmichael-Green at 202.449.8222 for rates.

Fonts

Include a copy of ALL fonts used in your files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files. All fonts must be Postscript Type I or compatible. TrueType and Multi Master format can not be accepted. Please call 202.449.8222, if assistance is required.

Graphics

EPS, JPEG, PDF, and TIFF files are accepted. All images should be 300-dpi and be provided at final size. SIOR will convert all RGB graphics to CMYK (Some colors will change) for print.

Media

Ads may be submitted on CD, DVD, ZIP100 or via e-mail. Please send disks, etc. in hard cases to avoid damage. Reflective art and film (neg. or pos.) not accepted.

Technical and Production Assistance

For technical production questions call 202.449.8222 or e-mail mcarmichael-green@sior.com.

To prevent file corruption, always use Stuffit, Zip, or any Macintosh self-extraction format. Include in the subject line of your e-mail the following tagline indicating: "Name of Advertisement/Publication/Issue Date." SIOR is not responsible for errors in ads submitted via e-mail, and is not responsible for misdirected e-mails.

professional report

2006 ADVERTISING INSERTION ORDER

Professional Report, a publication of the SOCIETY OF INDUSTRIAL AND OFFICE REALTORS® (ISSN: 1067-4764) is published quarterly. Send all inquires to: 1201 New York Ave., NW, Suite 350, Washington, DC 20005-6126.



ADVERTISER _____ CHECK HERE IF AD AGENCY

CONTACT NAME _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____ E-MAIL _____ URL _____

SIZE:

- Full page
- 2/3 page page vertical
- 1/2 page horizontal
- 1/2 page vertical
- 1/3 page square
- 1/3 page vertical
- 1/4 page vertical
- 1/6 page
- Business card size

COLOR:

- 4-color process
- Black & White
- 2-color process
- Bleed

ISSUE TO RUN IN:

- Winter
- Spring
- Summer
- Fall

FREQUENCY:

- 1X
- 2X
- 3X
- 4X

NOTE: Ad material deadlines are listed on the Advertising Rate Card. Please contact SIOR for ad specifications.

SPECIAL PLACEMENT: *Premium Rate, four-color only.*

- Cover II (Inside Front Cover)
- Cover III (Inside Back Cover)
- Cover IV (Back Cover)
- Opposite Table of Contents
- Other (Add 10% to B&W rate) _____

MATERIALS: *(Additional charge if received after deadline.)*

- New Art—date to arrive at SIOR _____
- Pick Up previous—month and page number _____

Send all advertising materials to:

SIOR, Attention: Michelle Carmichael-Green, 1201 New York Ave, NW, Suite 350, Washington, DC 20005-6126

COST PER AD	
SPACE RATE	\$ _____
SPECIAL POSITION	_____
+ COLOR	_____
NET TOTAL	\$ _____
CHARGE INFORMATION:	
<input type="checkbox"/> Master Card	<input type="checkbox"/> VISA
<input type="checkbox"/> American Express	
ACCT. #	_____
EXP. DATE	_____
SIGNATURE	_____

If necessary, staple additional worksheets to this contract. Please consult the current rate card for advertising space, color costs, mechanical specifications, and material deadlines. Production charges will be added for advertisements that do not meet mechanical requirements.

By signing this contract I agree to follow all advertising conditions listed in the current rate card and on the back of this contract.

Authorized Signature _____ Date _____ Title _____

Special Instructions _____

Return this form to:
SIOR, 1201 New York Avenue, NW, Suite 350, Washington, DC 20005 -6126
or fax to 202.521.3953