

# CONNECT *Advertising*

## *2021 Ad Rates*

### *Website*

Connect CRE is your source for everything you need to start your day and stay informed. Our stories across the nation are 150 words or less, maximizing your time. If you're looking for expanded content, we dig deeper with Q&As with industry experts, long-form trend pieces, and our weekend edition content (Connect Weekender). True to our name, each story connects you directly to the players who did the deal.

Each of our daily emails and property-type emails have dedicated hub pages so you can quickly and effectively read the news that is most important to you – by market, region, property type, or topic. With 250,000 unique monthly visitors and more than 425,000 total monthly impressions, you'll be sure to get the exposure you want with our advertising opportunities.

All advertising opportunities are built on analytics and lead generation – you'll get more than an impression count, you'll know exactly who clicked on your ad and get their full contact information. More than numbers, real leads.

**250k unique monthly  
visitors and  
425k+ impressions**

#### **HOMEPAGES**

**Banner Ad** (728 x 90 px), appears twice per Homepage with leads provided for all ad clicks

- National Homepage: \$4,000 per month
- Regional or Sector Homepage: \$3,000 per month

**Cube Ads** (336 x 280 px & 300 x 250 px), two spots available per national, regional, or sector homepage with leads provided for all ad clicks: \$4,000 per month

- 336 x 280 px ad appears on national, regional, or sector homepage
- 300 x 250 px ad appears on story pages for stories that fall under purchased category (national, regional, or sector)

**Homepage Takeover** – banner ad (728 x 90 px) in two locations and a cube ad (336 x 280 px) in two locations with leads provided for all ad clicks

- National Homepage: \$9,000 per month
- Regional or Sector Homepage: \$7,500 per month

#### **STORY PAGES**

**Banner Ad** (728 x 90 px) appears at the top of a story page and repeated multiple times throughout the scroll experience with leads provided for all ad clicks: \$2,000 per month, sold by property type

#### **SEARCH MENU**

**Banner Ad** (728 x 90 px) appears throughout the website every time the menu is opened with leads provided for all ad clicks: \$4,000 per month