

BOMA International ePublications Media Kit





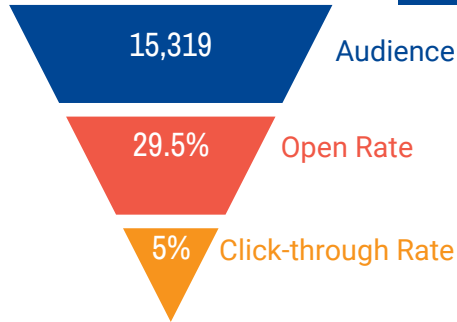
About ePublications

- **Advertising:** Your ad will be positioned alongside exclusive insights and industry updates, ensuring it receives maximum visibility among our engaged audience.
- **Targeted Audience:** Reach a highly engaged audience of industry professionals and decision-makers who are actively involved in commercial real estate.
- **Exclusive Insights:** Position your brand alongside top stories and exclusive insider perspectives, ensuring your ad gets noticed in a contextually relevant environment.
- **High Visibility:** Stand out with prominent placement opportunities that ensure your ad receives maximum visibility and generates valuable exposure for your brand.
- **Extended Reach:** Benefit from our extensive distribution channels, including our subscriber base and social media platforms, to amplify the reach of your ad beyond the newsletter itself.

BOMA International’s quarterly Deep Dive series offers in-depth insights on issues facing the industry today to navigate the ever-evolving commercial real estate landscape. The 8-10 page flipbook provides advertisers the opportunity to position themselves in the industry’s leading thought leadership short-form electronic magazine.



Deep Stats



Average Industry Stats

19.7% Open Rate
2.8% Click-through Rate

BOMA
International

**How-To
Playbook**

Q3 2024

HOW SMART BUILDING TECHNOLOGY CAN HELP DECARBONIZE YOUR BUILDING AND REDUCE OPERATIONAL COSTS



Commercial real estate buildings require a lot of energy. In fact, according to the **Department of Energy**, the built environment is responsible for 35% of the U.S. energy consumption alone. "Sustainability has evolved over the last few decades," says Christy Fetsch, Vertical Market Strategy Leader at Trane. "What was once called 'people, profit, planet,' became 'corporate social responsibility,' [and OR as well as] environment, social, governance (ESG). No matter the term used, these practices aim to promote responsible business practices that contribute to sustainable outcomes. Decarbonization plays a key role in advancing sustainability within built environments by reducing greenhouse gas emissions, often through energy efficiency improvements.

According to Trane's experts, decarbonization also helps to support:

- Reduced business risk
- Creating shareholder and brand equity
- Reducing operational costs



**Learn More
About Trane
Autonomous
Control**

With expert guidance from BOMA's network of industry-leading service providers, readers get the information they need to ensure their buildings are on the cutting edge. This tactical, step-by-step tutorial on a specific topic relates to operating or managing a commercial building.

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**Jumbo
Skyscraper
2.5"x5"**

\$3,200

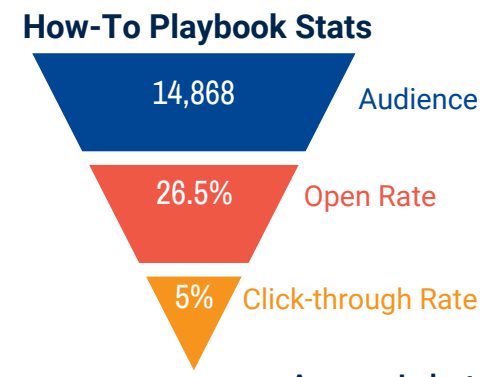
**Medium
Skyscraper
2.5"x3"**

\$2,600

**Small Skyscraper
2.5"x1"**

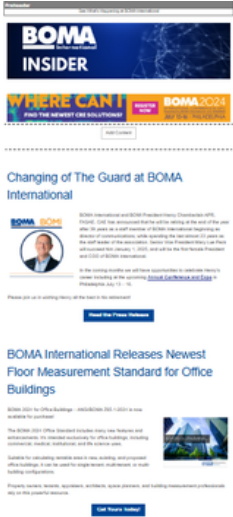
\$800

*Ad placement is on a first come, first served basis



Average Industry Stats
 19.7% Open Rate
 2.8% Click-through Rate

Top leaderboard >

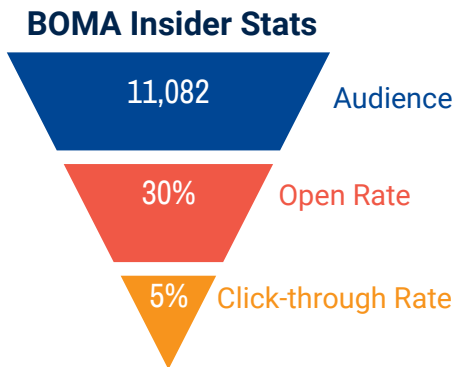


Quarterly Recap: Benefit from being featured in our quarterly newsletter, which serves as a comprehensive recap of the top stories and happenings at BOMA. Your ad will be positioned alongside exclusive insights and industry updates, ensuring it receives maximum visibility among our engaged audience.

Middle leaderboard >



Ad sizes: 728x90 pixels



Bottom leaderboard >



Average Industry Stats
 19.7% Open Rate
 2.8% Click-through Rate



Top leaderboard >

February 28, 2024

Dear Colleagues,

It is always an exciting time in Washington D.C. as we move into an election season. These years provide an excellent opportunity for BOMA, as politicians focus their interest on constituent issues at an all-time high. This could not come at a better time, as we continue to face challenges in office reopening, interest rates and financing, tax policy to support efficiency improvements, and so much more.

One significant new effort to move forward on our priority issues will be a "National Local Lobby Day," when we will ask members nationwide to reach out to elected officials, using our digital advocacy programs, to express our concerns and advance our initiatives. Please look out for more information in the coming weeks on this important initiative.

We have a lot of positive momentum to build on, and in this issue we have some important updates, including a successful outcome to block a transfer tax in Chicago, and a string of new Congressional cosponsors for H.R. 1491. Your continued support of our advocacy efforts is essential in making sure that our industry remains at the center of the policy debate, shaping a business environment that will ensure a vibrant CRE industry. As always, please reach out to the Advocacy team at govx@boma.org if you need assistance.

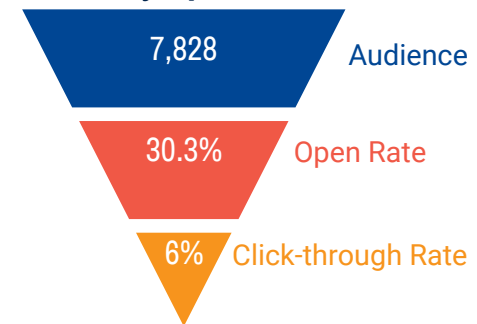
Regards,

Stay on top of the latest federal and local advocacy news that impacts the commercial real estate industry through our monthly update.

Working with the BOMA local associations, BOMA International continues to push forward on a state and federal legislative, regulatory and codes agenda that will lead to positive outcomes for the commercial real estate sector and the built environment.

Ad sizes: 728x90 pixels

Advocacy Update Stats



Average Industry Stats

19.7% Open Rate
2.8% Click-through Rate

Middle leaderboard >

Advertising Position #2
728x90
\$2000

Headline Story #3

0074

Qui laboriosam facilis ut saepe minus quo quasi consequatur ut ipsa autem qui laboriosam perspiciatis et laborum laborum et delectus explicabo.

CTA Button

Add Content

Headline Story #4

0074

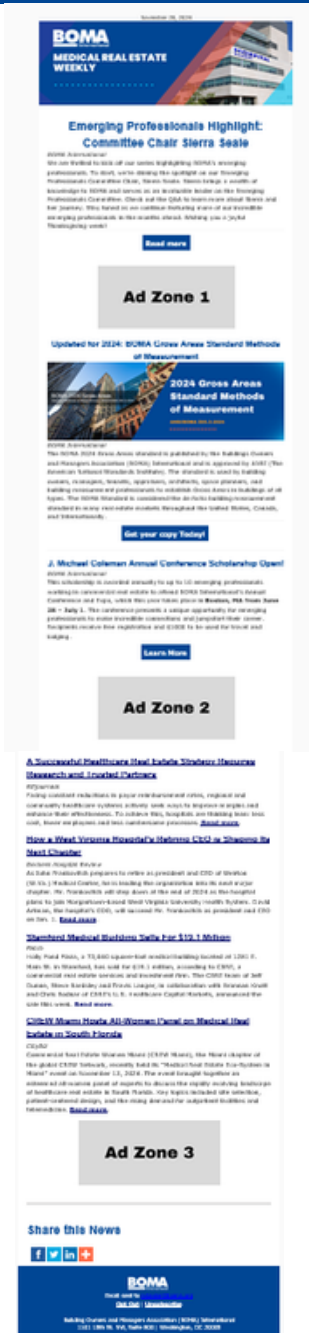
Qui laboriosam facilis ut saepe minus quo quasi consequatur ut ipsa autem qui laboriosam perspiciatis et laborum laborum et delectus explicabo.

CTA Button

Add Content

Bottom leaderboard >

Advertising Position #3
728x90
\$1000

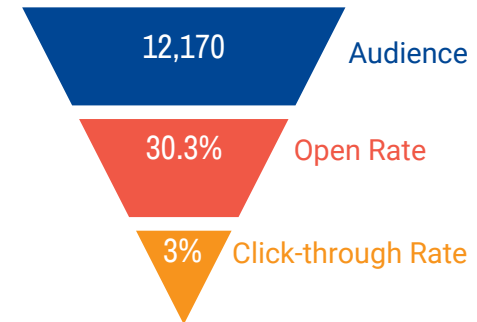


Does your organization have products and services for the medical real estate market?

This weekly newsletter is packed with relevant information, trends, news, and articles specifically geared toward medical real estate professionals.

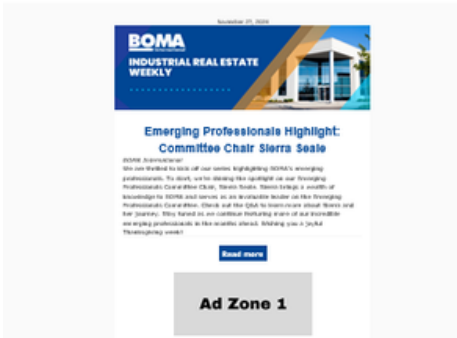
Ad sizes: 728x90 pixels

Advocacy Update Stats



Average Industry Stats

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This weekly newsletter showcases the latest news and trends related to managing and operating industrial properties.

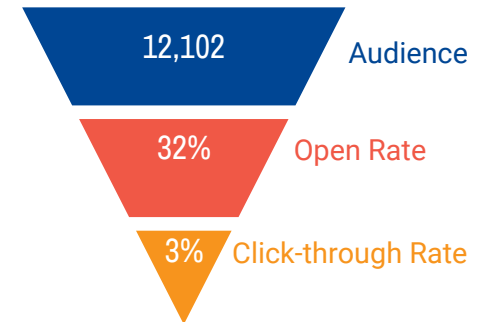


Have products or services for this market? Don't miss out on showcasing your organization to this highly specific market.

Ad sizes: 728x90 pixels



Industrial eNews Stats



Average Industry Stats

19.7% Open Rate
2.8% Click-through Rate