

BOMA International ePublications Media Kit



2026



About ePublications

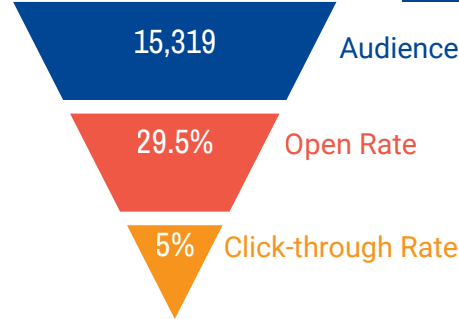
- **Advertising:** Your ad will be positioned alongside exclusive insights and industry updates, ensuring it receives maximum visibility among our engaged audience.
- **Targeted Audience:** Reach a highly engaged audience of industry professionals and decision-makers who are actively involved in commercial 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

Ad Type	Size	Rate
Full Spread	Full Ad Placement	\$11,500
Full Page	8.5"x10.15"	\$4,500
1/2 Page Horizotal	8.5"x5"	\$2,000
1/2 Page Vertical	4.25"x10.15"	\$2,000
1/3 Page Vertical	3"x10.15"	\$1,800
Banner (1/5 H)	8.5"x1.5"	\$1,200

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

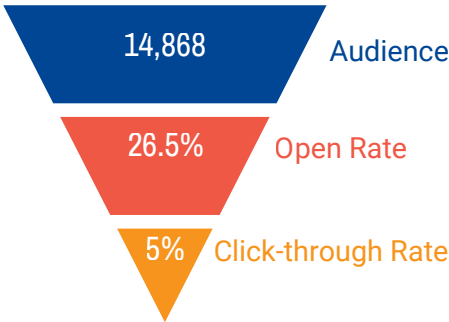
Small Skyscraper
2.5"x1"

\$800

Ad Type	Size	Rate	Available
Leaderboard	8"x.9"	\$4,000	1
Jumbo Skyscraper*	2.5"x5"	\$4,000	2
Medium Skyscraper*	2.5"x3"	\$2,500	2
Small Skyscraper*	2.5"x1"	\$1,000	2

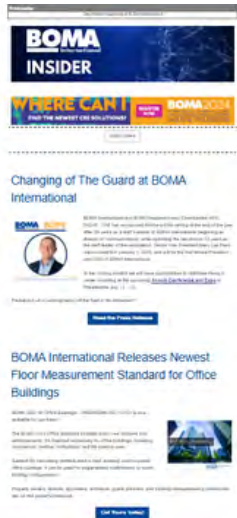
*Ad placement is on a first come, first served basis

How-To Playbook Stats



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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 >

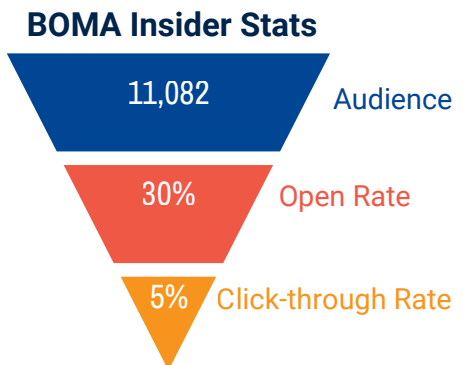


Bottom leaderboard >



Ad Type	Rate
Top Leaderboard	\$3,000
Middle Leaderboard	\$2,000
Bottom Leaderboard	\$1,000

Ad sizes: 728x90 pixels



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 19.7% Open Rate
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QUESTIONS?

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