



THE
NEWS
FUNNEL

2019 Media Kit

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THE NEWS FUNNEL, LLC.



About The News Funnel

Founded in 2012, The News Funnel is the largest content platform in the real estate industry, delivering customized commercial real estate news to professionals daily.

Real estate companies use the platform to distribute their news directly to industry professionals of all sectors and get exclusive access to real estate marketing solutions.

The News Funnel Audience

130,000 commercial real estate professionals are using our platform

Breakdown

The News Funnel's audience is made up of real estate professionals, including brokers, owners, developers, property managers, investors, markets and more

35,000 Email Subscribers

The News Funnel has grown its email user base to over 35,000

55 U.S. Markets

The News Funnel aggregates content that covers 55 geographic markets in the U.S

Top Markets

National, Atlanta, Chicago, Dallas, Los Angeles, Miami, New York, New Jersey, Philadelphia, San Francisco, Washington, D.C.

Top Segments and Areas of Interest

Office, Industrial, Retail, Hospitality, Multifamily, Student Housing and more

Nationwide Marketing Campaign

Use our nationwide marketing campaign to market a webinar, event, property, launch or announcement

Price

Nationwide Marketing Campaign (55 markets, 130,000 subscribers)

- 300 x 250 banner ad on The News Funnel website for 2 weeks per month
- 300 x 250 banner ad on The News Funnel's daily email for 2 weeks per month
- 1 cobranded email per month to 35,000 email subscribers
- 2 sponsored content posts per month
- Social media posts - we will promote your company on our social media networks
 - 3 Twitter posts per week
 - 2 LinkedIn posts per month

\$2,500 per month

We can also target the campaign to specific markets. Please ask for pricing.

Banner Ad Rates

Daily Email Digest and Website

Placed in The News Funnel's Daily Email and on the website
(reach: 35,000 email subscribers)

Size

300x250 pixels

Price

\$600 per week / \$1,800 per month

Leaderboard on Daily Email and 300 x 250 ad on the website

728x90 and 300x250 pixels

\$800 per week / \$2,400 per month

Mobile App

Daily placement in The News Funnel's mobile app
(reach: 10,000 app users)

640x72 pixels, 72 dpi

\$3,000 per year

Editor's Picks Email

Includes 2 banner ads in our weekly Editor's Picks email
(reach: 35,000 email subscribers)

728x90 and 300x250

\$750 per month

GlobeSt.com Weekly Picks Email

Includes 2 banner ads in our weekly GlobeSt.com Picks email
(reach: 35,000 email subscribers)

728x90 and 300x250

\$750 per month

Real Estate Tech Roundup Email

Includes one banner ad in our monthly
Real Estate Tech Roundup Email with CREtech
(reach: 50,000 email subscribers)

300x250
(728x90 Leaderboard ad also available)

\$750 for 6 months
\$1,200 for 12 months

728 x 90 pixel ad





300 x 250 pixel ad

300 x 250 pixel ad



Email Banner Ads

Get your branding directly in front of 35,000 commercial real estate professionals with banner ad placement in The News Funnel's various email blasts.

Email Banner Ads include:

- Leaderboard ads (728x90 pixels)
- MPU ads (300x250 pixels)

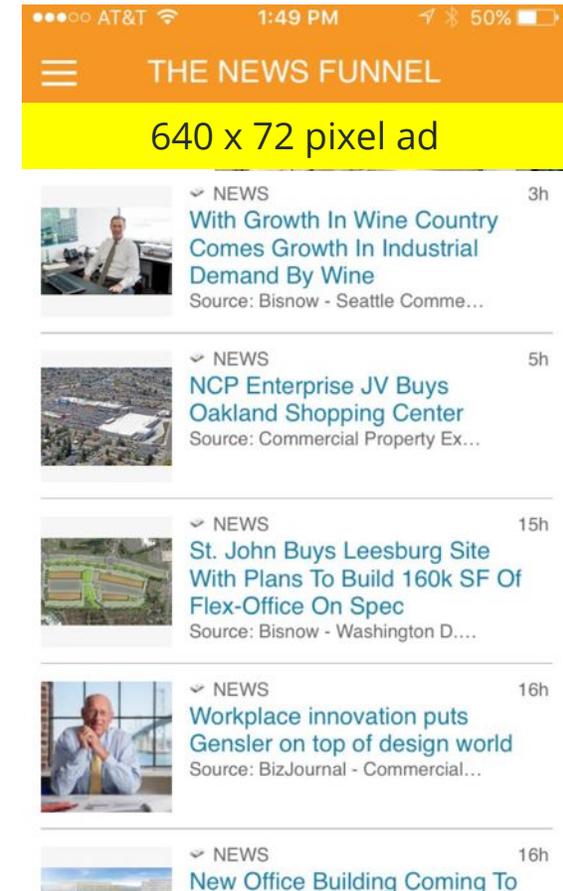
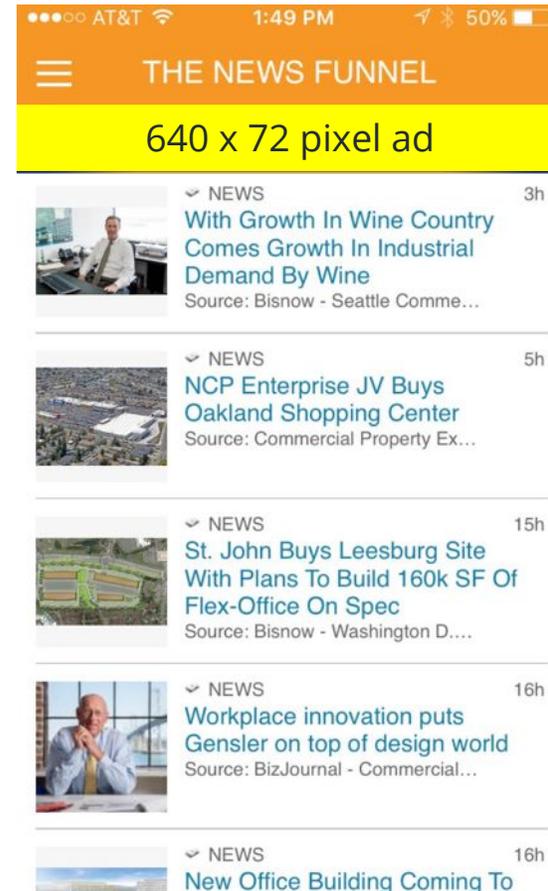
Example

Mobile App Banner Ad

Get maximum exposure for your banner ad with daily placement in our mobile app.

Mobile Banner Ads Include:

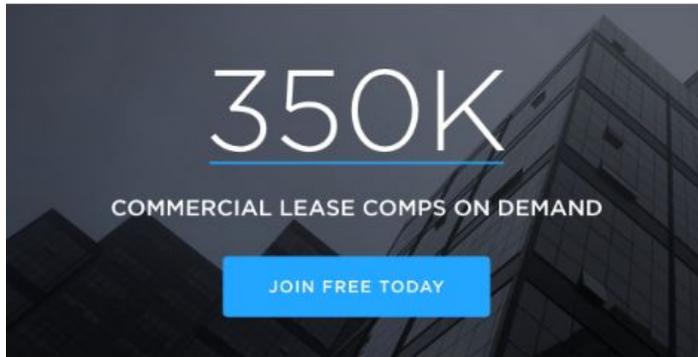
- 640 x 72 pixels, 72 dpi





The News Funnel Advertise Contact

The News Funnel is pleased to bring you this announcement from our advertising partner, Compstak. To send a Cobranded Email to The News Funnel's subscriber base, contact jen@thenewsfunnel.com.



1-For-1 Lease Comp Exchange

Commercial brokers, appraisers, and researchers access verified commercial lease comps across the US and UK on CompStak.

Simply trade the comps you have to get the comps you need. Each lease comp has starting rents, concessions, total square footage, lease term, plus other difficult-to-source fields.

Accounts are free.

Join Free Today

Example

Email Blasts

With an email blast from The News Funnel, you can completely take over one of our emails from top to bottom with your unique message.

Whether you are looking for national or regional coverage, an email blast will get your message in front of your target audience, boost brand awareness and generate leads with your own call-to-action.

Email blasts include:

- Your branding and design within The News Funnel's header and footer
- Your call-to-action and tracking links

Email Blast Rates

Email Blasts

Full email takeover with your design and call-to-action within The News Funnel's header and footer sent to our database

Includes:

- Your branding and design within The News Funnel's header and footer
- Your call-to-action and tracking links

List Sizes

Price Per Email

35,000 News Funnel Subscribers

1 email - \$1,500

3 emails - \$3,600
(20% discount)

6 emails - \$6,750
(25% discount)

Lists can be further targeted by industry (office, retail, industrial, etc.) and by location.
For pricing, please email jen@thenewsfunnel.com

Sponsored Content

	Distribution	Price
Sponsored Content		
Blog, press release, market report, video, job, event	Per market (1 day)	\$35
	National (1 day)	\$125
	National (3 days)	\$300
	Permanent (Position 1)	\$2,200 per month
	Permanent (Position 5)	\$2,000 per month
Editor's Picks Email	Per email	\$250
One time placement in our weekly email sent to 35,000 subscribers		
Real Estate Tech Round Up Email	Per email	\$250
One time placement in our monthly email sent to 50,000 News Funnel and CREtech subscribers		

Need help creating content?

The Content Funnel's team of expert real estate writers can create real estate blogs, press releases, social media plans, ebooks/white papers and more at any scale. Email Amanda Bowen at amanda@thecontentfunnel.com or visit thecontentfunnel.com for more information. Have The Content Funnel write your content and The News Funnel promote it!

Example

Sponsored Content

Get premium placement for your content (blogs, press releases, videos, market reports and more) with Sponsored Content on The News Funnel.

Sponsored Content appears on The News Funnel's website and the daily digest email.

We will also promote through our social media networks.

Sponsored Content includes:

- Blogs
- Press Releases
- Jobs
- Events
- Market Research
- Videos



THE NEWS FUNNEL

Customized Daily News Digest
10 Real Estate Headlines to Read this Morning

Today's Headlines

SPONSORED

May 18, News | MallComm

Mastering Grand Opening Communications and Operations

Imagine a grand opening with seamless, instant communication to all relevant teams 24/7 right in the palm of your hand. Meet us at RECON...



May 18, 2018, News | BizJournal - Residential Real Estate News

More 'location-first' renters choosing to live in Phoenix, report finds



Phoenix is the second most popular city for attracting renters who choose to move to the Valley for its affordable rental prices and ample job...

News Streaming Products

	Monthly Fee	License Fee
Newsfeeds on 3rd Party Sites (example page XX)		
Widget: Stream company or industry news to your website in a customizable widget	\$99	\$0
RSS Feed: Stream company or industry news to your website via RSS feed	\$149	\$0
API: Gain complete control over content streaming and design options	Contact for pricing	Contact for pricing
	Monthly Fee	Design Fee
Email Newsletters		
1 Weekly white-labeled email newsletter: We send branded emails with customized content to your list through our email service provider *Additional fees may apply depending list size	\$199*	\$0
Custom Email Template	(used with packages above)	\$250

Example

Add a Newsfeed to Your Site

Engage website visitors by streaming relevant real estate news or your company news to your website and convert them into email contacts, automatically, without lifting a finger.

The screenshot shows a website header with the logo 'DEVELOPMENTS' and navigation links for HOME, ABOUT, NEWS, and CONTACT. Below the header is a 'LATEST HEADLINES' section with two news items. The first item is 'World Trade Center Retail Tries to Find Its Footing' from Fox Business, with a photo of the interior of the World Trade Center and social media sharing icons. The second item is 'Shortage of Industrial Space on Long Island Squeezes Tenants' from WSJ, with a photo of an industrial interior and social media sharing icons. To the right of the headlines is a 'SUBSCRIBE' section with a text input field for an email address and a 'SUBSCRIBE' button. Below the subscribe section is an 'EDITOR'S PICKS' section with two article titles: 'A Revival Comes to Newark, but Some Worry It's 'Not for Us'' and 'Friends With Amenities: New York Apartment Developers Embrace 'Co-Living''.

DEVELOPMENTS HOME ABOUT NEWS CONTACT

LATEST HEADLINES

World Trade Center Retail Tries to Find Its Footing
News - Fox Business
As its first-year anniversary approaches, the \$1.4 billion World Trade Center, hailed as a milestone in lower Manhattan's recovery from the 2001 terrorist attacks, is still a work in progress.

Shortage of Industrial Space on Long Island Squeezes Tenants
News - WSJ
Long Island's shrinking industrial space has placed expanding tenants in a tough spot, forcing them to look east to Suffolk County and off the island entirely, according to real-estate services firm JLL.

SUBSCRIBE

Get real estate articles delivered to your inbox daily, curated by Developments

EMAIL ADDRESS

EDITOR'S PICKS

A Revival Comes to Newark, but Some Worry It's 'Not for Us'

Friends With Amenities: New York Apartment Developers Embrace 'Co-Living'



NEWSLETTER

TRENDING REAL ESTATE ARTICLES FROM AROUND THE WEB



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Example

Send Automated Weekly Email Newsletters

Establish yourself as the "go-to" source by sending out regular email newsletters filled with relevant, personalized real estate content your audience will enjoy. We will create and deliver beautifully designed newsletters on your behalf, completely branded as yours.

Our Brands

Our clients have exclusive access to all of the brands within The News Funnel's umbrella, providing them with unparalleled content distribution, sponsorship and targeting opportunities to maximize exposure to hundreds of thousands of real estate professionals.



The News Funnel is the largest content library in the real estate industry

Reach: 130,000 users



CREtech is the largest real estate tech event, content and networking platform

Reach: 30,000 subscribers



The Content Funnel provides Content Marketing solutions for real estate professionals and companies

Clients

Regency
Centers.

COLDWELL
BANKER
COMMERCIAL



COMPSTAK

apto

CLIENTLOOK

BRIXMOR[®]
Property Group

Motionloft

ProspectNow

growth IQ

PHILLIPS EDISON



VTS

CREXi
Commercial Real Estate Exchange

SHARPLAUNCH

RealNex
A PAVONIS COMPANY

NAI Global

BREVITAS

REthinkCRE

EMERGE 212
BOUTIQUE OFFICE SPACE

RealConneX

ARES
ARES CAPITAL CORPORATION



SIOR

CORFAC
International



PROPERTYCAPSULE



LIQUIDSPACE[®]