

# JOURNAL OF PROPERTY MANAGEMENT (JPM®) ADVERTISING

Consistently rated as one of the top IREM Member benefits, *JPM* is published six times per year and covers a full range of topics affecting the real estate management industry.

- Nearly 75% of *JPM* subscribers have taken action as a result of seeing an advertisement in *JPM*.
- 87% of subscribers perceive *JPM* to be more credible because it is published by IREM.
- The average subscriber spends more than an hour reading each issue.
- Each issue is passed on to more than 2 additional readers – sometimes as many as 10!



## 2011 JPM® EDITORIAL HIGHLIGHTS

ISSUE	JAN/FEB	MAR/APR	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC
Special Report	Human Resources: Recruiting Talent	Loan Modification Packages: The Players and the Process	Crisis Communication: Creating and Managing Your Strategy	Technology and the Role of the Residential Manager: The Future	Capital Improvements: Funding Sources, Green Rebates and More	Office and Retail Outlook: Recapping 2011/ Horizon for 2012
Issue Ad Close	12/9/2010	2/9/2011	4/13/2011	6/9/2011	8/10/2011	10/12/2011
Material Close	12/10/2010	2/10/2011	4/14/2011	6/10/2011	8/11/2011	10/13/2011

## IN EVERY ISSUE

- Sustainability
- Legislative Issues
- Risk Management
- Technology
- Property Maintenance
- International Markets

# RATES & SPECIFICATIONS

## AD SPACE SIZES AVAILABLE

Trim size page: 8 1/8" x 10 7/8"

Trim size spread: 16 3/8" x 11"

- Keep live matter a minimum of 1/8" from top, bottom, and side trims.
- Keep live matter a minimum of 1/8" from spine to allot for hinge score area.

## SPACE SIZE (LIVE AREA) WIDTH X HEIGHT

Spread . . . . . 16 1/4" x 10 7/8"

Full Page . . . . . 8 1/8" x 10 7/8"

2/3 Horizontal . . . . . 7" x 6 1/4"

1/2 Horizontal . . . . . 7" x 4 3/4"

1/2 Vertical . . . . . 3 1/4" x 9 1/2"

1/3 Vertical . . . . . 2 1/4" x 9 1/2"

1/2 Island . . . . . 4 9/16" x 7"

1/4 Page . . . . . 3 1/4" x 4 3/4"

## BLEED SIZE (INCLUDES 1/8" ALL AROUND)

Single-page bleed . . . . . 8 3/8" x 11 1/8"

Spread bleed . . . . . 16 3/4" x 11 1/8"

Gutter-bleed spread . . . . . 16 1/4" x 10 7/8"

## GATEFOLD

Spread bleed . . . . . 16" x 11 7/8"

**Upload Materials to:**  
<ftp://ads.irem.org>  
 Username: JPM  
 Password: Ads



## JPM AD RATES

### 4-Color

Size	1x	3x	6x	12x
Full Page	\$5,365	\$5,150	\$4,900	\$4,640
2/3	3,950	3,790	3,675	3,480
1/2	3,610	3,035	2,940	2,785
1/3	2,100	2,025	1,960	1,850
1/4	1,610	1,515	1,470	1,390

### BW

Size	1x	3x	6x	12x
Full Page	\$4,085	\$3,725	\$3,500	\$3,210
2/3	3,000	2,800	2,625	2,410
1/2	2,405	2,235	2,100	1,925
1/3	1,605	1,500	1,400	1,285
1/4	1,200	1,120	1,050	965

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# IREM Institute of Real Estate Management

Business Media Contact: FOX ASSOCIATES  
 800-440-0232 • ADINFO.JPM@FOXREP.COM

ATLANTA • CHICAGO • DETROIT • LOS ANGELES • NEW YORK