

# E-MEDIA ADVERTISING

## IREM.org Web Banner

IREM.org is the ultimate website for real estate management professionals to be informed, learn, and connect. Reach over 202,000 unique visitors a month — engaged, career-oriented visitors seeking information and services.

### Ad Size & Rate Options

Leaderboard	728 x 90	\$1,500/month
Skyscraper	160 x 600	\$1,500/month

### Landing Pages

Page Rotations:

**Leaderboard — Rotates on 3 Pages:**

- Homepage
- Education
- Careers

**Skyscraper — Rotates on 8 Pages:**

- Credentials > CPM
- About IREM® Homepage
- Membership Homepage
- Credentials > ARM
- Credentials Homepage
- Membership > Associate
- Events Homepage
- Public Policy Homepage



## e-Newsletter Banner

Real Estate Management News is a weekly e-newsletter produced by IREM® and delivered to more than 50,000 industry professionals — comprehensive coverage on trends, resources, and solutions for asset and property managers.

### AD Size & Rate Options

**Horizontal Full Banner**

(jpeg, png, or gif - no animation)

Size: 468(w) pixels x 100(h) pixels

### Booked per Month:

1x	\$2,000
3x	\$1,850
6x	\$1,650

**IREM**  
INSTITUTE OF REAL ESTATE MANAGEMENT

**REAL ESTATE MANAGEMENT NEWS**

TRENDS, RESOURCES, AND SOLUTIONS FOR PROPERTY AND ASSET MANAGERS

November 14, 2018

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**Find a Job**

- Property Manager  
Fairfield Residential – Austin, TX
- Resident Manager  
IIVGM  
EAH Housing – Richmond, CA
- Associate Property Manager  
Panda Restaurant Group, Inc. – Rosemead, CA
- Senior Property Manager  
The Excelsior Group – St. Louis Park, MN
- Residential Property Manager  
Caldwell Banker Pryor Realty, Inc. – Chattanooga, TN

All Job Listings

**Industry Partners**

YARDI | ABM Building Value | oppfolio PROPERTY MANAGER | AUTODUJT | FACs

**IREM HEADLINES**

What Midterm Elections Could Mean for Commercial Real Estate  
California Fires Press Emergency Response Duties on Property Managers  
New Email Preference Center Launched by IREM

**INDUSTRY HEADLINES**

Amazon Plans to Split HQ2 Evenly Between Two Cities  
Why the Headquarters of Iconic Tech Companies Are Now Among America's Top Tourist Attractions  
Sustainable: Data, Technology Curb Offices' Energy Costs  
Experiences on Demand: The Next Phase of the Amenities Arms Race  
Brookstone Is Coming Back to America's Malls  
Strong Supply Keeps Rent Growth in Check in Nashville  
MIT Researchers Develop Window Coating to Deflect Most of Sun's Heat  
Time Is the Biggest Challenge for Property Managers  
Tapping Into Office Space of the Future  
Lowe's to Close Over 50 Stores  
Take Holiday Shopping to the Next Level at the Nintendo Switch Holiday Experience  
Model Code for Green Construction Released

**BUILD ON THE POWER OF YOUR PORTFOLIO**

**GET GROWING WITH RENT MANAGER**

**IREM Headlines**

**What Midterm Elections Could Mean for Commercial Real Estate**

The midterm elections are now a thing of the past — at least in those states that are not experiencing possible recounts. And although it fell short of being the "blue wave" that some had predicted, change was definitely in the air. The Democrats took control of the House of Representatives. The Republicans maintained control of the Senate and gained additional seats. Republicans continue to hold more governorships, although Democrats closed the gap by winning governorships in Maine, Wisconsin, Michigan, Kansas, Colorado, and Nevada. Two hotly-contested races in Florida and Georgia remain undecided.

As IREM Director of Government Affairs Ted Thurn said in a webinar yesterday, the key takeaways from the midterms center on the turnout, women and state-level elections. In terms of turnout, 114 million Americans voted in last week's election — nearly half of all voters, a record high for a midterm election and 37 percent more than the 2014 midterms. One outcome of the elections is that an unprecedented number of women will be going to Congress in 2019 — and they're mostly Democrats. When all votes are counted, noted Thurn, more than 100 women are projected to be members of the House, surpassing last Congress' record number of 84 women. Michigan notably went above and beyond by selecting a woman for every statewide office.

Congress has now returned to Capitol Hill for the lame duck session that continues through the end of the year. As NAR's Megan Booth said during yesterday's webinar, during a lame duck session, lawmakers usually focus on spending bills to keep the government open. Booth, who is NAR's director of federal housing and commercial policy, noted that only must-do legislation will occur. She specifically drew attention to the National Flood Insurance Program (NFIP), which is set to expire on November 30. The NFIP provides over 90 percent of all flood insurance nationwide and nearly all flood insurance coverage