

The #1 Commercial Real Estate Database in Texas

# REDNews



Reach a National Market Including All of the  
Texas Commercial Real Estate Community  
with **Print, Digital & Email Marketing**



Follow us on:



**REDNews.com**

Austin: 512.535.4151 • San Antonio: 210.568.3650 • Dallas / Fort Worth: 214.281.8935 • Houston: 713.661.6300

# REDNews reaches over 50,000 **QUALIFIED** CRE Investors, Brokers, and End Users!

## Print

Delivered by the 1st of each month to over 15,000

## Digital Editions

Distributed mid-month to over 50,000

## Newsstands

Delivered throughout the month to over 300 Texas locations

## Email Blasts

Flyers can be emailed to the REDNews database of over 50,000 or to your database

## Website Development

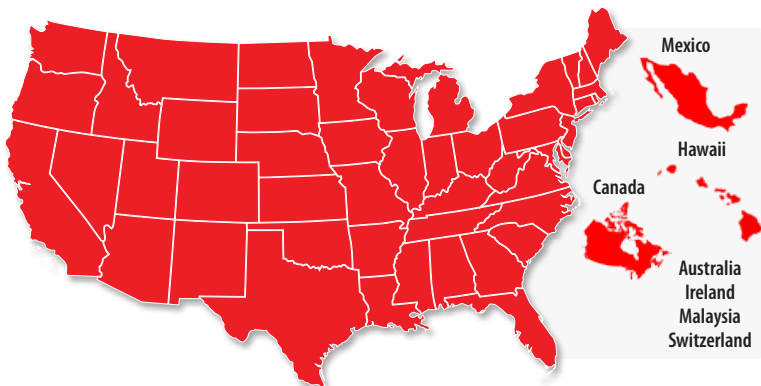
Designed, maintained and upgraded by professionals who understand your industry

## Social Networking

Let REDNews show you how to raise awareness of your brand with online audiences

## Locally based Internationally read

Now reaching over 50,000 Internationally  
And located at 300+ newsstands throughout Texas



**Bob in Wyoming:** *Fantastic Response! I am delighted at the activity created by only one mail out. Good, solid responses and prospects that are knowledgeable and asking good questions. Thanks for your help in making this happen.*

**Tim in Dallas, Texas:** *Very happy with results. Could be looking at closing a deal.*

**Sharon in Southlake, Texas:** *Loved response. Got 16-19 calls right off the bat.*

**Leah in Houston, Texas:** *Got good results off email. Got 3 confidentiality agreements.*

**David in Washington, DC:** *Love the statistics and very pleased with the follow through from REDNews.*

### Just a few of our current clients:

A. A. Realty Company  
AmREIT  
Asset Plus Corp.  
CB Richard Ellis, Inc.  
Clay & Company  
DeSoto Economic Development  
ESE Partners LLC  
Evtex Property Alliance  
Gillett Properties  
Greenberg & Co.  
Grubb & Ellis  
Satya, Inc.  
Tarantino Properties, Inc.  
Transwestern Commercial Services  
U. S. Property Management  
Westchase District

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## Distribution Locations

In addition to print and digital distribution of 50,000+, REDNews is distributed to 300+ newsstands throughout Texas

### HOUSTON

Greenberg Traurig  
Skyline Deli - Heritage Plaza  
Skyline Deli - Travis Tower  
South Texas College of Law  
St Joseph's Medical Tower  
St Joseph Professional Bldg.  
Shannon, Martin, Finkelstein & Alvarado  
Wilson, Cribbs, Goren  
Car Spa  
Thompson & Knight  
Skyline Deli - Calpine Center  
Skyline Deli  
Rice Hotel  
Home Plate  
Cabo Mix-Mex Grill  
Angelika Film Theater  
Verizon Theatre  
The Bus  
Gateway News Stand  
Inn at the Ball Park  
Hotel Icon  
Gateway News Stand  
Doubletree  
Wortham Center  
City Hall Underground  
Metropolitan Club  
Tasting Room  
Hyatt Regency  
Crown Plaza  
St. Joseph Professional Pharmacy  
Advantage BMW Showroom  
Advantage BMW Service Dept.  
Chase Bank  
Huynh Restaurant  
Specs Liquor Store  
Kim Hung Market  
Kim Son Restaurant  
Warwick Towers  
Park Plaza Professional Bldg.  
Museum Of Natural Science  
Hermann Hospital  
Rice Cleaners  
Two Rows Restaurant  
Salento Coffee  
Texadelphia Sandwiches  
Antone's  
Kahn's Delicatessen  
Buffalo Grill  
Crossroads Café  
Amazon Grill  
Thai Spice  
Boudreaux's  
Einstein Bros. Bagels  
West U. Parks & Rec. Bldg.  
Copy.com  
Baba Yega  
DNR  
The Museum Tower  
B&B Donuts  
Becks Prime  
Fonde Recreation Center  
Sabine Street Lofts  
Heights Hospital  
Collina's Cafe  
Sherlocks Baker Street Pub  
Epicure Cafe  
Avalon Diner  
Taco Milagro  
Prism Cleaners  
Post Oak Club  
Kelsey Seybold 1st Floor Lobby  
YMCA  
Skyline Deli - Phoenix Tower  
Houston Association of Realtors  
Drury Inn  
La Quinta  
Hotel Derek

Weslayan Café  
Central Market  
Mercedes-Benz of Houston Greenway  
Smith and Wollensky  
P F Chang's  
Hampton Inn  
Antone's  
Champions School Of Real Estate  
Martha Turner Properties  
Arrivederci Café  
Pasta Pomodoro  
Murphy's Deli  
Murphy's Deli  
Crossroads Café  
Baylor College of Medicine Café  
Hermann Park Golf Course  
Holiday Inn  
Texas Women's Hospital  
Mama Supermarket  
Welcome Foods  
Gateway Newsstand  
Compass Bank  
Skyline Deli - Weslayan Tower  
Houston City Club  
Kelsey Seybold  
Alonti Deli  
Oaks Deli and Grill  
Marriot  
2 Post Oak Central-basement  
3 Post Oak Central-basement  
1 Post Oak Central  
Hilton  
Tommy's Hamburgers  
Intercontinental Hotel  
Ch Burger Etc.  
Sheraton Hotel  
Murphy's Deli  
Alonti Deli  
Envoy- Halbouty Center  
Murphy's Deli @ Chase Bank Bldg  
Newstand  
Yorktown Deli  
Omni Hotel  
Marriott  
Granduca Hotel  
Hilton  
Noris Hair Salon  
Embassy Suites  
Hilton Hometown Suites  
Houston City Deli  
The Tasting Room  
Magnolia Grill  
Texas School of Business  
Buffalo Grill  
Fountainview Café  
Skyline Deli  
Mister Carwash  
Murphy's Deli  
Barnes & Noble  
Murphy's Deli @ Capital One  
New York Pizzeria  
Twin Oaks Cleaners  
Frank Jungman Library  
The French House Bakery  
Murphy's Deli  
Smoothie Factory  
Hong Kong Supermarket  
Viet Hoa Food Market  
Momentum BMW  
Westside Lexus  
Westside Infiniti  
McGinnis Cadillac  
River Oaks Crowne Plaza  
Skyline Deli  
Whole Foods  
Cafe Adobe  
Momentum Audi  
The Tasting Room

House of Pies  
Mister Carwash  
Green Wood King Properties  
59 Diner  
Hong Kong Chef  
Bellaire Coffee Shop  
Lee's Café  
Bellaire City Hall  
Mercedes-Benz of Sugar Land  
International Trade Center  
Plaza Hotel  
Porsche  
Audi West Houston  
Chase Bank  
The Houstonian Condominiums  
Sterling McCall Lexus  
Momentum Jaguar/Porsche  
Compass Bank  
IBC Bank  
Plus-One H Fitness  
El Meson

Barnett Commercial Bank  
Regions Bank  
MGM Commercial Lending  
Remax 360 Real estate

### SAN ANTONIO

Tuggey Rosenthal Pauerstein Sandoloski  
Agather LLP  
Pritchard Hawkins Mcfarland & Young LLP  
Wayne Wright LLP  
Stumpf Farrimond Pc  
Westeast Design Group  
MDN Architects Inc.  
Durand-Hollis Rupe Architects  
Pfluger Associates Architects  
Beaty Palmer Architects  
Strasburger & Price LLP  
Pipkin Oliver & Bradley LLP  
Preferred Mortgage  
Pape-Dawson Engineers Inc.  
Jacobs Carter Burgess  
HDR Engineering  
M.W. Cude Engineers  
Bury + Partners, Inc.  
Half Associates  
Jaster - Quinanilla San Antonio LLP  
Unitech Consulting Engineers Inc.  
Smith Barney  
Jones & Cook  
Labat Environmental, Inc.

### AUSTIN

Starbucks  
Alamo Draft House  
Perry's Steakhouse  
The Driskil  
Austin Convention & Visitors Bureau  
Intellectual Property  
Einstein Bros.  
Marriott Café  
Doubletree Guest Quarters  
The Belmont  
Fogo De Chao  
Alamo Draft House  
Trulucks  
Embassy Suites  
Sovereign Bank  
Crown Plaza  
Double Tree  
Intercontinental  
Marriott at The Capitol  
Hyatt Place  
Chipotle  
Four Seasons  
Magnolia Café  
Texenza Coffee  
Crescent Austin  
San Jose Hotel  
Jovita's  
Hyatt Regency Austin  
Chamber Of Commerce  
Treehouse Italian Grill  
S. Austin Regional Clinic  
The House Wine  
The Reserve C/O Marketing Matters  
Zilker Gardens  
Cool River Café  
Crenshaw Athletic Club  
Dell Jewish Community Center  
Trianon Coffee - Bee Caves  
Thistle Café  
Berryhill Baja Grill  
The Hills  
Health South - Austin Center Dr.  
Cru Wine Bar  
California Pizza Kitchen  
Austin Board of Realtors  
Triumph Café  
Iron Cactus  
Einstein Bagels - W. Braker  
Whole Foods  
BMW of Austin  
Central Market  
Central Market  
Regions Bank  
Coldwell Banker

### DALLAS

Border's  
Breadwinners  
Half Price Books  
Pogos Liquors  
Texas Club  
Top Hair Cuts  
24 Hour Fitness  
24 Hr Fitness  
Acura  
Barnes & Noble  
Barnes & Noble  
Border's Books  
Park Place Lexus  
Starbucks  
Inwood National Bank  
Hunky's Burgers  
Alonti Deli  
Aristocrat Hotel  
Blimpie's  
Café Brazil  
Chipolte  
Crossroads Deli and Book Store  
Dallas Museum of Art  
Floyd's 99  
Frankie's  
Goody Goody Liquors  
Hotel Lawrence  
Hotel Zaza  
Lakewood Gym  
Magnolia Hotel  
Park Cities Bank  
Sherlock Baker  
Starbucks W Post  
Stoneleigh Hotel  
The Melrose Hotel Concierge  
Treebeards  
Tunnels  
YMCA White Rock  
Plano Family YMCA  
South Fork Hotel  
Starbucks  
Half Price Books  
Richardson Regional Medical Center  
YMCA - Richardson

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## Print, Digital & Email Marketing Rates

Effective June 1, 2010

SIZE	DIMENSIONS	1-MO.	3-MO.	6-MO.	12-MO.
Full Page	8.125" X 9.75"	\$1835	\$1705	\$1575	\$1445
1/2 Page	8.125" X 4.7"	\$1185	\$1090	\$990	\$895
1/4 Page	3.9" X 4.7"	\$875	\$810	\$745	\$680
Classified	2.875" X 1.9"	\$305	\$285	\$265	\$245
Special Focus Box	1 Column Wide	\$195	\$195	\$195	\$195

*Rates include design and layout and are listed as a PER MONTH RATE. Display advertisers in REDNews can include ALL their properties on REDNews.com at no additional charge. The REDNews magazine is output at 94.5%*

### PRINT

Premium Pages ( <i>pages 5, 7, 9, 11</i> )	\$2,595.00
Front Cover - All Cities	\$9,750.00
Front Cover - Austin/San Antonio	\$3,875.00
Front Cover - Dallas/Fort Worth	\$3,875.00
Front Cover - Houston	\$4,875.00
Inside Front Cover	\$2,595.00
Opposite Inside Front Cover ( <i>page 3</i> )	\$2,595.00
Inside Back Cover	\$2,595.00
Back Cover	\$3,250.00
2 Page Center Spread	\$3,895.00
Pre-Printed 1 Page Insert	\$550.00 - \$2,000.00
Banner Advertisement ( <i>3 month minimum</i> )	\$780.00
Banner Advertisement & Website Tile ( <i>3 month minimum</i> )	\$850.00

### DIGITAL

#### REDMail

• Weekly Email Publication (*Full Page Ad*) ..... \$100.00/each

#### REDMail

• Weekly Email Publication (*One Issue Sponsorship*) ..... \$400.00

Digital Issue Sponsor Package + Website Tile ..... \$800.00/month

Website Tile Advertisement ..... \$395.00

Website Banner Advertisement ..... \$780.00

### EMAIL

#### Email Blast As-Is Magazine Ad

• Purchase with current print ad..... \$150/each

#### Email Blast As-Is Flyer

• Utilizing your flyer..... \$250/each

#### Email Blast Custom Flyer

• Created for you by REDNews ..... \$350/each

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# Print, Digital & Email Agreement

Rates include design and layout and are listed as a PER MONTH RATE. Properties advertised in REDNews are included on REDNews.com at no additional charge. To advertise, please send payment with this form and any photos, survey/map or illustration by the 10th of the preceding month in which you want your ad to run. Effective June 1, 2010.

SIZE	DIMENSIONS	RATE 1-MO.	RATE 3-MO.	RATE 6-MO.	RATE 12-MO.	COST	COMMENTS
<input type="checkbox"/> Full Page	8.125" x 9.75"	\$1835	\$1705	\$1575	\$1445	_____	_____
<input type="checkbox"/> 1/2 Page	8.125" x 4.7"	\$1185	\$1090	\$990	\$895	_____	_____
<input type="checkbox"/> 1/4 Page	3.9" x 4.7"	\$875	\$810	\$745	\$680	_____	_____
<input type="checkbox"/> Classified Box	2.875" x 1.9"	\$305	\$285	\$265	\$245	_____	_____
<input type="checkbox"/> Special Focus Box	1 Column Wide	\$195	\$195	\$195	\$195	_____	_____
<input type="checkbox"/> Premium Pages	9.25" x 10.75" with .25" bleed (5, 7, 9, 11)					\$2,595.00	_____
<input type="checkbox"/> Front Cover - All Cities						\$9,750.00	_____
<input type="checkbox"/> Front Cover - Austin/San Antonio						\$3,875.00	_____
<input type="checkbox"/> Front Cover - Dallas/Fort Worth						\$3,875.00	_____
<input type="checkbox"/> Front Cover - Houston						\$4,875.00	_____
<input type="checkbox"/> Inside Front Cover						\$2,595.00	_____
<input type="checkbox"/> Opposite Inside Front Cover	(page 3)					\$2,595.00	_____
<input type="checkbox"/> Inside Back Cover						\$2,595.00	_____
<input type="checkbox"/> Back Cover						\$3,250.00	_____
<input type="checkbox"/> 2 Page Center Spread						\$3,895.00	_____
<input type="checkbox"/> Pre-Printed 1 Page Insert						\$550.00 - \$2,000.00	_____
<input type="checkbox"/> Banner Advertisement	(3 month minimum)					\$780.00/mo.	_____
<input type="checkbox"/> Banner Advertisement & Website Tile	(3 month minimum)					\$850.00/mo.	_____
<input type="checkbox"/> REDMail Full Page Ad						\$100.00	_____
<input type="checkbox"/> REDMail Sponsorship						\$400.00	_____
<input type="checkbox"/> Digital Issue Sponsor Package + Website Tile						\$800.00/mo.	_____
<input type="checkbox"/> Website Tile Advertisement						\$395.00	_____
<input type="checkbox"/> Website Banner Advertisement						\$780.00	_____
<input type="checkbox"/> Email Blast As-Is Magazine Ad						\$150.00/mo.	_____
<input type="checkbox"/> Email Blast As-Is Flyer						\$250.00/mo.	_____
<input type="checkbox"/> Email Blast Custom Flyer						\$350.00/mo.	_____

TOTAL COST: \_\_\_\_\_

Company Name: \_\_\_\_\_ Web Site: \_\_\_\_\_

Listing Agent: \_\_\_\_\_ Billing Name (If Different From Agent): \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Amex     Visa     MC     Discover    Month(s) to Print Ad: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Would you like to receive REDNews email notices on available listings?     Yes     No    Please fax back to 713.610.9015

I will not hold REDNews responsible for errors or omissions in the final ad after my guaranteed two proofs. Listing agent will be considered to be the responsible party for payment should property owner or their representative refuse payment of invoice. Ads or inserts cancelled after the 10th of the month will be billed at 100%

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## Digital Requirements

**High Quality logo and high-resolution images are essential to projecting a professional company image and creating an eye-catching ad.**

The purpose of this page is to help eliminate common printing problems, unnecessary work, and to ensure accurate output of your display ad. It is very important that you review this carefully and contact our graphics department immediately if you have any questions.

### General Guidelines

- Logos are preferred as vector artwork
- Images must be 300 dpi or greater
- Ads must be built to correct size
- All color ads need to be submitted in CMYK
- Do not use four color black; this may cause registration problems
- Do not send your ad as a .tiff or any rasterised Adobe Photoshop file
- Large files will need to be uploaded to [www.rednews.com/drop](http://www.rednews.com/drop)

### PDF Requirements *(preferred file type)*

- All fonts and images must be embedded
- All images and logos must be 300 dpi or greater
- Ads must be CMYK

### Illustrator Requirements

- All fonts must be converted to outlines
- All images and logos must be 300 dpi or greater
- Include all placed images along with the file(s) you are sending
- Convert all custom colors to CMYK

### InDesign Requirements

- Please package files to include all links and fonts
- Please convert all spot colors to CMYK
- Import all graphics no larger than 100%
- Photos and logos must be at least 300dpi