2017 MEDIA KIT

DELTA ASSOCIATES

about

Delta Associates is a leading advisor and information provider to the commercial real estate industry.

For over 35 years, Delta Associates has provided consulting, valuation, and data services to the commercial real estate industry. A leader in national research and trend forecasting, Delta's sophisticated methodologies provide solutions for complex client needs, emphasizing practical yet creative approaches that reflect the firm's decades of experience.

what we do

- Market Studies
- Economic Analyses
- Repositioning Analyses
- Asset Valuations
- Feasibility Studies
- Strategic Planning
- Litigation Support
- Consulting Services
- Market Data & Publications
- Boardroom Presentations

our publications

Delta produces quarterly and semi-annual reports for the Washington, Baltimore, and Philadelphia metro areas. Property types include apartments, condominiums, office, retail, and residential. Reports address the national and regional economy, in addition to the real estate markets. Some reports are subscription-based; others are complimentary.

our events

In addition to strategic briefings, private presentations, and panel discussions, Delta hosts a variety of events covering economic and real estate market issues. Free webinars are offered biannually and premier market events cover and recognize markets throughout the Mid-Atlantic.

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Let's socialize.
Find us @DeltaAssociates on Facebook, Twitter, & LinkedIn.

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QUARTERLY

publications

Put your brand in front of industry leaders and key decision makers by advertising in our quarterly publications, or get maximum exposure by becoming a sponsor.

Check AVAILABILITY

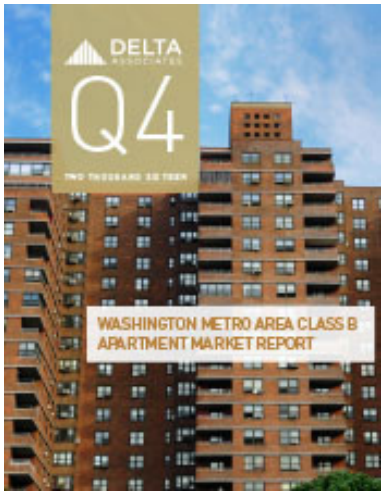
MULTIFAMILY MARKET

MID-ATLANTIC CLASS A APARTMENT MARKET REPORT

Market Coverage: Washington Metro, Baltimore Metro, Philadelphia Metro

A comprehensive report on apartment market conditions, focusing on the following indicators:

- National/regional economy analyses
- Regional condo market summary
- Key market statistics for 47 submarkets and regional totals for:
  - Current rents and rent change
  - Vacancy
  - Concessions
  - Multifamily building and land sales

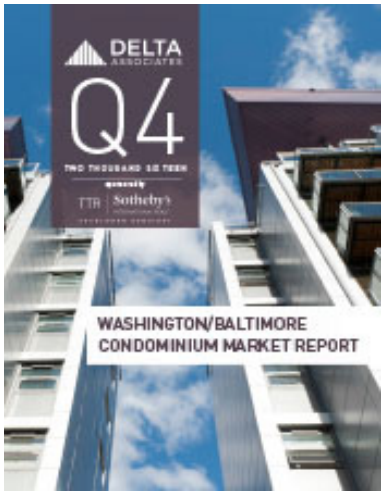


WASHINGTON METRO AREA CLASS B APARTMENT MARKET REPORT

Market Coverage: Washington Metro

A comprehensive report on apartment market conditions, focusing on the following indicators:

- National/regional economy analyses
- Key market statistics for 30 submarkets and regional totals for:
  - Current rents and rent change
  - Vacancy
  - Concessions
- Renovation information including budget and timetable
- Multifamily building sales



WASHINGTON/BALTIMORE CONDOMINIUM MARKET REPORT

Market Coverage: Washington Metro and Baltimore Metro

A comprehensive report on condominium market conditions, focusing on the following indicators:

- National/regional economy analyses
- Regional apartment market summary
- Key market statistics for 12 submarkets and regional totals for:
  - Sales trends for new and resale condos
  - Historic condominium price changes
  - Pipeline trends
- Additional data include:
  - Absorption pace
  - Multifamily building and land sales

PHILADELPHIA CLASS A APARTMENT MARKET REPORT

Market Coverage: Philadelphia Metro

An executive summary-style report on apartment market conditions, focusing on the following indicators:

- Regional economy analysis
- Regional apartment market summary
- Regional apartment building sales
- Key market statistics for all major submarkets and regional totals for:
  - Current rents and rent change
  - Vacancy
  - Concessions

OFFICE MARKET

WASHINGTON/BALTIMORE OFFICE MARKET REPORT

Market Coverage: Washington Metro and Baltimore Metro

A comprehensive quarterly report on office market conditions, focusing on the following indicators:

- National/regional economy analyses
- Metro-level and substate area office market summaries
- Key market statistics (All Space and Class A Space) for all major submarkets
- Additional data include:
  - Supply/demand analysis
  - Rental rate and tenant improvements data
  - Average lease terms and operating expenses
  - Delivered, proposed, and planned SF
  - Building and land sales
  - Investment returns
  - Cap rate trends

View samples of our quarterly publications and reports at **deltaassociates.com/reports-and-publications.**

ADDITIONAL

offerings

Sponsor one of our complimentary reports and reach a wider audience, or be a trendsetter with our newest and most exclusive reports.

Check AVAILABILITY

COMPLIMENTARY REPORTS

WASHINGTON AREA RETAIL OUTLOOK

In this quarterly report, Delta provides a quantitative and qualitative assessment of the Washington area retail market, with a focus on grocery-anchored shopping centers. Information is included on vacancy rates, rents, investment sales, projects of interest, and key trends in the retail market.

WASHINGTON AREA HOUSING OUTLOOK

The *Washington Area Housing Outlook* is a quarterly report in which Delta provides an assessment of the region's single-family housing market, including data on pricing, sales volume, and days on market.

SUBSCRIPTION-BASED

ECONOMY REPORTS

Delta's newest offering, these quarterly overviews take an in-depth look at the national and Mid-Atlantic metro area economies — Washington, Baltimore, and Philadelphia. Available individually or together, the overviews examine labor force data, GDP growth, interest rates, and employment changes from year to year on a regional and national scale.

MARKET MAKER SURVEY

This report is based on an annual survey of real estate, financial, and development experts and leaders in the Washington region. The results from the survey comprise this year-end report, which also addresses property performance, cap rate trends, investment returns, development costs, and business outlooks.

View samples of our quarterly publications and reports at **deltaassociates.com/reports-and-publications.**

events

Connect face-to-face by co-sponsoring one of Delta's premier events, or build your brand by sponsoring one of our bi-annual webinars.

WASHINGTON TRENDLINES

The annual Washington TrendLines® event is an invitation-only, annual presentation of market conditions with an outlook for investment and development opportunities in the period ahead.

PHILADELPHIA APARTMENT MARKET PRESENTATION & AWARDS

Delta's annual Philadelphia Apartment Market event includes a real estate market and economic overview presentation and awards for excellence and achievement in the Philadelphia multifamily industry.

WASHINGTON AREA MULTIFAMILY WEBINARS

Free webinars are conducted on a sponsorship basis and included short economic overviews, comprehensive reviews of the Washington apartment market, and outlooks for the period ahead. Each webinar features the most up-to-date information on the market and is followed by an interactive question-and-answer session with registrants.

WASHINGTON/BALTIMORE MULTIFAMILY PRESENTATION & AWARDS

The annual Washington/Baltimore Multifamily Presentation and Awards includes an economic and real estate market overview from industry leaders, followed by an awards ceremony that recognizes outstanding apartment and condominium projects in the Washington/Baltimore region.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

View all our past and upcoming events at **deltaassociates.com/events.**

audience

Engage with Delta's wide variety of clients, consumers, and readers.

Our subscribers are the who's who of the real estate development and finance industries. **Reach your target market today.**

who can you reach?

FINANCIAL
Asset managers, banks, mortgage bankers, underwriters, pension funds, institutional investors.

REAL ESTATE
Developers, real estate investment trusts, associations, hotel chains and operators, corporate real estate users, corporate real estate owners, real estate brokers.

PROFESSIONAL/BUSINESS SERVICES
Law firms, insurance companies, retailers.

GOVERNMENT
Federal, state, and local government agencies.

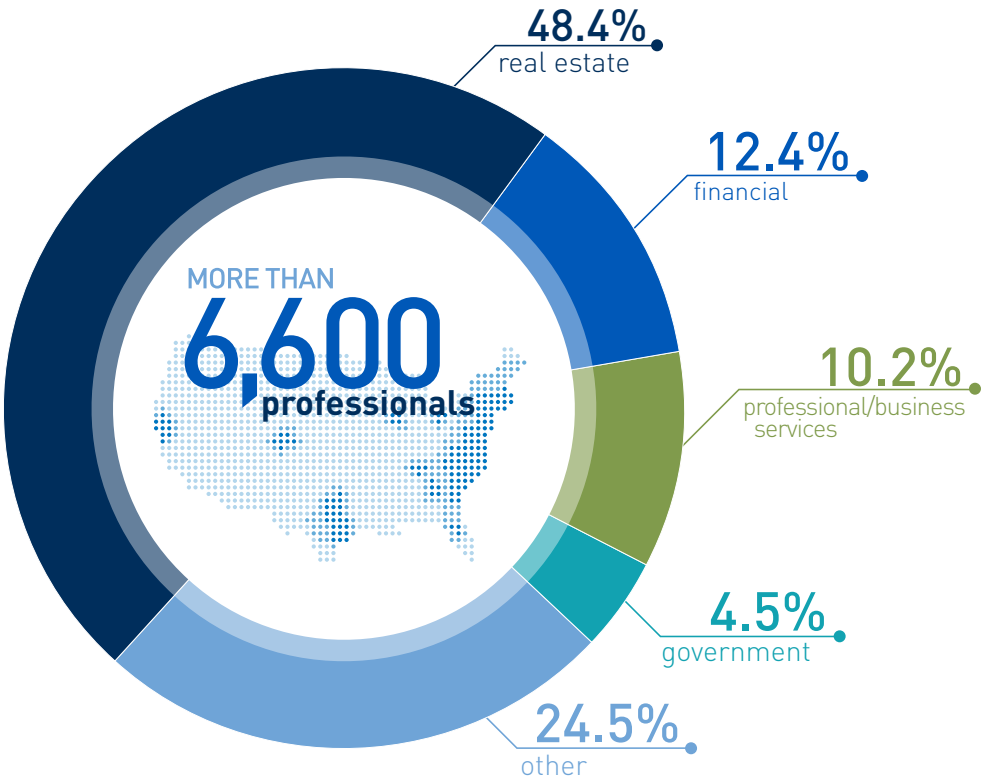
OTHER
Faith-based organizations, not-for-profit entities.

In the Washington metro area, our subscribers own or manage:

74 million SQ FT of OFFICE SPACE

In the Mid-Atlantic region, our multifamily publications subscribers have more than:

74 thousand UNITS in the DEVELOPMENT PIPELINE



advertise

SCHEDULE

Publication advertisements are offered in one-year and two-year bundles at four issues per year. Publication distribution is scheduled for the first weekday of each new fiscal quarter. Adverisements are due 30 days prior the end of the quarter.

PLACEMENT

Publication advertisements are placed near the front of each report. The 2017 quarterly publication editions will follow a landscape orientation; as such, all advertisements should be designed to reflect that.

EXCLUSIVITY

Firms wishing to stand out can choose to become the exclusive advertiser for their industry segment at an additional 25%.

DISTRIBUTION RIGHTS

The advertising agreement between Delta Associates and its advertisers carries with it no rights of re-distribution of the publication to others.

DISCOUNTS

Targeting more than one market? Firms that advertise in more than one publication enjoy 15% off their total fee.

Get five for the price of four. If advertisers subscribe to any of the offered quarterly reports they will be given one extra quarter free.

DESIGN SERVICES

We can create your ad for you. Production charges include a minimum of one hour of production and two rounds of adjustments. Please contact Tarren McCray for rates (Tarren.McCray@DeltaAssociates.com).

CONTACT

Tarren McCray Graphic Designer/Marketing Specialist
Tarren.McCray@DeltaAssociates.com
202.778.3113

Jennifer Glaser, Director of Operations
Jennifer.Glaser@DeltaAssociates.com
202.778.3106

CLASS A

	ANNUAL 4 ISSUES
Full-Page	$2,500
1/2 Page	$1,665

CLASS B

	ANNUAL 4 ISSUES
Full-Page	$1,500
1/2 Page	$1,000

OFFICE

	ANNUAL 4 ISSUES
Full-Page	$1,500
1/2 Page	$1,000

CONDOMINIUM

	ANNUAL 4 ISSUES
Full-Page	$2,000
1/2 Page	$1,330

PHILADELPHIA

	ANNUAL 4 ISSUES
Full-Page	$500
1/2 Page	$330

For current subscription pricing, visit **deltaassociates.com/subscriptions.**

ADVERTISING

specs + schedule

	WIDTH	HEIGHT
Full-Page	10"	7.25"
1/2 Page (Vertical)	4.875"	7.25"

BLEED + GUTTER SPECIFICATIONS

The final production size of each publication is 11"W x 8.5"H in landscape orientation.

Advertisements will be positioned in the center of each page (with offset for printing) and surrounded by a white margin with no full-page bleed. Since advertisements are furnished with an existing margin and not intended to bleed, no crop or trim marks are required.

ISSUE	PROVIDE AD TO DELTA BY
Q1	30 days prior to end of quarter
Q2	
Q3	
Q4	

A fee of $150 will be charged if a file is received after 12:00pm, two business days after advertisement due date.

Get STARTED

SUPPORTED FILES

High-resolution PDF (CMYK, 300 DPI, fonts embedded) - recommended
TIFF or JPG (300 DPI)

FONTS

All fonts should be converted to outlines or supplied.

COLOR

If using large fields of black in a full-color ad, please use a 4-color build instead of 100% black (i.e. C-20, M-20, Y-20, K-100).

GRAPHICS

Recommended DPI for all images in files is 250 - 300 DPI.

CONTENT

We encourage few words; use of pictures and colors; and no self-serving, project-specific, or client/customer-specific references.

LINKS

Links can be included in advertisements to engage the large percentage of subscribers who recieve the report electronically. Please export your advertisement with hyperlinks into PDF.

DELIVERY

File sizes must be no larger than 5mb. Final files can be sent via email to Tarren.McCray@DeltaAssociates.com.

SPONSORSHIP

opportunities

Delta's broad spectrum of sponsorship opportunities are fully customizable to help you meet your goals.

PUBLICATION SPONSORSHIP

As sponsor of a quarterly publication, your logo appears on the publication's front cover. A full-page color ad is included, as well as space for an of-interest article writen by a principal at your firm. Publication sponsorship also includes recognition at our annual Washington/Baltimore Multifamily Market Overview and Awards for Excellence.

WEBINAR SPONSORSHIP

Free webinars are delivered in April and July of each year and cover the state of the economy and regional apartment and condominium markets. The webinars are based on our first and second quarter multifamily publications, respectively. Publicity for the webinars is primarily handled by Delta, but sponsors are encouraged to invite and publicize to their contacts.

EVENT SPONSORSHIP

Lead and second-tier sponsorship opportunities are offered for Delta's premier market events (detailed on page 4). These events are well-attended by industry leaders and provide exposure and participation opportunities to the sponsor.

FOR SPONORSHIP INQUIRIES, CONTACT:
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William.Rich@DeltaAssociates.com
202.778.3121