

# The Commercial Record

2012 ADVERTISING OPPORTUNITIES



The Commercial Record is now a multi-media package of vital real estate and business news for all of Connecticut. We have been serving developers, commercial real estate owners and investors, brokers, financial professionals, and service providers for the entire real estate market for 130 years.

You can now reach this market through The Commercial Record as a **monthly magazine**, as well as weekly real estate records PDFs, Daily E-News service, and high-powered website. Comprehensive, colorful and convenient, Connecticut's award-winning business publication is now bigger, brighter and better. The Nutmeg State's only statewide business publication didn't get to be 130 years old by not keeping up with the times.

Circulation has been increased to **5,000 subscribers**, and our new subscription plan will have that number increasing steadily throughout the year. This new format will bring more analysis and more value to our readers and advertisers.

## OPPORTUNITIES INCLUDE:

- **Print** – Commercial Record Monthly Magazine
- **Online** – Daily E-news and Website Ads
- **Events** – Multiple Targeted Conferences and Expositions

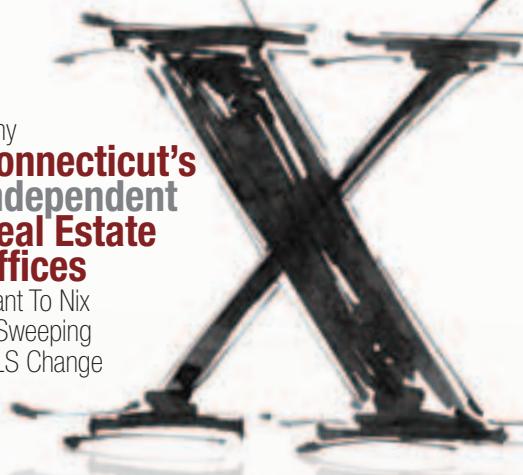
## The Commercial Record

WWW.COMMERCIALRECORD.COM

MAY 2011  
CONNECTICUT'S BUSINESS MAGAZINE

Why  
**Connecticut's  
Independent  
Real Estate  
Offices**

Want To Nix  
A Sweeping  
MLS Change



### INSIDE

- Local Banks Repudiate Rate Risk Report**  
**An Unlikely Defender Of Mutuality**  
**NAR's Grand Political Plans**

ALSO SMALL  
BUSINESS OUTLOOK  
SPECIAL SECTION

small  
businesses  
big futures



# 2012 editorial calendar

## SPECIAL ADVERTISING OPPORTUNITIES

**Issue Date: Space Close:**January December 23 **Mortgage Outlook 2012**February January 18 **Finance Issues for Fast Growing Companies**April March 14 **Top Lenders**May April 11 **Trusts, Estates & Retirement Planning**June May 16 **Real Estate Law / CCBA**July June 13 **Community Bank Heroes**August July 11 **Commercial Record's BEST**September August 15 **Women of FIRE**September August 15 **Commercial Records Fast 50**October September 19 **CBA Convention Issue**October September 19 **Credit Union Heroes**November October 12 **Bank Compliance Issue**December November 14 **Growth Strategies 2013**December November 14 **Small Business****SUMMARY**

An outlook on the mortgage industry in 2012 and our New England Mortgage Expo Program Guide

Covering finance issues for fast-growing companies

Saluting the top producers of 2011 for the real estate lending industry

Works of top practitioners in estate planning, trusts and wealth management

Discussions on real estate law practices in Connecticut

Discussion/profiles of leaders in Connecticut's community banks, what makes them successful  
**EVENT SPONSORSHIP Opportunities Available**

Annual readers poll results issue for the BEST vendors to the RE and financial markets

Special issue profiling the top nominated women of Finance, Insurance and Real Estate – winners of 2012  
**EVENT SPONSORSHIP Opportunities Available**

Recognizing the 50 fastest-growing mortgage lenders

Read about the Connecticut Bankers Association's front-burner issues, with bonus distribution at the CBA convention

Discussion/profiles of leaders in Connecticut's credit unions, what makes them successful  
**EVENT SPONSORSHIP Opportunities Available**

Focus on compliance issues and solutions for Connecticut's banks and credit unions

Best plans to grow business in the coming year (2013) in the financial, insurance and real estate sectors

What to expect for small businesses in 2012

**Event Sponsorship Opportunities 2012:****Community Bank Heroes****Women of FIRE****Credit Union Heroes****Event Date:****July 2012****September 2012****October 2012****Add Customers With The Commercial Record**

Email [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com) or call 800.356.8805 to discuss your marketing campaign.

Due to limited sponsorship opportunities, all event sponsorships are sold on a first-come, first-served basis.

# The Commercial Record

## IN PRINT:

### ADVERTISING RATES FULL COLOR RATES

AD SIZE	12 X	6X	3X
Full Page	\$1,500	\$1,825	\$2,145
Half	\$1,050	\$1,275	\$1,500
Third	\$750	\$910	\$1,070

Service Directory: 1/9th of a page, only on a year-long contract = \$3,600

### County Real Estate Sales Data Sponsorship

In each monthly issue of The Commercial Record magazine, we will showcase the real estate and credit transaction summaries by town for each county in the state. Number of sales, median price, and other valuable statistics will be displayed, and one company has the opportunity to sponsor a particular county or counties for all twelve issues of the year. Your logo will be displayed prominently at the top of the page with sponsorship credit for that section. The real estate records are the most popular section of The Commercial Record according to our reader survey results.

**Price: \$500 per month  
(annual contract)**

#### TRENDLINES

 **HARTFORD COUNTY**  
OCTOBER SALES REPORT

Sponsored by **Rockville Bank**   
Connecticut's Best Community Bank | *That's My Bank!* [www.rockvillebank.com](http://www.rockvillebank.com)

NUMBER OF SALES										MEDIAN PRICE					
OCT 2009	OCT 2010	%CHG	2009 YTD	2010 YTD	%CHG	OCT 2009	OCT 2010	%CHG	2009 YTD	2010 YTD	%CHG				
09-10	09-10					09-10	09-10								
<b>AVON</b>															
1 Family	21	-38.10%	167	144	-13.77%	\$490,000	\$499,700	1.98%	\$462,500	\$427,500	-7.57%				
Condo	8	7 -12.50%	69	84	21.74%	\$217,500	\$187,500	-13.79%	\$237,500	\$227,000	-4.42%				
All Sales	33	-33.33%	253	246	-2.77%	\$362,500	\$480,250	32.48%	\$389,000	\$326,250	-16.13%				
<b>BERLIN</b>															
1 Family	10	60.00%	121	119	-1.65%	\$227,000	\$217,500	-4.19%	\$253,000	\$243,000	-3.95%				
Condo	7	10 -42.86%	33	54	63.64%	\$300,000	\$236,713	-21.10%	\$269,929	\$227,000	-15.50%				
All Sales	21	33 57.14%	166	225	26.97%	\$281,724	\$237,600	-15.66%	\$281,500	\$258,000	-5.37%				
<b>BLOOMFIELD</b>															
1 Family	9	-45.75%	148	129	-12.84%	\$108,800	\$172,000	-11.11%	\$174,500	\$187,000	7.18%				
Condo	5	8 66.67%	33	47	42.42%	\$224,900	\$367,500	68.11%	\$265,000	\$289,000	9.05%				
All Sales	20	-3.09%	207	199	-3.86%	\$197,500	\$332,500	68.35%	\$190,000	\$199,500	5.00%				
<b>BRISTOL</b>															
1 Family	58	21 -63.79%	361	339	-6.09%	\$204,000	\$180,000	-11.76%	\$189,000	\$184,500	-2.43%				
Condo	14	9 -35.71%	106	95	-10.38%	\$139,450	\$120,000	-13.95%	\$133,000	\$125,000	-6.02%				
All Sales	85	43 -49.41%	568	550	-3.17%	\$190,000	\$170,000	-10.53%	\$175,500	\$170,000	-3.13%				

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[www.commercialrecord.com](http://www.commercialrecord.com)

### ONLINE - E-NEWS

#### Commercial Record Daily E-News

- Deliver your message to **6,500 readers** via email every day
- Reach local **financial** and **real estate professionals** with just a click
- Associate your business with the region's most trusted business publication
- Choose 1 day a week

You can link your brand with an award-winning local news source!

- You can link your ad directly to your website – driving new readers interested in your product.
- You can leverage your position in The Commercial Record print product by adding to your exposure.
- The Commerical Record Daily is not junk mail. Our readers choose to receive it, and even forward it to friends.

Ad Chose Rate	3-Month	6-Month	12-Month	
<b>Leaderboard</b> 728 x 90	Open Rate Program Rate	\$1,515/month \$1,360/month	\$1,375/month \$1,168/month	\$1,250/month \$1,000/month
<b>Rectangle I</b> 300 x 250	Open Rate Program Rate	\$1,250/month \$1,125/month	\$1,125/month \$955/month	\$1,010/month \$810/month
<b>Rectangle II</b> 300 x 250	Open Rate Program Rate	\$1,250/month \$1,125/month	\$1,125/month \$955/month	\$1,010/month \$810/month
<b>Bottom Banner</b> 728 x 90	Open Rate Program Rate	\$1,195/month \$1,075/month	\$1,075/month \$915/month	\$967/month \$775/month

#### CommercialRecord.com

Develop more leads 24 hours a day on CommericalRecord.com

- Commercial Record Online has **7,500 unique visitors** per month, and **2,000 paid subscribers**.
- Readers tap into the latest news and events, as well as our much sought after real estate transactions and data. Find archived stories, podcasts, and more.
- With an online presence, you will improve product awareness, build sales volume, and increase profits.

Ad	Pixels	3-Month	6-Month	12-Month
Full Banner	728x90	\$760/month	\$680/month	\$625/month
Skyscraper	120x600	\$560/month	\$525/month	\$475/month
Square Button	120x90	\$275/month	\$250/month	\$230/month

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