



RICS

the mark of
property
professionalism
worldwide

ADVERTISING INFORMATION

MODUS

Americas edition

LAND PROPERTY CONSTRUCTION | THINKING
ricsamericas.org/modus

About Modus Americas edition/

INTRODUCING

Published four times a year, Modus Americas edition is the regional magazine of the Royal Institution of Chartered Surveyors, the largest organization for professionals in property, land, construction and related environmental issues worldwide.

The Americas edition, launched January 2012, is comprised of both regionally based information and global information derived from the international edition of Modus. The magazine is an advertising vehicle by some of the best-known names and brands in the industry.



THE MAGAZINE IS AN IMPORTANT SOURCE OF LOCAL AND GLOBAL INDUSTRY INFORMATION



Background

RICS

LEADING PROFESSIONALISM
RICS is the preeminent organization for professionals in property, land, construction and related environmental issues around the world. An independent organization, RICS acts in the public interest: setting and regulating the highest standards of competence and integrity among members; promoting consumer protection and best practice; and providing impartial, authoritative advice on key issues for business, society and governments worldwide.

For more information, visit ricsamericas.org and rics.org.

Magazine

MODUS

INDUSTRY VOICE
Modus is the official magazine of RICS. The Americas edition of Modus offers both regional and international coverage and spans the entire land, property and construction professions. It is read among decision-makers within some of the largest valuation, real estate and construction firms and private practices. Its information is highly regarded and influences business strategy.

Membership

Audience

TARGETED READERSHIP
With around 4,000 members across the Americas, RICS provides a leading professional qualification in land, property and construction. The readership of Modus Americas edition comprises a broad range of members, from graduate level to CEO level. The magazine typically reaches executives and senior professionals working in valuation, real estate and construction and related industries.

Reach

Circulation

UNPARALLELED TARGETING
The magazine reaches* the majority of the RICS Americas' membership. Members are located in North America (1,870), Canada (845), the Caribbean (1,178) and Latin America (60).

*Chartered members (2,400) receive the printed magazine. An online version is available to all members. (4,000)

TO DISCUSS DISPLAY ADVERTISING:

Heather Shostack, Marketing and Communications Manager RICS Americas
e. hshostack@rics.org p. +1 (212) 847-7400

Pricing & Specs/

RATES: NON MEMBER/MEMBER

	Color
Full page	\$1,250/\$1,000
Half page	\$750/\$500
Quarter page	\$300/\$250

INSERTS

Prices available on request and are subject to weight and size and data specifications.

ADVERTISING DEADLINES

	2 nd Quarter	3 rd Quarter	4 th Quarter
Advertising booking deadline	Feb 28	June 18	Aug 31
Advertising artwork due	March 1	June 20	Sept 4

FILE FORMATS

The following digital files are accepted: hi-res print-ready PDF, EPS, TIFF, Adobe Illustrator and InDesign. For files supplied in Adobe InDesign, Illustrator or PhotoShop, please include all fonts and hi-res image files. Please note that text amendments cannot be made on supplied PDF, EPS or TIFF files.

A digital color proof must be supplied with all files to guarantee correct printing of advertisements. For ad copy supplied in text format, hi-res logos must be sent separately as TIFF or EPS files.

Please supply artwork to:
hshostack@rics.org and
faith@sundaypublishing.com

TERMS AND CONDITIONS are available on request and will be sent out with each booking. NOTE: RICS reserves the right to refuse advertisements from companies deemed to be in competition with RICS products and services.

PAGE SIZES

depth x width

Full Page (Display)
Type 244 x 172mm
Trim 274 x 202mm
Bleed 280 x 208mm

Half Horizontal
116 x 180mm

Half Vertical
237 x 87.5mm

Quarter Page
116 x 87.5mm

GET IN TOUCH //

TO DISCUSS DISPLAY
ADVERTISING CONTACT:

Heather Shostack
+1 (212) 847-7400

hshostack@rics.org

or

Faith Ellis

faith@sundaypublishing.com

Insertion Form/

ADVERTISER NAME:		
CONTACT PERSON:		
BILLING ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:		
EMAIL:		

Advertising Frequency:

2nd Quarter 3rd Quarter 4th Quarter

Total Payment Amount: \$_____ (USD)

Type of Credit Card (circle one): VISA Mastercard American Express

Card Number: _____ Expiration Date: _____

Checks are also accepted and should be made payable to RICS Americas Inc.

*After copy deadline, there will be a cancellation fee of 50%.

All advertising is subject to review and approval of RICS Americas. Acceptance of advertising from RICS does not indicate or imply endorsement.

By signing this contract, I agree to pay the charges for advertising.

Advertiser Signature _____ Date: _____

Email completed insertion orders to: hshostack@rics.org or fax to: 212-682-1295