



# ADVERT SPECIFICATIONS

[WWW.GREENSTREETNEWS.COM](http://WWW.GREENSTREETNEWS.COM)



# ABOUT GREEN STREET NEWS



Green Street News provides news and analysis that you can't get anywhere else; giving our subscribers an advantage in the competitive marketplace.

We published more than 1,000 exclusive, first-to-market stories in our first year of existence. The quantity and quality of our exclusive news continues to develop, expand and further benefit our subscriber base.

**200+**

Years Reporting Experience

**45K+**

Unique Readers

**5K+**

Exclusives Annually



# COVERAGE ACROSS ALL KEY PROPERTY SECTORS AND COMMERCIAL REAL ESTATE TOPICS



## U.K. & Ireland

East Midlands  
East of England  
Ireland  
London  
North West  
Northern Ireland  
Scotland  
South East  
South West  
Wales  
West Midlands  
Yorkshire and North East



## Continental Europe

Austria  
Benelux  
Eastern Europe  
France  
Germany  
Italy  
Nordics  
Portugal  
Spain  
Switzerland



## Canada (NEW!)

Toronto  
Montreal  
Vancouver  
Calgary  
Edmonton  
Ottawa-Gatineau  
Quebec City  
Winnipeg  
Hamilton  
Halifax



## United States

Learn about our three  
weekly U.S. news  
publications:

[Real Estate Alert](#)

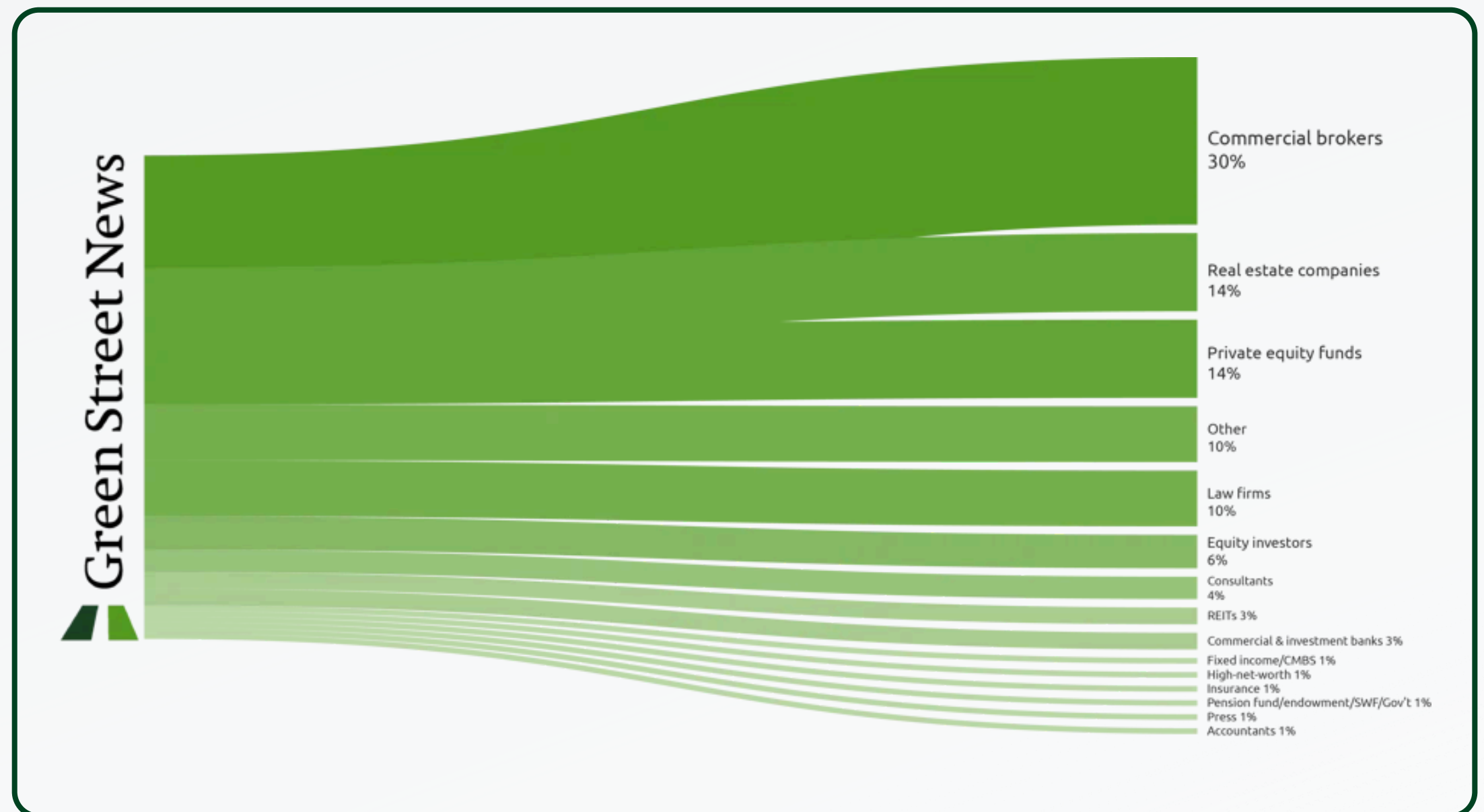
[Commercial Mortgage  
Alert](#)

[Asset-Backed Alert](#)

# READERSHIP DEMOGRAPHICS

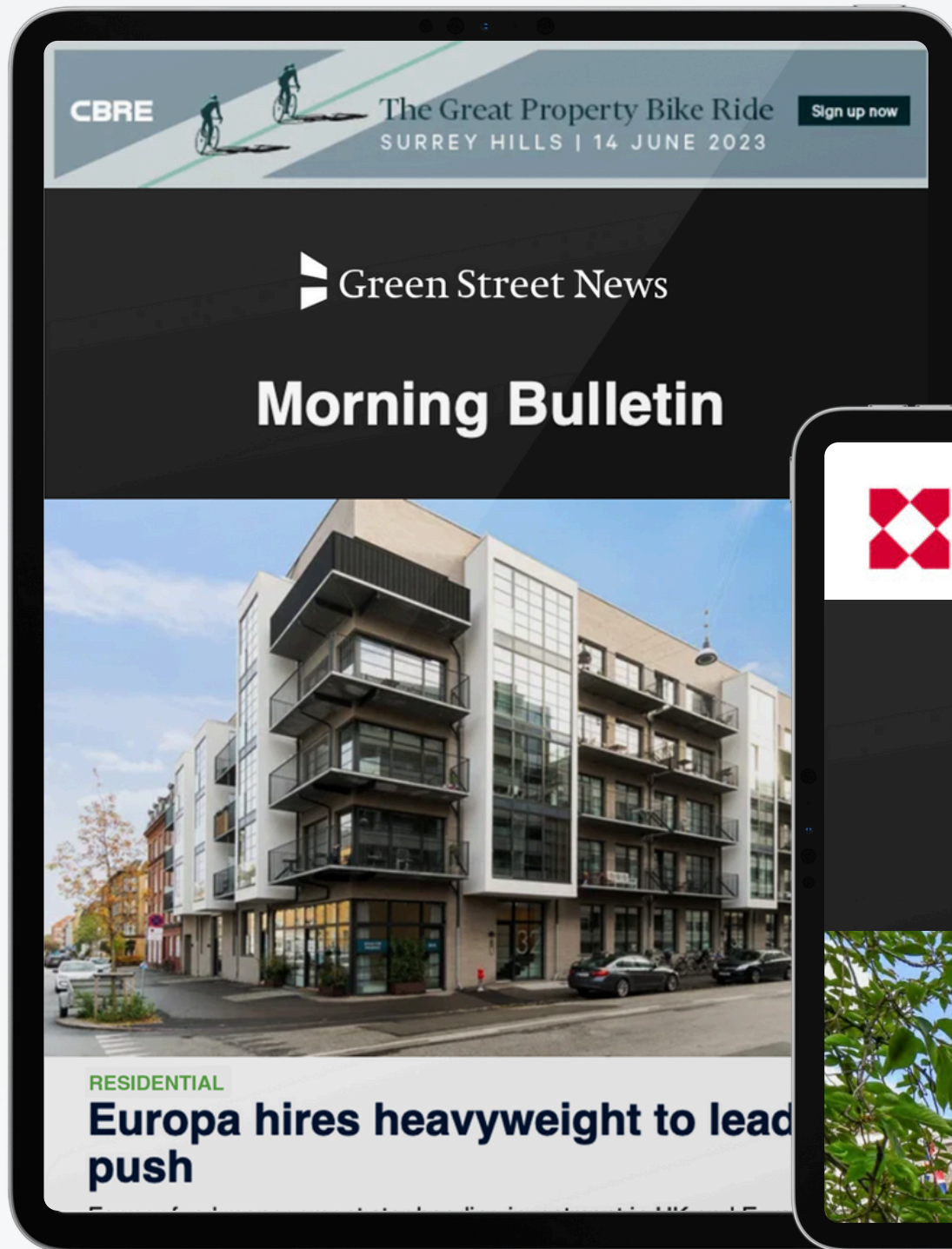
Green Street News attracts a Senior Audience and Expansive Geographic Reach.

- Enterprise-level access
- Strong C-suite, VP, and director-level readership
- Content reach to more than 60 countries worldwide





# ADVERTISING OPTIONS - EMAIL ALERTS



- Appears as a banner at the top and bottom of the Alert
- Email alert can include any of
  - Daily Bulletins
  - Sector & Regional Bulletins



Name	Smartphone Banner Extra
Aspect Ratio	06:01
Supply Size (px)	600 X 100
Max. Display Size (px)	600 X 100
Min. Display Size (px)	450 X 75
Initial Load (KB)	75
Sub Load (KB)	125

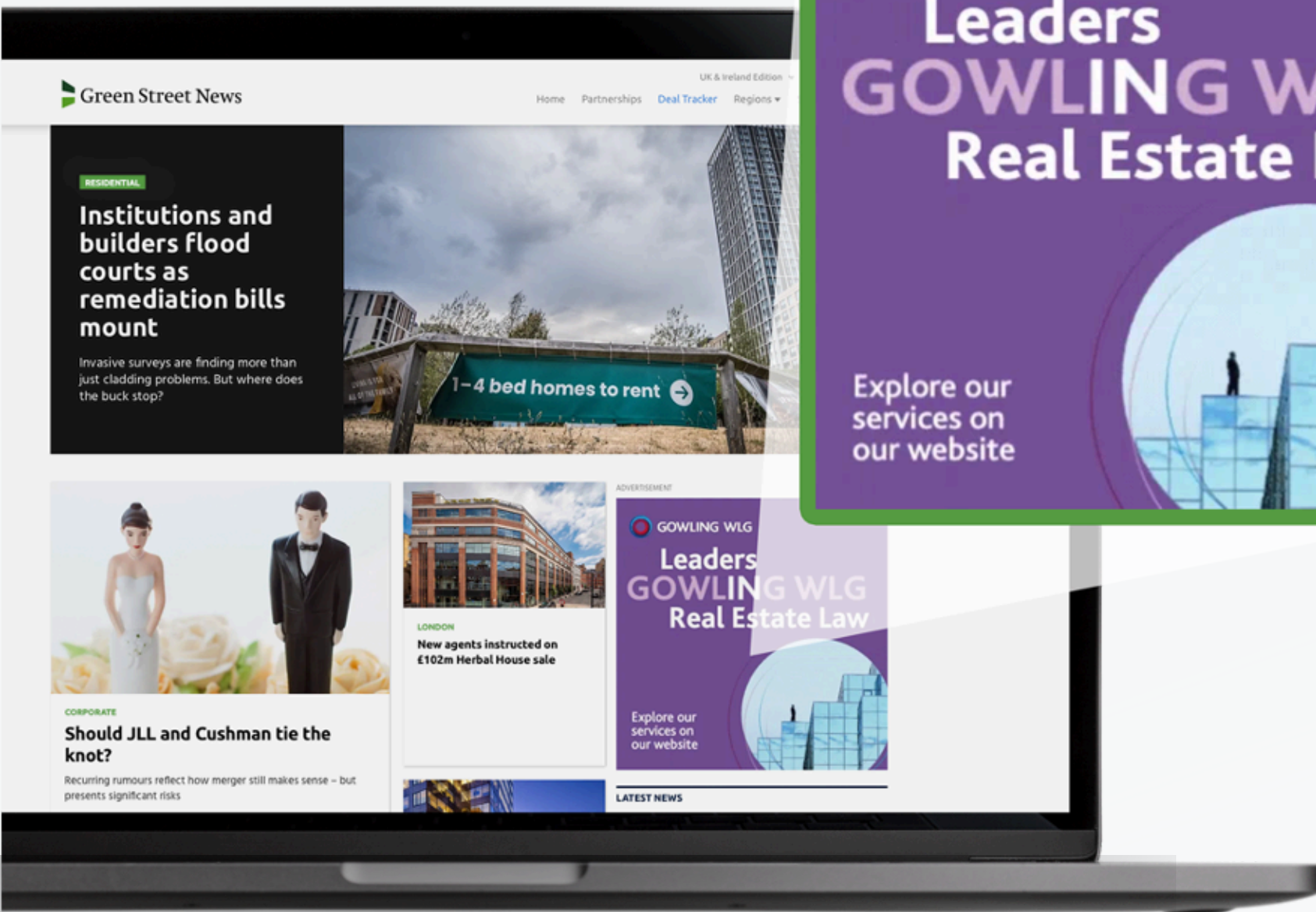


# DISPLAY / SIDEBAR

- **IMAGE** | The sidebar slot requires 5 images per advert to be supplied. Supply the artwork at Supply Size and ensure the creative is sized appropriately between Min & Max Display Sizes. Our sidebar slot dynamically loads the correct image for a given screen width & dynamically swaps images.



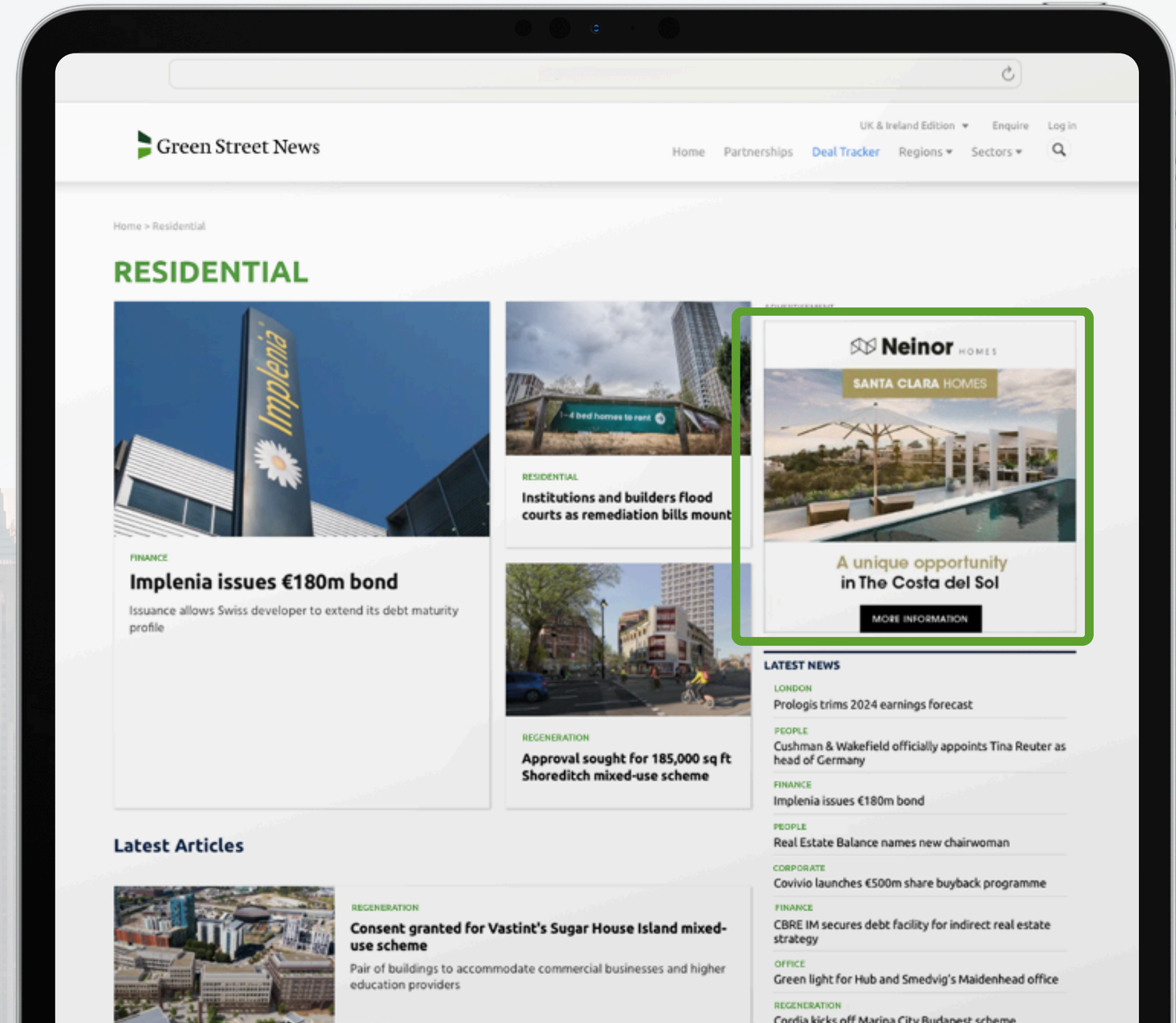
- Appears to the side of body content when viewport >768px, and renders between 230px & 373px wide
- Appears below the body content when viewport <769px, and renders between 375px and 735px wide
- Available on the Homepage, Article, Deal and Taxonomy pages
- Can target Sector or Region when on Article, Deal or Taxonomy pages
- N.B. The above image sizes are all standard IAB.com sizes with the exception on Smartphone Banner Extra, which is a custom size designed to suit the React News layout.





# DISPLAY / SIDEBAR

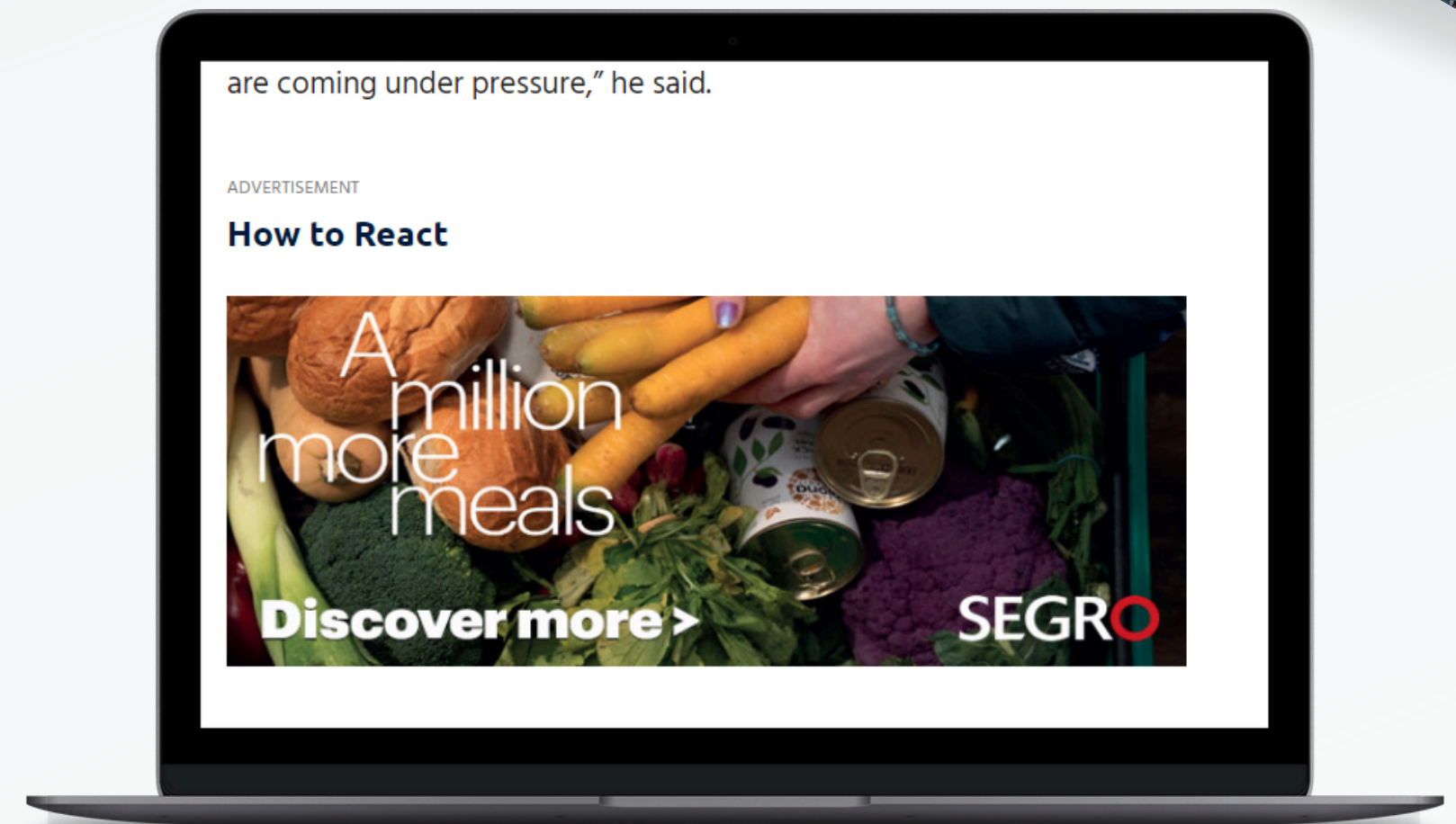
Name	Aspect Ratio	Supply Size (px)	Max. Display Size (px)	Min. Display Size (px)	Initial Load (KB)	Sub Load (KB)	Screen width rendered
Smartphone Banner	6:1	450 X 75	450 X 75	300 X 50	50	100	0 - 450
Smartphone Banner Extra	6:1	600 X 100	600 X 100	450 X 75	75	125	451 - 600
Leaderboard	8:1	1,200 X 150	1,200 X 150	600 X 75	150	300	601 - 767
Medium Rectangle	1:1	450 X 450	450 X 450	300 X 300	150	300	768 - 967
2 <sup>nd</sup> Homepage	2:1	500 X 250	500 X 250	350 X 175	150	300	768 - 967
Financial	2:1	300 X 150	300 X 150	200 X 100	50	100	968+





# 'HOW TO REACT' THOUGHT LEADERSHIP DISPLAY

- Appears within the body content of an Article
- Renders between 375px and 768px
- Supported image formats are JPG, PNG and GIF
- We will require:
  - Company logo
  - Report cover image (600px wide, 72dpi, height can be variable max. 1230px)
  - A URL to link to, or a PDF to be downloaded
  - Sub-copy (ideally limited to 50 words)
  - Author name and title (if applicable)



Name	Aspect Ratio	Supply Size (px)	Max. Display Size (px)	Min. Display Size (px)	Initial Load (KB)	Sub Load (KB)	Screen width rendered
How to React	12:05	600 X 250	600 X 250	600 X 250	150	300	218 - 523





# CLICK-THRU URLS

- Please provide all click-thru URLs.
- Multi-frame ads may have different click-thru URLs per frame if required

# REPORTING

- Reporting on impressions & clicks is available either via a shareable (but unguessable) link, or via email.
- Multi-frame ads will have clicks reported by frame, while impressions are reported for the whole multi-frame ad and/or by frame.





Providing subscribers with market-moving  
news and ground-breaking analysis

For more information, please contact Kany Amin at  
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