

KNOWLEDGE LEADER

As one of the leading commercial real estate firms, Colliers International is uniquely positioned to be your *Knowledge Leader* in markets across the globe.



COLLIERS INTERNATIONAL'S COMMERCIAL REAL ESTATE MAGAZINE

Colliers International launched a client-centric publication in 2007, designed to provide top-level executives and business professionals with in-depth coverage of important developments and news in the industry, and updates on the trends that are changing the way we live and do business.

Colliers International is one of the most powerful commercial real estate brands in North America. We are the number one service provider for commercial real estate in Canada and have ranked in the top three firms in the U.S. for the past five years.

Our competitive advantage is our *Knowledge*. We have one of the strongest distribution channels in the world for commercial real estate information, services and news. Because Colliers is known for knowledge, our publication, *Knowledge Leader*, has become one of the top sources for commercial real estate business news, insight, trends and information.

THE PUBLICATION

Knowledge Leader is a 44-page glossy, full-color magazine, that is innovative, informative and a must-read for commercial real estate professionals.

The quarterly publication delivers an engaging collection of columns, features and profiles that spotlight trends, innovators and executives who are making an impact in the real estate industry, and on business in general. Each issue, readers receive insider tips, tools and inspiration to grow and prosper, and a sneak-peak into the future of commercial real estate.

In 2009, we're excited to offer a revamped look to www.Knowledge-Leader.com, which includes an e-Book of the magazine, online ad space, featured properties, reader polls, exclusive news and tips, a bi-monthly newsletter, blog and more.

We like to stay cutting edge at Colliers International, and we would like to invite you to join us in being top-of-mind in the commercial real estate industry by advertising in *Knowledge Leader*.

"We received a copy of *Knowledge Leader* at our office. This is one of the **best Commercial Real Estate publications** that I've seen. You should be very proud of the product that you are putting out."

- D. Shull

KNOWLEDGE LEADER

2009 RATES Net Advertising Rates (4-Color)

RATES	IX*
Full Page	\$3,500
2/3 Vertical	\$2,500
1/2 Horizontal	\$2,000
1/3 Square	\$1,500
1/3 Vertical	\$1,500

*Willing to negotiate for 2X, 3X, etc.

	JUN 09	SEP 09	DEC 09
Ad Close:	5/11	8/7	11/3
Material Due:	5/18	8/14	11/10

ADVERTISING SPECS + MECHANICAL REQUIREMENTS

AD SIZES	WIDTH		DEPTH
Full page non-bleed	8.375"	x	10.25"
Full page bleed*	9.5"	x	11.375"
2/3 page vertical	4.625"	x	10"
1/2 page horizontal	8.375"	x	4.875"
1/3 page square	4.625"	x	4.875"
1/3 page vertical	2.25"	x	10

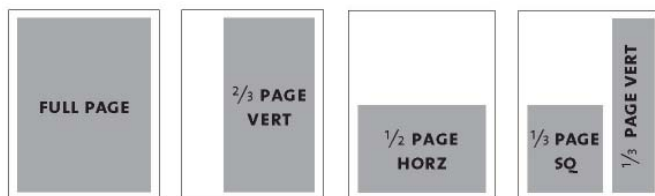
TRIM SIZE 9" x 10.875"

***BLEED SPECIFICATIONS** 3/16" bleed allowance. Live matter should be kept 5/16" from trim.

LIVE AREA 8.375" x 10.25" - all type or graphics not intended to trim should be positioned within this area.

GUTTER SAFETY Headlines - .625" each side of the gutter; Body Text - .625" each side of the gutter.

DPI SPECIFICATIONS Knowledge Leader is printed with a 133 line screen. Provide all photos at 300 DPI. Line art should be provided at 600-1200 DPI.



MECHANICAL SPECIFICATIONS

The following specifications should be used in the preparation of digital files and color proofs.

DIGITAL FILES Ads should be supplied on a CD, via e-mail or FTP in Mac format and created in any Adobe product; or you can supply a high-res PDF (CMYK, 300 dpi, fonts embedded). All images should be converted to CMYK and at 300 dpi. All fonts should be converted to outlines or supplied as Suitcases along with the font manufacturer font name and version.

The publication is not responsible for color or content of proofs or files that do not conform to the specifications listed and are not accompanied by a matchprint. We do not accept Film.

SHIPPING Send all materials to:

Kim Heuss
601 Union Street
Suite 5300
Seattle, WA 98101

Ads under 10MB can be shipped electronically via e-mail to Kim.Heuss@colliers.com. Ads up to 150 MB can be shipped via FTP. Files need to be compiled into one folder and stuffed or compressed. In any web browser, go to:

<http://ads.tigeroak.com>, when prompted, enter:

Username: advertiser
Password: top207

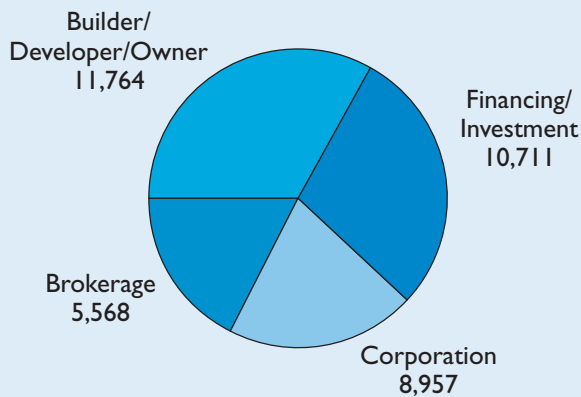
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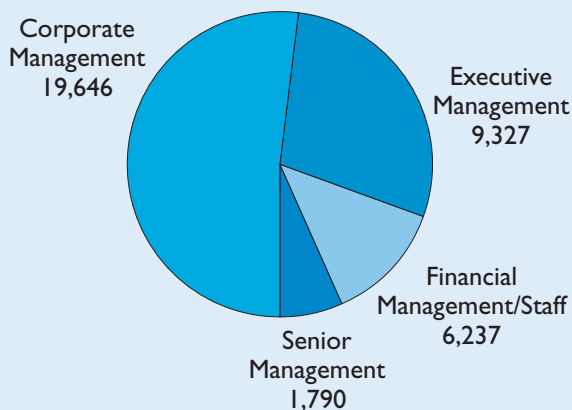
BONUS 37,000 CIRCULATION!

The Summer 2009 issue of *Knowledge Leader* will be polybagged with *National Real Estate Investor*, which provides approximately 37,000 top-level executives with in-depth analysis of important developments in the industry. NREI's circulation is as follows:

BUSINESS AND INDUSTRY



JOB TITLE



Knowledge Leader reaches thousands of C-level executives, investors, land developers, landlords, tenants and professionals in the commercial real estate industry.

Of the approximate 10,000 circulation directly shipped to our subscriber base, 25 percent are commercial real estate professionals, 75 percent are clients from more than 30 metropolitan cities across North America, and 1 percent are International clients, located in markets across Europe, Asia, Central America and Australia.

Clients who receive and read *Knowledge Leader* represent a wide range of industries. Our readership includes executives from banks and credit unions, lending offices, financial services, real estate development firms and realty groups, government agencies, hotels, restaurants, law firms, and media and represent such diverse industries as auto sales, manufacturing, engineering, construction, property management, public relations, major retail, insurance and more.

Advertising in *Knowledge Leader* is an **inexpensive** advertising opportunity you won't want to miss. Your business will receive top-of-the-mind awareness with key decision makers within the commercial real estate industry. By advertising in *Knowledge Leader*, you reach each one of these industry experts—your best customers and prospects—who have **buying power**.

New e-Book Version Now Online!

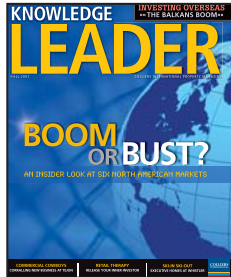
Knowledge Leader readers can now experience online page turning and great readability without long PDF downloads. The entire publication is searchable by Internet search engines, and ads can be linked directly to your Web site—maximizing your ad dollar!

www.Knowledge-Leader.com

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- The payoff behind choosing green buildings
- Trends in mixed use around the country



- Investment forecast for six North American markets
- The changing face of retail



- The top trends for 2008
- Take advantage of growing global opportunities



- Key factors affecting industrial real estate
- The balance of power in multifamily investment



- Rise of specialty groups in commercial real estate
- How local economies are affecting landlords



- Sustainable solutions in commercial real estate
- World Wild Life Fund uses sustainable design



- Insider info on the state of commercial real estate in the 2009 economy



- An interview with Steve Forbes
- Excelling in a down market

SUMMER 2009 ISSUE A FOCUS ON INDUSTRY

FEATURE STORIES:

Asset Management Tips, trends and variances in the market

Property Management Keeping tenants happy and supporting them during tough economic times, warning signs of potential vacancy, etc.

Leasing/Landlord/Tenant Landscape What are the top three things in a down economy that can be done to drive occupancy.

REGULAR DEPARTMENTS

Outlook 20/20: Hot topics making headlines

Spotlight: The people, places and events shaping the industry

Follow the Leader: Profile in leadership

B2B: Business to business tips

Working Space: Smart design for the workplace

Bank Notes: Commercial financing news

Personal Biz: Enhancing the executive lifestyle

Colliers University: Expanding your business knowledge

Two Weeks: Executive vacations

In Focus: CEO notes