



the BrokerList

2021 ADVERTISING OPPORTUNITIES



WHO WE ARE:

The Craigslist for Commercial Real Estate.

THE FIRST FREE ONLINE PLATFORM IN THE CRE COMMUNITY FOR
FINDING BROKERS, DEALS, SERVICES

AND VENDORS. WE ARE THE COMMUNITY FOR BROKERS.

Notice of Non-Affiliation and Disclaimer

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2021 ADVERTISING

A UNIQUE ADVERTISING OPPORTUNITY FOR 2021

theBrokerList is made up of over 8,000 commercial real estate brokers. That is a unique advertising opportunity suited to those targeting this industry.

After years of building relationships with our advertisers and brokers we are a trusted partner to both. We only advertise with companies we believe in and know can benefit our brokers. At theBrokerList we care deeply about our advertiser's success and truly making them a part of our unique and very special community. Our advertisers come back time and again. We are very proud of our, over 30, five-star Google reviews!

WHO WE WORK WITH



ADVERTISING CHANNELS

Multiple channels dedicated to dynamic brand visibility.

Email

8.2K+ EMAIL
SUBSCRIBERS

12-19% OPEN RATE

Subscriber list includes
brokers, investors,
technology companies
and owners and
developers.

Social Media

22K TWITTER
FOLLOWERS

1K FACEBOOK
GROUP MEMBERS

2.3K INSTAGRAM
FOLLOWERS

5.6K LINKEDIN
CONNECTIONS

Blog

Pageviews **9.1K monthly**
Users (Unique Visitors) **5.6K
monthly**

Sessions (Visits) **7K**
Named top industry blog by
TheNewsFunnel, Duke Long,
SharpLaunch, RealtyShares
to name a few.

Website

Pageviews **55K monthly**
Users (Unique
Visitors) **21K monthly**
Sessions (Visits) **24K
monthly**

Twitter **22K followers +
366k impressions per
month**
Facebook **800+ daily post
reach**

RSS **87 syndicators**
Membership **8.2K**
Email Distribution **8.2K**
Alexa **77K United States
Ranking**

Geographic coverage –
United States, Canada.



The Package

What This Includes

Stats

Cost



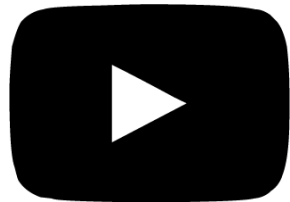
THE BLOG WITH US PACKAGE



- Your blog articles syndicated via theBrokerList blog. You provide your RSS feed url and we publish up to 1 blog per week. Each blog is shared via social media and is included in our blogs of the day eblast.

Pageviews
9.1K monthly
Users (Unique Visitors)
5.6K monthly
Sessions (Visits)
7K monthly
Over 8.2K+ email subscribers

\$1599
(annual)



SPECIALTY CALL TO ACTION BANNER/BUTTON



- For maximum impact and exposure for your brand's call to action, your banner/button on the For Sale or For Lease pages only. Example: Services such as financing, appraisal, title companies, etc.

Pageviews
55K monthly
Users (Unique Visitors)
21K monthly
Sessions (Visits)
24K monthly

\$1,750 per
month
(3 month
minimum)



EXCLUSIVE WEEKLY EMAIL BANNER

- Get noticed on our weekly emails highlighting our new brokers and brokerage offices! Provide your 600 x 200 banner at the top of each weekly email for 90 days, exclusively.
- Options: New Brokers or New Companies

Over 8.2k+ email subscribers
12-19% open rates
22k Twitter Followers
5.6k LinkedIn Connections

\$1299
(3 months)

The Package

What This Includes

Stats

Cost



THE NATIONAL EMAIL BANNER PACKAGE



- Your 600 x 200 banner at the header and footer of our Daily National “New CRE Listing” emails, and rotated on our blog and website headers.

Over 8.2k+ email subscribers
12-19% open rates

\$249 per
(monthly)



Marketplace Directory Display



- Be sure your brand is seen in our National Marketplace Directory. Your page includes your contact information as well as website, video, photos, most recent blog posts and team members.
- Your logo to be featured when promoting our advertisers.

Pageviews
55K monthly
Users (Unique Visitors)
21K monthly
Sessions (Visits)
24K monthly

\$999
(Annual)



EXCLUSIVE BLOGS OF THE DAY EMAIL BLAST



- Get noticed on our daily blog email digest blasts. Provide your 600 x 200 banner at the top of each daily email for a year. You are exclusive to that day of the week. Availability TBD.
- Your logo to be featured when promoting our advertisers.

Over 8.2k+ email subscribers
12-19% open rates
22k Twitter Followers
5.6k LinkedIn Connections

\$4,999
(Annual)

The Package

What This Includes

Stats

Cost



THE EMAIL BLAST PACKAGE

- Three dedicated Eblasts over a 3-week period.

Over 8.2k+ email subscribers
12-19% open rates

\$799



THE CAMPAIGN PACKAGE

- Four dedicated Eblasts over a 4-week period
- Banner ad on a weekly TBL email (600 x 200) TBD based on availability.
- 2 Tweet posts per week
- 1 LinkedIn post per week

Over 8.2k+ email subscribers
12-19% open rates
22k Twitter Followers
5.6k LinkedIn Connections

\$1299



Pay Per Click (PPC) BUILD YOUR OWN PACKAGE

Create a package apply a PPC budget
to any of our banner opportunities
or choose what works for you!

You pick your
budget.



TheBrokerList ADVERTISING MENU

We Have The Right Option For you

Monthly cube ad on theBrokerList blog right side panel (300 x 250).....	\$399
Non-CRE Broker Listing Fee	\$495 for 3 month period
API Integration Program.....	Custom Pricing Available
Sponsored Blog Post.....	\$275
Dedicated Eblast.....	\$350
Feature on Have's and Wants page-30 days.....	\$50



WHAT PEOPLE ARE SAYING

“My firm, REA has been with theBrokerList from the beginning. Once we rebranded as RealNex we continued the tradition of supporting theBrokerList as a legacy advertiser. We share our RealNex blog and interact natively with theBrokerList, which keeps our brand in front of the commercial real estate audience and potential new clients all year long. theBrokerList is a wonderful tool and is an essential part of our advertising each year.” – **Matthew Smith, RealNex**

“theBrokerList is a fantastic service for the Commercial Real Estate industry. It's a place where brokers and others in the industry can connect and exchange not only information, but also conduct business. It's a free listing site so you can search what properties brokers currently have available. But above all of that, I think the biggest benefit and value that theBrokerList provides is a way to share information. The blog is a wealth of knowledge and has become the industry go-to for content, insights, and commentary. I look forward to the daily blog digest emails I get, to see what people are talking about in the industry. Wonderful product, wonderful service, and wonderful people that run it!” – **Ewa Baska, Buildout**



the BrokerList

For more information reach out to Advertising@thebrokerlist.com

