

EMERGING REAL ESTATE MARKET INTELLIGENCE

ONLINE ADVERTISING MEDIA PACK



The screenshot displays the Cityscape Intelligence website interface. At the top, there is a navigation bar with the logo and the text "CITYSCAPE INTELLIGENCE". Below this, there are several banners and navigation options. The main content area is titled "Emerging Real Estate Market Intelligence" and features several sections:

- Breaking News:** A prominent article titled "\$4 bn construction projects announced in Juba..." dated 11 May 2009. Below it, there are smaller news items with dates and "FREE" labels.
- Most read news:** A list of popular articles, including "Construction costs decline...", "Jordan 'still attractive to...", "Singapore's monetary policy...", and "South Korea's economy 'is no...".
- Monthly news stats:** A table showing "FREE News: 5%" and "*Premium News: 95%".
- Research:** A section titled "Research" with a sub-section "Jones Lang LaSalle Meghraj Advance... CITYSCAPE INTELLIGENCE - FOCUS ON AB...".
- Latest Features:** A section titled "Latest Features" with a sub-section "Morocco: Adjusting for Growth" dated 11 May 2009.

On the right side of the interface, there is a "Login" section with fields for "Username" and "Password", and a "Add Your Company Profile" section with a "SIGN UP" button. Below these are sections for "Why Subscribe?", "Weekly Email News Round-up", and "Associations".

What is Cityscape Intelligence (CI)?

CI is the essential online information service for investors, developers, architects, contractors, suppliers and real estate professionals. The service focuses on business-to-business real estate in 18 emerging market countries. Launched in October 2007 CI provides a combination of free and premium content for users, helping them to make key strategic decisions on a daily basis.

Cityscape has over 9 years of experience in working with real estate professionals and we have built up an unrivalled network of global industry leaders who regularly go to CI for the latest news, interviews, FDI information, yields, market data, research reports, events listings and to search our "find a company" and "projects" databases.

We currently cover the following 18 emerging market countries:

Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, UAE, India, China, Indonesia, Malaysia, Singapore, South Korea, Thailand and Vietnam.



Why advertise on CI?

CI provides a number of advertising solutions to fit our client's budgets and marketing needs; with banner advertising across the site, project showcase entries, advertising on our weekly newsletter and e-shots to our database, our uniquely targeted and uncluttered mediums can be used for branding and response driven campaigns.

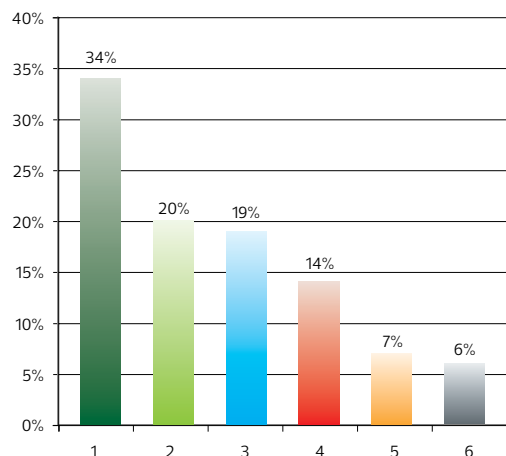
Cityscape Intelligence receives over 45,000 page views per month* and has more than 9,000 registered users. Our content is focused entirely on business to business real estate, and with a secure registration and payment process for premium content users your advertising message will reach the key decision makers and high net worth individuals within the global real estate industry.

All advertising on CI is tracked by our analytical software to provide campaign analysis on a monthly basis

* Statistics updated quarterly

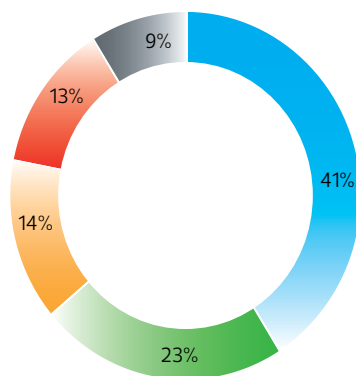
Who uses CI?

Breakdown by Industry Sector



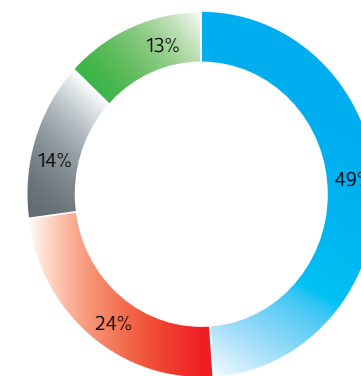
1. Private/Institutional Investors/ Banking and financial institutions	34%	■
2. Architects, construction and engineering companies	20%	■
3. Property Developers	19%	■
4. Building equipment manufacturers and suppliers	14%	■
5. Real estate brokers	7%	■
6. Others	6%	■
Education		
Government institutions		
Law firms		

Breakdown by Job Title



C level executives	41%	■
CEO's		
CFO's		
Managing Directors		
Senior Analysts/Consultants/Researchers	23%	■
Project Managers and Department Heads	14%	■
Architects Engineers and Quantity Surveyors	13%	■
Other	9%	■
Sales and Business development		
Economists		
Legal		
University and college lecturers		

Geographical breakdown

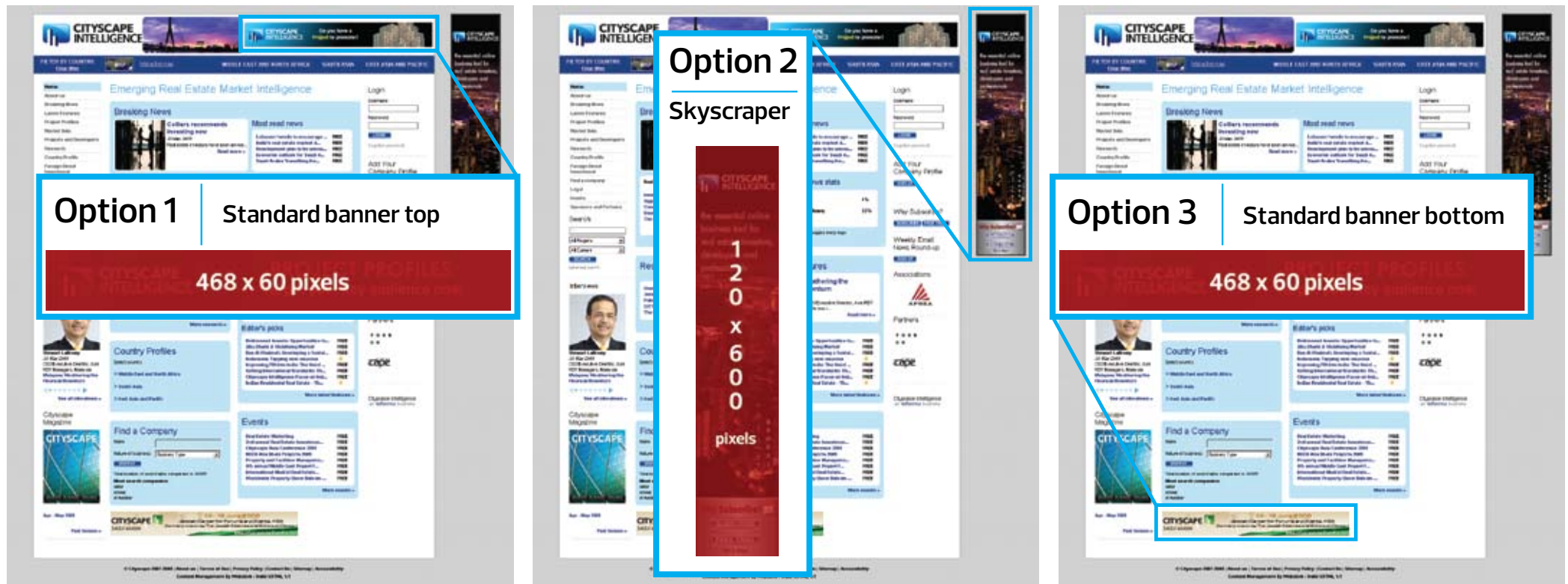


MENA	49%	■
UAE	39%	
Asia	24%	■
Americas	14%	■
Europe	13%	■

Where can I advertise on CI?

Online advertising:

Our online advertising offers an uncluttered medium to promote marketing and branding messages. There are only 3 banner advertising options across the whole site, limited to 2 companies per option, so you won't be lost amongst the crowd.



Advert	Size	Rate
Standard banner top	468 x 60	US\$55 CPM
Skyscraper	120 x 600	US\$60 CPM
Standard banner bottom	468 x 60	US\$50 CPM

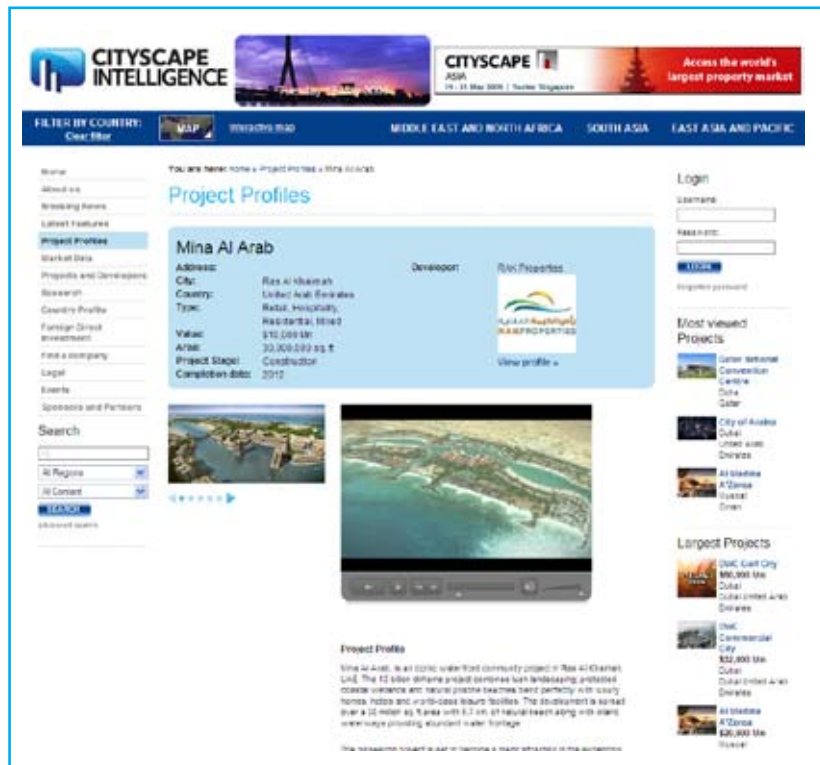
Minimum order = US\$1,000
 Rates valid until April 30th 2010
 Exchange US\$ 1 = AED 3.67
 All prices will be calculated according to average monthly traffic and are according to cost per 1,000 page views CPM

Banner File Format:
 SWF/JPG/GIF

Banner File Sizes:
 468x60 banner: Less than 30kb
 120x600 banner: Less than 45kb

Project Showcase entries

Project Showcases are a simple and cost effective medium for architects and developers to promote developments throughout the year.



Each project showcase includes: key information on the architect or developer with full contact details and a 200 word profile, development type, location, investment value, construction stage, project name along with 5 images, 5 minutes of streaming video and 500 words about the project. Details of each project can be updated 3 times per year.

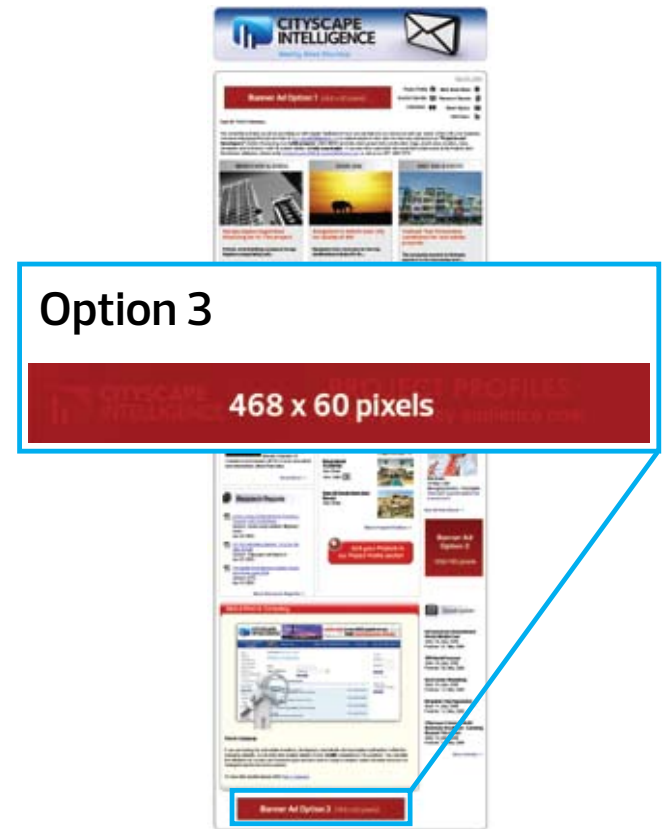
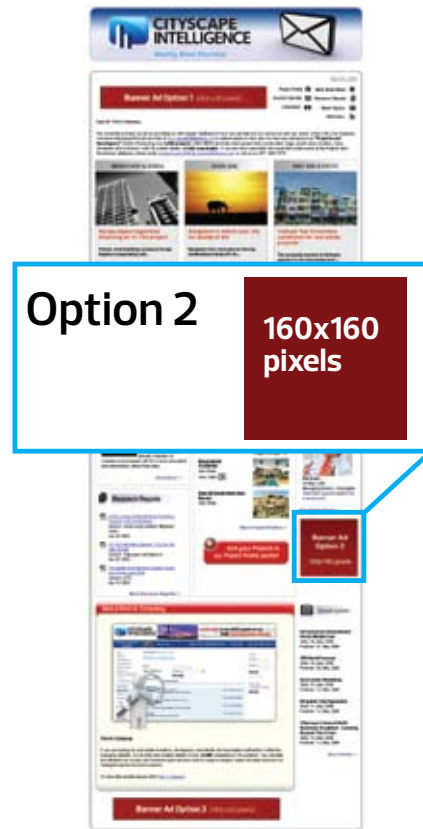
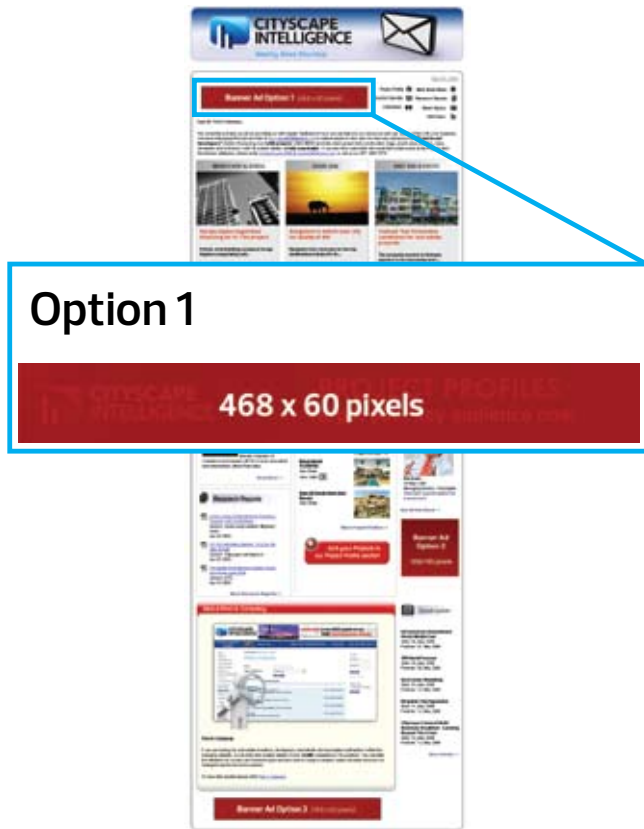
All profiles must be within the 18 countries that CI covers and have a minimum construction value of US\$20M

Project Showcase rates:

Number of Project Showcase	Rate per year
1	US\$495
5 - 10	US\$395 each
11+ Projects	US\$325 each

Cityscape Intelligence E- Newsletter banner advertising

Every week, Cityscape Intelligence publishes our hot off the press emerging market real estate e-newsletter, which is sent to our database of registered users, currently over 8,000 individuals. The e-newsletter provides the latest news, reports, features and projects and is a must read for industry professionals.



E-Newsletter banner advertising rates:

Advert type	Size	Rate in US\$ per month
Banner option 1	468 x 60	US\$3,500
Banner option 2	160 x 160	US\$2,250
Banner option 3	468 x 60	US\$2,700

All rates quoted are for a minimum of 4 consecutive newsletters
 Rates valid until April 30th 2010
 Exchange 1\$US = 3.67 AED

Banner File Format:

JPG or GIF* only

Banner File Sizes:

468x60 banner: Less than 30kb
 Sponsor logo: Less than 15kb

*GIF banner should have 2 frames maximum. All important information should be on the first frame.

Cityscape Exhibition E-Newsletter banner advertising

With new launches, project developments, mergers and acquisitions plus ground breaking reports being announced at Cityscape Exhibitions, this daily exhibition round-up newsletter hits our entire database of individuals within each exhibition region.



Cityscape Exhibition E-Newsletter banner advertising rates:

Exhibition	Circulation**	Rate in US\$
Abu Dhabi	80,000 per day - 3 days	US\$ 19,950
Asia	29,000 per day - 2 days	US\$ 4,950
Saudi Arabia	60,000 per day - 2 days	US\$ 12,950
Dubai	80,000 per day - 3 days	US\$ 19,950
USA	25,000 - 1 day	US\$ 2,500
India	29,000 per day - 2 days	US\$ 4,950

Exhibition newsletter advertising is limited to one company only per newsletter.

Rates valid until April 30th 2010

Exchange 1\$US = 3.67 AED

**Circulation may vary slightly

Banner File Format:

JPG or GIF* only

Banner File Sizes:

468x60 banner: Less than 30kb

Sponsor logo: Less than 15kb

*GIF banner should have 2 frames maximum. All important information should be on the first frame.

Cityscape Intelligence bespoke E-Shots

Cityscape Intelligence bespoke e-shots provide an exclusive monthly platform for companies to target our registered users. With only one e-shot distributed to our database per month, we can guarantee minimal database fatigue when delivering your message.

Set standard rate of US\$295 CPM

All third party e-shots must be authorized by Cityscape Intelligence before distribution with no database split option available.

All advertising is limited and on a first come first served basis, to place your advertising on CI, please contact **Mark Roque** on **+971 4407 2712** or email **mark.roque@iirme.com**



CI is owned by Informa Plc the leading provider of specialist information to the global academic & scientific, professional and commercial communities via publishing, training, events and knowledge transfer

**CITYSCAPE
INTELLIGENCE**
an **informa** business

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