



BOMA

GREATER MINNEAPOLIS

2023 ADVERTISING

ABOUT BOMA GREATER MINNEAPOLIS

Deb Kolar, IDS Center
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Lee Davis, Target
Vice-Chair

Alexx Smith, Transwestern
Treasurer

Seth Redfield, Piedmont
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Christine Hanson, *Recycle Technologies*

Steve Herron, *Zeller*

Laurie Paquette, *Cushman & Wakefield*

Steve Poechmann, *Shorenstein*

Kevin Rolfes, *KRdesign*

Monique Slaughter, *Cushman & Wakefield*

Raymond Vaughn, *Ryan Companies*

Adam Warden, *Hines*

WHO WE ARE

BOMA Greater Minneapolis is a trade association representing the interests of commercial real estate in Minneapolis and its suburbs. Our professionals come from office, medical, industrial, retail, and mixed-use buildings. We are one of 100 North American and nine overseas affiliates of BOMA International.

As the sixth largest BOMA in the country in a state with 115 million square feet of commercial real estate, your product will be seen by a strong network of decision makers. Our BOMA is home to the biggest to smallest operators both in Minnesota and globally.

OUR MISSION

The Mission of BOMA Greater Minneapolis is connecting members to a unifying platform for **advocacy** that informs and influences outcomes. A pathway to **education** for continued growth and professional development. Dynamic **networking** events that foster collaboration.

Your audience will include the owners, managers, and engineers within the greater Minneapolis area. BOMA Greater Minneapolis has nearly 700 members, many of whom are directly involved in purchasing decisions for their properties. Keep your company's name and logo front-of-mind for the decision-makers in the commercial real estate industry!

As one of the most engaged groups of professionals, we consistently average a 42 percent click rate on publications.



“BOMA has the widest reach of any organization for networking and event attendance.”

- BOMA Members, 2022

ADVERTISING OPPORTUNITIES

WEBSITE BANNER ADVERTISEMENT

ONE SPOT AVAILABLE PER MONTH

- The max amount of banners to be purchased per company is four months per year
- *Your banner promoting your business products and/or services will be displayed on our scrolling web banner for one month.*
- *Image Size: (300 x 960 px)*

SITEWIDE LOGO ADVERTISEMENT

FOUR SPOTS AVAILABLE PER MONTH

- The max amount to be purchased per company is four months per year
- *Your company's logo is shown in the sponsor sidebar on the homepage and in the sponsor section at the bottom of all sub-pages of BOMA's website for one month.*
- *Image Size: (200 x 200 px)*

WEEKLY CONNECTED ADVERTISEMENT

ONE SPOT AVAILABLE PER WEEK

- The max amount of weeks to be purchased per company is twelve weeks per year
- *Your company's logo or small advertisement with your brand and services provided will be shown at the bottom of the weekly ConnectEd email.*
- *Image Size: (200 x 200 px)*

BI-MONTHLY INDUSTRY INSIGHTS ADVERTISEMENT (TWO OPTIONS)

(February, April, June, August, October, December)

Enhanced Advertisement

TWO SPOTS AVAILABLE PER ISSUE

- The max amount of slots to be purchased per company is six per year
- *This option is a full ad that is displayed in the sponsor section(s) of the bi-monthly electronic newsletter*
Image Size: (300 x 500 px)

Basic Advertisement

FIVE SPOTS AVAILABLE PER ISSUE

- The max amount of slots to be purchased per company is six per year
- *Your company's logo is shown in the sponsor section(s) of the bi-monthly electronic newsletter*
- *Image Size: (300 x 500 px)*