BUSY, DISCERNING PROFESSIONALS CHOOSE CORENET GLOBAL AS THEIR GO-TO SOURCE FOR NEWS, INFORMATION AND INSIGHTS IN CORPORATE REAL ESTATE (CRE).

WHY CORENET GLOBAL?

- Timely, relevant content specifically targeted to executive corporate real estate (CRE) end-users.
- Peer-authored case studies, white papers and feature articles covering topics that directly impact CRE — HR, IT, Finance, Energy, Sustainability, Geopolitics, Change Management, Economics and more.
- We invite our audience to engage in the global conversation around corporate real estate, which opens up multiple channels for new ideas, insights and practical applications.
- A variety of digital formats are available, from written to audio — giving CRE professionals access in their preferred format for consuming content.

GLOBAL COVERAGE

Across the globe, CRE professionals are exposed to CoreNet Global content.

- 6 continents
- 56 countries
- 200+ cities
- 50,000+ CRE professionals

Nearly anywhere in the world, you’ll very likely find some of the thousands of CRE professionals who consume CoreNet Global content.

Contact: Alex Bourbeau | Sr Director of Sales
+1 404.589.3212 | abourbeau@corenetglobal.org
Our readers are a diverse bunch. And discerning, too. What else would you expect from the folks who manage the real estate and workplace assets for the world’s largest corporations — the corporations that represent the biggest names in manufacturing, financial services, technology, and retail?

34% Employed by Fortune 500 and Global 2000 Companies.

17.3 billion Collectively, our readers manage real estate portfolios totaling 17.3 billion square feet.

$1.6 trillion CoreNet Global members are responsible for real estate and workplace assets totaling $1.6 trillion.

86 The average number of full-time CRE employees among our readers’ organizations.

And when our readers want the tools to help them do their jobs better, they turn to CoreNet Global.

* Based on CoreNet Global membership data from 31 December 2022

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OUR USERS ARE YOUR BEST CUSTOMERS AND PROSPECTS

No matter where your company fits in the overall corporate real estate sphere — location strategy, construction, architecture and design, workplace strategy, facilities management or elsewhere — CoreNet Global’s readers are responsible for hiring and managing services that you provide.

<table>
<thead>
<tr>
<th>Service</th>
<th>In-House</th>
<th>Partially Outsourced</th>
<th>Fully Outsourced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Real Estate</td>
<td>69%</td>
<td>31%</td>
<td>-</td>
</tr>
<tr>
<td>Asset Management/Real Estate Strategy</td>
<td>77%</td>
<td>22%</td>
<td>1%</td>
</tr>
<tr>
<td>Construction</td>
<td>13%</td>
<td>47%</td>
<td>40%</td>
</tr>
<tr>
<td>Corporate Services</td>
<td>46%</td>
<td>47%</td>
<td>7%</td>
</tr>
<tr>
<td>Development</td>
<td>44%</td>
<td>35%</td>
<td>21%</td>
</tr>
<tr>
<td>Environment (Corporate and Social Responsibility)</td>
<td>66%</td>
<td>32%</td>
<td>2%</td>
</tr>
<tr>
<td>Facilities Management</td>
<td>36%</td>
<td>53%</td>
<td>11%</td>
</tr>
<tr>
<td>Human Capital</td>
<td>75%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Leasing and Administration</td>
<td>44%</td>
<td>43%</td>
<td>13%</td>
</tr>
<tr>
<td>Marketing/Communications</td>
<td>80%</td>
<td>20%</td>
<td>-</td>
</tr>
<tr>
<td>Procurement</td>
<td>83%</td>
<td>16%</td>
<td>1%</td>
</tr>
<tr>
<td>Project Management</td>
<td>28%</td>
<td>57%</td>
<td>15%</td>
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<tr>
<td>Relationship Management</td>
<td>84%</td>
<td>14%</td>
<td>2%</td>
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<tr>
<td>Sustainability</td>
<td>70%</td>
<td>29%</td>
<td>1%</td>
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<tr>
<td>Transactions</td>
<td>27%</td>
<td>54%</td>
<td>19%</td>
</tr>
<tr>
<td>Workplace Services/Space Planning</td>
<td>47%</td>
<td>43%</td>
<td>10%</td>
</tr>
<tr>
<td>Month</td>
<td>Editorial due:</td>
<td>Topics</td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>----------------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| April     | Feb 15         | » Sustainability  
» Strategies for Office Conversions  
» Corporate Real Estate Week |
| May       | Mar 15         | » Emerging Markets  
» Future of Cities |
| June      | Apr 15         | » Flight to Quality  
» Profiles of LGBTQ+ CRE Professionals  
» What’s Working? |
| July      | May 15         | » Talent  
» University Relations  
» Keeping HQs Relevant |
| August    | Jun 15         | » Facilities Management  
» Workplace Civility  
» Update on Wellness |
| September | Jul 15         | » Emergency Preparedness - Redundancy  
» Leadership  
» The Revolution in Retail Real Estate |
| October   | Aug 15         | » Diversity and Inclusion  
» Invisible Diversity  
» Learning Foundation Scholarship Program |
| November  | Sep 15         | » Business Continuity, Risk  
» CoreNet Global Summit |
| December  | Oct 15         | » Technology  
» Human Rights in the Workplace |
| January   | Nov 15         | » Work Enablement + HR&IT  
» Mentorship |
| February  | Dec 15         | » Strategy & Portfolio Planning  
» Profiles of Black CRE Professionals  
» Geopolitics |
| March     | Jan 15         | » Employee Experience & Wellbeing  
» Profiles of Women in CRE |
THE SOURCE APP SPONSORSHIP

The Source App
Get in front of the growing numbers of Source App users. Introduced in August 2023, the Source is a one-stop shop for managing profiles, participating in events, and consuming corporate real estate content. Multiple options for advertising on the app, from individual topic areas or sponsored content to overall app sponsorship.

Sponsorship Opportunities:

Publishing Partner
Official App sponsor
- Sponsor banner ad hyperlinked to the URL of your choice available on top of News & Content, under CNG News, and Member Directory
  370 pixels X 100 pixels - smart phone; 800 pixels X 100 pixels - tablet
- Recognition in emails, social posts/ads, and other communications about the app
- $2,000/month; $5,000 for 3 months (Exclusive)

News Listing Ads:
Integrated into the content listing (under “Top News”, “My News” or “Saved News”). News listing ads look like content items with image, title, description, and link to third party site. All News Listing Ads will have ‘Sponsored’ above the image.
- Top Ad – displayed at top of news feed
  1000 pixels X 600 pixels (same for phone and tablet devices)

General ads
- Ad placed on app based on date and will move down the list as data is synced
  1000 pixels X 600 pixels (same for phone and tablet devices)
- $300/month*

Sponsored App Content:
- Sponsored Content is informational, not promotional in nature.
- Sponsored Content can include images on the listing page.
- All Sponsored Content will have ‘Sponsored’ above the image.
- $750/item*

Banner Ad:
- Banner ads on text detail pages (not available for podcast), linked to URL of your choice.
- Rotation every 5 secs if more than one ad exists
- Total of 9 spots available
- $500/month* (480 pixels X 50 pixels - smart phone; 800 pixels X 66 pixels - tablet)

Content and ads are subject to approval by CoreNet Global.

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CONTENT PLATFORMS SPONSORSHIPS

What's Next Podcast
The CoreNet Global “What’s Next” Podcast puts CoreNet Global members on the front line of building community. Features thought-leaders from all aspects within the corporate real estate profession, and is available to CoreNet Global members as well as the general public worldwide through trusted podcast outlets. With podcasts released about twice monthly, and more than 80,000 listens from more than 50 countries, this 3-month sponsorship program is a great way to connect with a captive audience of real estate professionals.

Exclusive Quarterly CoreNet Global “What’s Next” Podcast Sponsorship: $5,000
3-month Sponsorship Includes:
• Logo featured on What's Next? Podcast page on the CoreNet Global website, hyperlinked to the URL of sponsor’s choice.
• Logo recognition on all communications related to the CoreNet Global What’s Next? Podcast program during the sponsorship term.
• Three (3) sponsored What’s Next Podcasts (e.g. short sponsor’s message in MP3 format, 20 to 30 seconds maximum which will play prior to a podcast to be selected by CoreNet Global. Sponsor’s name to also be mentioned during the podcast as a sponsor’s spotlight break.
• First right of refusal for co-sponsorship of CoreNet Global Podcast Parlor at Summits in North America, EMEA, and APAC (total of 4 sponsors per Podcast Parlor, additional costs will apply).

CNGtv
CoreNet Global's CNGtv is the channel for the latest news and happenings within corporate real estate starring CoreNet Global members and subject matter experts. Corporate real estate experts share insights, perspectives, and experiences with other members through CNGtv.

Exclusive Quarterly CoreNet Global CNGtv Sponsorship: $2,500
12-month Sponsorship Includes:
• Logo featured on CNGtv page on the CoreNet Global website, hyperlinked to the URL of sponsor’s choice.
• Logo recognition on all communications related to the CoreNet Global CNGtv program during the sponsorship term.
• Three (3) sponsored CNGtv video (e.g. short sponsor's message in MP4 format, 20 to 30 seconds maximum which will play prior to a CNGtv video to be selected by CoreNet Global. Sponsor’s message to also be played during or at the end of the video based on its length as a sponsor’s spotlight break.
• First right of refusal for co-sponsorship of CoreNet Global CNGtv Studio at the North America, EMEA, and APAC Summits (total of 4 sponsors per CNGtv Studio, additional costs will apply).

The Pulse Blog
CoreNet Global’s The Pulse is where thought leaders share their relevant content and where corporate real estate professionals get the knowledge they need in order to perform better in their day-to-day functions. Associate your brand with this very powerful content vehicle.

Exclusive Quarterly CoreNet Global "The Pulse" Blog Sponsorship: $2,500
Sponsorship Includes:
1. Logo featured the Pulse Blog page on the CoreNet Global website during the sponsorship term.
2. Logo recognition on all communications related to the CoreNet Global The Pulse Blog program during the sponsorship term.

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Showcase your ad directly on the CoreNet Global website. Visited by corporate real estate executives from around the world. We offer a variety of banner ad opportunities including leaderboards and box ads on pages throughout the site.

**Leaderboard**
Available at the top of pages on www.corenetglobal.org with the exception of the homepage and a few other specialty pages. This premier position provides your company with top exposure and quality traffic. Space is limited to 20 companies.
Ad dimensions: 728px x 90px
File format: GIF or JPG
File size: 40k
Cost: $4,500/annually

**Skyscraper & Box Ad**
Your skyscraper ad will be available on the CoreNet Global homepage at www.corenetglobal.org and your box ad will be available on all other pages with few exceptions.
Ad dimensions:
Skyscraper: 120px x 600px
Box ad: 225px x 225px
File format: GIF or JPG
File size: 40k
Cost: $5,950/annually

**eLEADER®**
The CoreNet Global eLEADER® is distributed weekly to 50,000+ corporate real estate executives, suppliers and key contacts with CoreNet Global. Issues feature hand-curated articles related to corporate real estate. With industry-leading open rates and full-service creative and account management teams, your company connects with your niche audience in a direct way they’re sure to see.

**Horizontal Product Showcase**
Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.
Creative dimensions: 580x150
File format: JPG
File size: 40k
Resolution: 72dpi
Cost: $3,750/annually

**Featured Article**
Feature your best content with this placement and include a 5-7 word headline, 100-word description and link to the article of your choice.
File format: GIF,JPG
File size: 40k
Cost: $3,400/annually

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Professional Development Newsletter

The CoreNet Global Professional Development Newsletter is distributed monthly to 50,000+ corporate real estate executives, including members and other CoreNet Global key contacts. Issues feature hand-curated articles related to professional and career development within corporate real estate as well as information on seminars and offerings of our renowned MCR and QPCR programs.

Lower Leaderboard
Per Mailing @ 1 per month: $500
Per Quarter @ 3 per quarter: $1,300
Per Year: $5,000

Middle Banner 1
Per Mailing @ 1 per month: $350
Per Quarter @ 3 per quarter: $800
Per Year: $3,000

Box 1 and Box 2
300x250px
Per Mailing @ 1 per month: $400
Per Quarter @ 3 per quarter: $1,100
Per Year: $4,000

Leaderboard and banners
728px x 90px

The access [CoreNet Global provides] to cutting-edge research and relationship building with other members, ensures that, together, we can continue to explore the future of workplace and the importance of Corporate Real Estate.

Tarkett - CoreNet Global Strategic Partner and Global Summit Sponsor
OUR USERS WORK FOR TOP COMPANIES AROUND THE GLOBE, INCLUDING:

Corteva Agriscience  Diageo  Honeywell  The Boeing Company  Amazon  IBM

bmc  Elastic  PepsiCo  BOK FINANCIAL  TRAVELERS  Kohl's

Booz | Allen | Hamilton  Hewlett Packard Enterprise  salesforce  Google  gsk  United Therapeutics

Fidelity  LPL Financial  Linkedin  Capital One  MERCK  VISA

NortonLifeLock  Parexel  Nike  Vanguard  Public Services and Procurement Canada  TU Delft

Parexel  NortonLifeLock  Vanguard  United Therapeutics  VISA

Informatica  CHUBB  USAA  International Monetary Fund

The MITRE Corporation  P&G  Informatica  Informatica  The Coca-Cola Company

Bayer  bp  Citizens Bank  eBay Inc  Kimberly-Clark  HSBC

MillerKnoll  Shell  SAP  National Grid  Whirlpool

Guardian Life Insurance  Uber  BNY Mellon  The Coca-Cola Company  Wella

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