



Dear *Commercial Property News* Advertisers:

We are happy to announce that beginning with our September 2008 issue, readers will enjoy *CPN* in a more portable, user-friendly size for those on the go. The new 9" x 10 1/2" size will be welcomed by readers and advertisers alike. The sleek new dimensions will be accompanied by a fresh editorial lineup that will focus on thought leadership, industry insight, research, data, business intelligence and news analysis that will give readers perspective on how industry news and developments will affect them and their business now and in the future. *CPN*'s logo and appearance have also been redesigned to reflect our future-looking perspective and direction.

There are several reasons for the evolution of *CPN*'s size, design and content:

- First and foremost, is our ongoing commitment to addressing the needs of our readers. *CPN*'s original tabloid size was established over 20 years ago. Today's mobile commercial real estate executive wants a more compact print product to take on the go.
- The Internet and wireless devices have taken over as breaking news sources and print has now become the source for perspective and analysis. *CPN* magazine will satisfy this need directly and more completely with our editorial shift.
- *CPN* readers who were surveyed overwhelmingly preferred the new size which is larger than standard publication dimensions yet more portable than the tabloid version by a ratio of 2:1.
- *CPN* is moving toward sustainability in both content and practice. The size change will be reducing paper consumption by over 20 percent, or more than 2,600 pounds of paper per issue based on an average book size.

The new dimensions mean that advertisers will need to provide revised ad material for September and future issues that meet the updated advertising specifications. The updated ad unit sizes and specs are enclosed in this package and can also be found at: <http://www.cpnonline.com/08resizing>. To facilitate the process, we are happy to provide you with complimentary resizing for your ad. Please see the enclosed flyer for more information.

*CPN* is making some bold moves, but rest-assured that advertisers will only benefit. You will continue to reach 35,000 of the most influential and highly involved decision makers in commercial real estate. But you now have streamlined advertising options with similar share-of-page surrounded by fresh content options in the industry's most authoritative, most credible and most relevant\* publication.

Please don't hesitate to contact me or your *CPN* sales representative if you have additional questions about our new 9" size. We thank you for your company's partnership with *CPN* and we invite you to stay tuned to the exciting changes we will be delivering.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Victoria Osorio".

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