

BLUEVAULT™

2017 DIGITAL MEDIA KIT

The Performance of
**RESEARCH AND
REPORTING**

For information please contact Brooke Heffington
at Brooke.Heffington@BlueVaultPartners.com
or 678-456-4290.



Blue Vault provides its subscribers with the factual performance metrics, from beginning to end, needed to make better informed decisions concerning nontraded REITs, BDCs, and Closed-End Funds, Interval Funds and Private Offerings. Knowledge is power, in this case, the power to be completely informed before deciding on which alternative investments to use and the power to protect your practice from misleading sales and marketing tactics. Don't be partially informed ever again. Utilize our expertise and solid research data services to know the facts.

What matters most to us is how nontraded REITs, BDCs, and Closed-End Funds, Interval Funds and Private Offerings are actually performing, not how they intend to perform. Our reporting highlights the fact-based performance metrics, which tell that story.

These metrics include:

- Performance statistics for alternative investments as they are reported on a quarterly or semi-annual basis
- Commercial real estate market analysis and [nontraded REIT](#) and [nontraded BDC](#) industry trends
- Full page analysis and commentary for each product
- LifeStages™ peer comparisons and analysis for each NTR
- Performance profiling system with three distinct operational measurements for each NTR

CLIENT BASE

Top Nontraded REIT, BDC, and Closed-End Fund, Interval Fund and Private Offering Sponsors & Broker Dealers, Financial Advisors, and Individual Investors.



15 TOP INDUSTRY SPONSOR PARTNERS

- Black Creek Group
- Carter Validus
- CION Investment Group
- CNL Financial Group
- Cole Capital
- Cottonwood
- Griffin Capital Company, LLC
- Hines Securities, Inc.
- Inland Real Estate Investment Corporation
- Resource Real Estate
- Procaccianti Companies
- Medley Management Inc.
- Smartstop Asset Management, LLC
- The Lightstone Group
- Triloma Financial Group

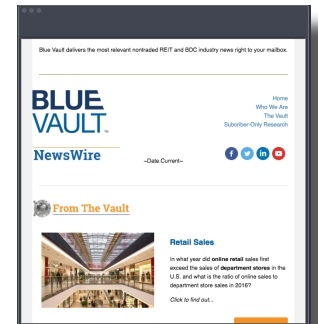


26 TOP INDUSTRY BROKER DEALER PARTNERS

- 1st Global
- Advisor Group
- American Portfolios
- Ameriprise Financial
- Ameritas Investment Corp.
- Cadaret, Grant & Co.
- Cambridge Investment Research, Inc.
- Capital Investment Group, Inc.
- Commonwealth Financial Network
- Geneos Wealth Management, Inc.
- Great Nation Investment Corporation
- Investment Professionals, Inc.
- Kalos Financial, Inc.
- Kestra Financial
- Kovack Securities, Inc.
- LPL Financial
- Money Concepts
- National Planning Holdings, Inc.
- ProEquities, Inc.
- Securities America, Inc.
- Sigma Financial Corporation/Parkland Securities, LLC
- Signator Investors, Inc.
- The O.N. Equity Sales Company
- The Strategic Financial Alliance, Inc.
- Triad Advisors, Inc.
- Voya Financial Advisors

DIGITAL REACH

Blue Vault advertising reaches people over 75,000 times per month through digital content on Blue Vault's Website, in the NewsWire, and through posting to Social Media sites.



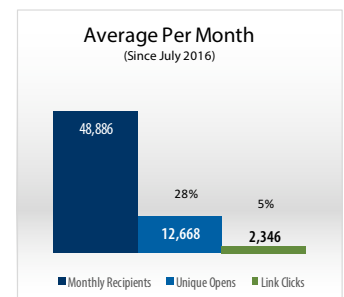
WEBSITE WWW.BLUEVAULTPARTNERS.COM

12,412
Monthly Page Views
8,030
Returning Users
4,382
New Users



NEWSWIRE 3X PER WEEK ENEWSLETTER


48,886
Monthly Recipients
12,668
Unique Opens
2,346
Link Clicks



50% Increase 2017 over 2016

1,000+ Monthly Clicks to **Inside The Vault** Fact

SOCIAL MEDIA SHARING

10,000 Avg
Twitter Impressions
1,200+
Twitter Followers

Social Media Presence



SUMMIT APP ADVERTISING & SPONSORSHIPS

100%
Elite Industry Attendees
70%
Are Sponsor Executives
25%
Are Top Broker Dealer Representatives



Social Media Posts Link to Blue Vault's Website

120+ Exclusive Attendees by Invitation Only

The **ONE STOP** For All Things Related to Nontraded REITs, BDCs, and Closed-End Funds, Interval Funds and Private Offerings

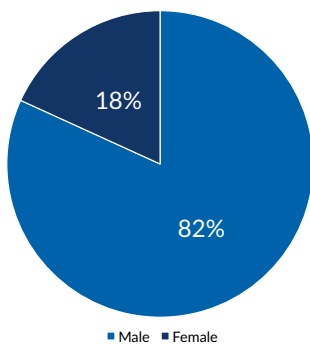
Education, Transparency, and
Due Diligence.

News, Blogs, Industry Insights and
Intel, Multimedia, and Performance
Reporting.

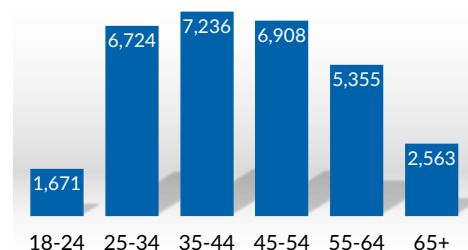
www.BlueVaultPartners.com



MALE/FEMALE



AGE GROUP (SESSIONS)



IN MARKET SEGMENTS (TOP 7, JAN 1 - AUG 31, 2017)

1. Financial Services/Investment Services
7.59%
2. Financial Services/Financial Planning
5.09%
3. Financial Services/Financial Planning/Retirement Planning
4.04%
4. Travel/Hotels & Accommodations
3.20%
5. Employment
2.89%
6. Real Estate/Residential Properties/Residential Properties (For Sale)
2.37%
7. Education/Post-Secondary Education
2.37%

NEWSWIRE (3X PER WEEK)

Desktop

Mobile

Blue Vault delivers the most relevant nontraded REIT and BDC industry news right to your mailbox.

BLUE VAULT
NewsWire

From The Vault

Headline
Topic
Call to action

Did You Know?

Item
Title
Details
From www.BlueVaultPartners.com

Recent News

NewsWire Archives

NewsWire article image goes here...

Article Title (Heading 2)
Source (Body) | Paragraph 1

NewsWire article image goes here...

Article Title (Heading 2)
Source (Body) | Paragraph 1

NewsWire article image goes here...

Article Title (Heading 2)
Source (Body) | Paragraph 1

NewsWire article image goes here...

Article Title (Heading 2)
Source (Body) | Paragraph 1

Communication Preferences

Blue Vault 407 E. Maple Street Suite 300, Cumby, Georgia 30008 (United States) 877.230.2234

Blue Vault delivers the most relevant nontraded REIT and BDC industry news right to your mailbox.

BLUE VAULT
NewsWire

From The Vault

Headline
Topic
Call to action

Did You Know?

Item
Title
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NewsWire article image goes here...

Article Title (Heading 2)
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Source (Body) | Paragraph 1

NewsWire article image goes here...

Article Title (Heading 2)
Source (Body) | Paragraph 1

NewsWire article image goes here...

Article Title (Heading 2)
Source (Body) | Paragraph 1

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Blue Vault 407 E. Maple Street Suite 300, Cumby, Georgia 30008 (United States) 877.230.2234

WEBSITE (TOP 5 PAGES)

Desktop Example

BLUE VAULT
UNLOCK THE POWER OF THE VAULT

Home Who We Are The Vault Subscriber-Only Research Connect

Welcome to the Vault

Home > Welcome to the Vault

Website Billboard

Industry Intel

Characteristics of Nontraded REITs and Other Alternative Investments

Whether you're considering investing in a nontraded REIT (or other "alternative" investment) or your financial advisor has recommended one to you, there are some key things to know about what makes these REITs a little different from others.

How do nontraded REITs make money?

Why Invest in a REIT?

Business Development Company (BDC) History

Types Of REITs

Equity Raise July 2016

Nontraded REIT Sales \$300,463,171

Nontraded BDC Sales \$83,982,214

See Disclosure

Blue Vault Events

Blue Vault is hosting the 2017 Blue Vault Broker Dealer Educational Summit March 13-15, 2017 in Atlanta, GA at the Ritz Carlton.

"Best DD meeting in the industry. No sales pitches, senior level decision makers, meaningful discussions and the broker-dealer networking sessions were especially useful. Thank to Blue Vault for raising the bar!"

Elizabeth Stevens
SVP, Sandapper Securities, LLC
2016 Broker Dealer Educational Summit 2016

Nontraded Vs. Publicly Traded REITs

What is a Nontraded REIT?

More Recent News

Independent researchers seen eating DOL fiduciary burden for brokers

These Retailers Are Making More Money Than Amazon

New York REIT to liquidate

Everest REIT Investors Offers \$700 Per Share for CNL Growth Properties

Drop in 10-year Treasury Gives Real Estate Pricing a Lift

15 Cities Booming With New Multifamily Construction

Medical Office Enjoying Strong Lease-up, Heightened Investor Demand

Seedsoft REIT Grows in Peachtree State

Candidates for Finra board want greater focus on regulatory pain of small firms

FS Investments Closes on over \$850 Million of Q2 Middle Market Commitments

Insights

Nontraded REIT Share Online Auctions

Distribution Coverage - Why It's Important to Understand the Difference Between MFFD and Cash

Capitalization Rates Refined - Part 1

What is a Business Development Company?

Blog

A Closer Look at Today's 1031 Exchanges - Part 1

1031 Exchanges - What are They and How Do They Work?

Brushing Up on Private Placements

Sales of T Shares May Be Bright Spot in Nontraded REIT Market

A Closer Look at Today's 1031 Exchanges - Part 2

A Closer Look at Today's 1031 Exchanges - Part 2 August 24th, 2016

by Beth Glavicki, Blue Vault: In last week's post, we discussed how 1031 exchanges can benefit investors looking to defer a sizable tax burden on appreciated investment property. 1031s allow taxes on gains to be deferred when the proceeds...

Interval Funds: A Growing Industry, but What Are They?

You may have heard the term "interval fund" frequently over the past couple years. Many broker-dealers have recently brought interval funds onto their platform as of late. Much more education needs to happen in the marketplace to understand interval funds and how they work. We will delve into the terminology surrounding these newly popular funds and provide some basic education in this post.

A

B

C

C

D

E

A

B

C

D

E

F

G

H

Side Board

EVENT APP (SUMMIT)



Note: Letters above reference Ad Specs on Page 6.

AD SPECS

BlueVaultPartners.com 2017

(width x depth in pixels) Ads are scaled to fit and may appear smaller than required dimensions.

Website

BILLBOARD 900 x 150

(ALSO SPONSOR FOCUS PAGE - SPONSORS ONLY)



SIDE BOARD 300 x 120



CONTENT BODY

200 x 400



NewsWire

A 320 x 50



B & C 600 x 100



D & E 600 x 300*



**BROKER DEALERS THAT ARE SUBMITTING ADS FOR THE BROKER DEALER PARTNERS PAGE AND THE NEWSWIRE SHOULD USE THIS SIZE.*

F, G, & H 460 x 200



Summit App

TABLET 460 x 200



PHONE 640 x 100



FILE SUBMISSION

Files Types

All ads are image ads.

Submit High Resolution files in one of the following formats:

- .ai
- .eps
- .pdf
- .gif

File Size

File attachments larger than 12MB can be sent by file shares such as DropBox, Box, One Drive, Hightail, etc.

Files less than 12MB can be emailed directly.

Ads and details should be emailed to marketing@bluevaultpartners.com

Landing Page

All ad submissions must include the web address for the desired link for your ad.

Contact Information

Laurie Brescia

Marketing Director

Direct: 678-802-8718

Email: laurie.brescia@bluevaultpartners.com

ADVERTISING PARTNER PACKAGES

BlueVaultPartners.com 2017

Elite Package: 1 year | 6 months | 3 months

- Website**
 - Ad rotation placement in the **Billboard** (900 x 150) spot in the following locations
 - › **Top 5 Blue Vault pages**
 - › News posts
 - › Inside the Vault posts
 - › Blue Vault Announcement posts
 - › Blog posts
 - Top recognition on our Partners-Advertising Partners page
- NewsWire**
 - Ad rotation** placement in A (320 x 50), B and C (600 x 100) locations
- Summit App**
 - Ad rotation placement in the Blue Vault Summit App*

VIP Package: 1 year | 6 months | 3 months

- Website**
 - Ad rotation placement in the **Sideboard** (300 x 120) spot on the **Top 5 Blue Vault pages**
 - Ad rotation placement **within the Content Body** of the pages in the following locations
 - › Inside the Vault posts (200 x 400, right side)
 - › Blue Vault Announcement posts (200 x 400, right side)
 - › Blog posts (600 x 100, bottom)
 - Recognition on our Partners-Advertising Partners page
- NewsWire**
 - Ad rotation** placement in the B and C (600 x 100) locations
- Summit App**
 - Ad rotation placement in the Blue Vault Summit App*

Preferred Partner Package: 1 year | 6 months | 3 months

- Website**
 - Ad rotation placement **within the Content Body** (200 x 400) of the pages in the following locations
 - › Inside the Vault posts
 - › Blue Vault Announcement posts
 - › Blog posts
 - Recognition on our Partners-Advertising Partners page
- NewsWire**
 - Ad rotation** placement in the C (600 x 100) location
- Summit App**
 - Ad rotation placement in the Blue Vault Summit App*

For package pricing and availability, please contact Brooke Heffington at Brooke.Heffington@BlueVaultPartners.com or 678-456-4290.

Basic Package: 1 year | 6 months | 3 Months

- Website**
 - Recognition on our Partners-Advertising Partners page
- NewsWire**
 - Ad rotation** in locations F, G, and H (460 x 200)

Sponsor Focus Package: 1 year Advertisement | 1 year Video **NEW!**

(Sponsors, purchase this ad for YOUR Sponsor Focus page)

- Website**
 - Ad placement (900 x 150) at the top of the sponsor's Sponsor Focus page
 - Recognition on our Partners-Advertising Partners page

Bundle Partner Packages and **SAVE! NEW!**

- Bundle one or more Advertising Partner Package (minimum \$10K) and receive a Sponsor Focus Ad or Video complimentary for one year.



BLUEVAULT
Broker Dealer Partnership Program

**BDPP participants receive ad placement during the annual Blue Vault Broker Dealer Educational Summit.*

***NewsWire ad rotation will depend on the number of advertisers.*

EDITORIAL CALENDAR

BlueVaultPartners.com 2017

JANUARY

Second Half 2016 Interval Fund and Nontraded CEF Review - NEW!

FEBRUARY

2016 ANNUAL BRIEF Nontraded REIT Year in Review
2016 ANNUAL BRIEF Nontraded BDC Year in Review

MARCH

3rd Annual Blue Vault Broker Dealer Educational Summit
Alternative Investment Review

APRIL

MAY

Q4 2016 Nontraded REIT Quarterly Review
Q4 2016 Nontraded BDC Quarterly Review

JUNE

Q1 2017 Nontraded REIT Quarterly Review
Q1 2017 Nontraded BDC Quarterly Review

JULY

Interval Fund and Nontraded CEF Review - as of March 31, 2017 - NEW!

AUGUST

SEPTEMBER

Q2 2017 Nontraded REIT Quarterly Review
Q2 2017 Nontraded BDC Quarterly Review

OCTOBER

Alternative Investment Review (1st Edition)
Nontraded REIT Fee Study - Update!

NOVEMBER

Nontraded REIT Full-Cycle Study (5th Edition)

DECEMBER

Q3 2017 Nontraded REIT Quarterly Review
Q3 2017 Nontraded BDC Quarterly Review



MONTHLY PUBLICATIONS

Articles published by Blue Vault Research, and guests.

Sponsor Corner

Content submitted by sponsors for the purpose of helping educate the industry.

Insights

Content written by members of the Blue Vault team with a deeper look into issues and topics to educate the industry.

WEEKLY PUBLICATIONS

Articles published by Blue Vault.

Blog

Content written by members of the Blue Vault team with a brief highlight or series of articles written about hot topics in the Alternative Investment space.

NEWSWIRE

An eNewsletter published on **Tuesday, Wednesday, and Friday** each week.

Inside the Vault

A Blue Vault exclusive. That juicy factoid from Blue Vault research that you must click through to the Blue Vault website in order to see the answer.

Did You Know?

Blue Vault website features are endless. This section spotlights different areas of the Blue Vault website including Videos, **Sponsor Corner** articles, Insights, Blog Posts, **Sponsor** Focus pages, Industry Intel, and more.

News Articles

Blue Vault delivers the most relevant alternative investment industry news, including nontraded REITs, BDCs, and Closed-End Funds, Interval Funds and Private Offerings, right to your inbox.