

BLUEVAULT™

2018 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 reports include, but are not limited to:

- Performance statistics for alternative investments as they are reported on a quarterly or semi-annual basis
- Full page analysis and commentary for each product

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



10 TOP INDUSTRY SPONSOR PARTNERS

- Black Creek Group
- Bluerock Real Estate
- Cantor Fitzgerald
- Carter Validus
- CION Investment Group
- CNL Financial Group
- CIM Group (formerly Cole Capital)
- Griffin Capital Company, LLC
- Resource
- SmartStop Asset Management, LLC



25 TOP INDUSTRY BROKER DEALER PARTNERS

- 1st Global
- Advisor Group
- American Portfolios
- Ameriprise Financial
- Ameritas Investment Corp.
- Cadaret, Grant & Co.
- Calton & Associates, Inc.
- 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.
- Kovack Securites, Inc.
- LPL Financial
- Money Concepts
- 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

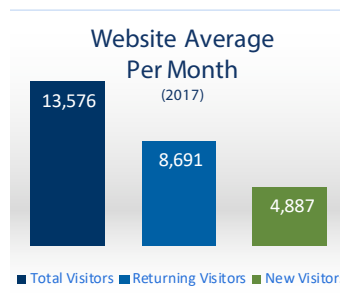
BlueVaultPartners.com 2018

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



WEBSITE WWW.BLUEVAULTPARTNERS.COM

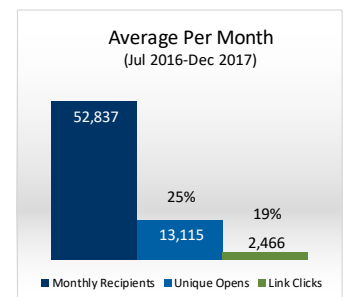
13,576
Monthly Page Views
8,691
Returning Users
4,887
New Users



68% Increase 2017 over 2016


EMAIL 3-5X PER WEEK

52,837
Monthly Recipients
13,115
Unique Opens
2,466
Link Clicks



1,200+ Monthly Clicks to **Inside The Vault** Fact

SOCIAL MEDIA SHARING

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

Social Media Presence



Social Media Posts Link to Blue Vault's Website

SUMMIT APP ADVERTISING & SPONSORSHIPS

100%
Elite Industry Attendees
60%
Are Sponsor Executives
40%
Are Top Broker Dealer Representatives



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

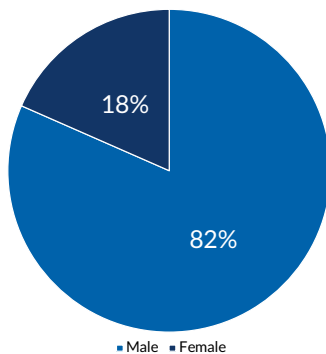
Education, Transparency, and
Due Diligence.

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

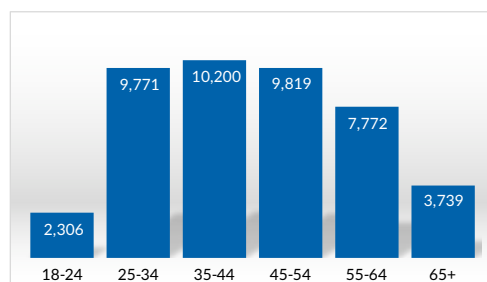
www.BlueVaultPartners.com



MALE/FEMALE (SESSIONS, 2017)



AGE GROUP (SESSIONS, 2017)



IN MARKET SEGMENTS (TOP 8, JAN 1 - DEC 31, 2017)


1. Financial Services/Investment Services
7.58%
2. Financial Services/Financial Planning
4.82%
3. Financial Services/Financial Planning/Retirement Planning
3.65%
4. Travel/Hotels & Accommodations
3.17%
5. Employment
2.65%
6. Real Estate/Residential Properties/Residential Properties (For Sale)
2.38%
7. Travel/Air Travel
2.27%
8. Real Estate/Residential Properties (For Sale)
2.22%

EMAIL (3X -5X PER WEEK)

Desktop

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BLUEVAULT. Digest



180x120 Standard


Carter Validus Mission Critical REIT Announces \$3.00...

January 22, 2018 | James Sprow | Blue Vault

Read more bluevaultpartners.com

From Inside the Vault...

Which interval fund had sales of \$72.2 million in December, 2017, leading all interval funds reporting sales to Blue Vault for the month?



See the Answer

December 2017 Sales Stack

- Nontraded REIT Sales \$271.2 million
- Nontraded BDC Sales \$39.6 million
- Nontraded Closed-End Fund Sales \$180.6 million
- Private Placement Sales \$261.1 million
- Non-Listed Preferred Sales \$28.0 million
- Total Alternative Investment Sales \$780.5 million**

More Recent News

- Bluerock Value Exchange Sells Chase Lake DST (1031-Exchange) Investment Property
- Phillips Edison & Company Acquires 23 Shopping Centers in 2017
- The Inland Real Estate Group of Companies, Inc. Announces its Investment Group Raised More than \$800 Million of Capital in 2017
- A Conversation with Grocery Real Estate Pioneer Phillips Edison

640x100 iPhone

ALFORD IN Summit 2018

Receive Blue Vault Email Communications [Sign Up](#)

Communication Preferences

Too many emails? Please don't go! Update your communication preferences with Blue Vault.

- Blue Vault email communications is currently undergoing a transformation so you can receive relevant, quality, and trusted information at your finger tips. Subscription choices are coming soon.
- To no longer receive any email communications from Blue Vault, click the Unsubscribe link at the bottom of this email.
- Contact info change? [Click here](#) to update your address, phone, and/or email address information.

Mobile

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BLUEVAULT Digest



180x120 Standard

Carter Validus Mission Critical REIT Announces \$3.00...

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- Contact info change? [Click here](#) to update your address, phone, and/or email address information.

Blue Vault
407 East Maple Street
Suite 502
Cumming, GA 30040

1-800-828-0000 (ext. 2000) or 404-281-1000
Sent by info@bluevaultpartners.com

WEBSITE (TOP 5 PAGES)

Desktop Example

Welcome to the Vault

Home > Welcome to the Vault

Billboard (900x100)

Industry Intel

A Discussion with Bluerock About Interval Funds and Total Income + Real Estate Fund

In a wide-ranging interview with Josh Hoffman, Managing Director, at Bluerock Real Estate, Blue Vault discussed the history of interval funds, the unique qualities of interval funds that have made them an increasingly important alternative investment class, and the history of Total Income + Real Estate Fund, an interval fund managed by Bluerock.

[View All](#)

Sales Stack

December 2017

Nontraded REIT Sales \$271.2 million

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[See All](#)

Sponsor Corner

Credit Void in Banking

An Alternative to Alternative Investments

Investing in Alternative Investments - by NorthStar Securities

Diversify Income with a Real Estate Investment Trust

[View All](#)

Side Board (300x120)

Blue Vault Events

Blue Vault's 4th Annual Broker Dealer Educational Summit will be held March 12-14, 2018 at the Alford Inn located in Winter Park, Florida, just outside of Orlando.

The purpose of the meeting is to give leading alternative investment product sponsors, including those offering nontraded REITs, BDCs, and Closed-End Funds, Interval Funds and Private Offerings, a platform to demonstrate their investment strategy and expertise.

Blog

Don't Miss Summit 2018!

Don't Miss Summit 2018! January 24, 2018 | Beth Ciavoski | Blue Vault. Blue Vault's fourth annual Broker Dealer Educational Summit will be held Monday, March 12, 2018 - Wednesday, March 14, 2018 at the Alford Inn, Winter Park, Florida. The Summit gives leading alternative investment product sponsors, including those offering nontraded REITs, BDCs, ...

How the New Tax Law Impacts Commercial Real Estate Investment

How the New Tax Law Impacts Commercial Real Estate Investment

Preferred Stocks: Quick Read

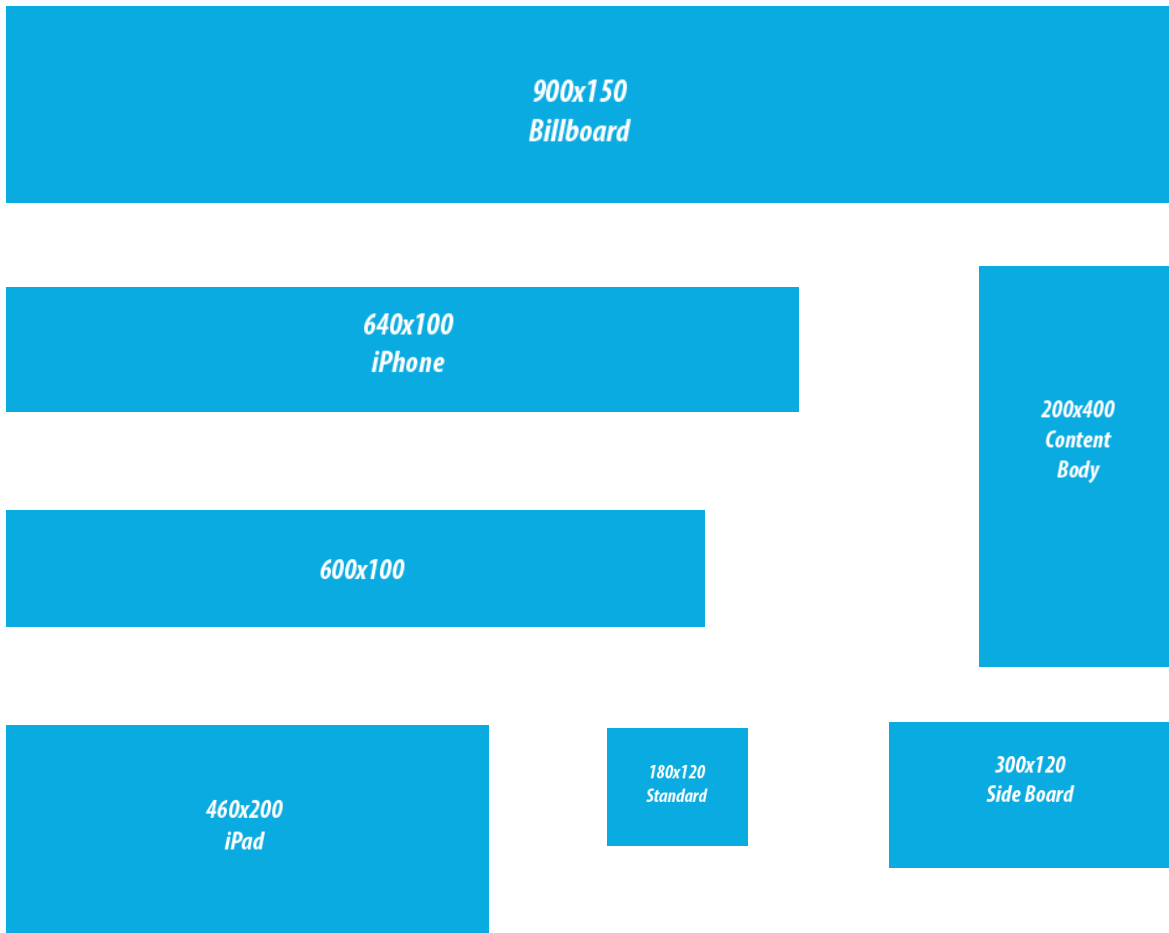
Will Real Estate Investors Benefit from Tax Changes?

[View All](#)

EVENT APP (SUMMIT)



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



The ad dimensions shown on this page will be used in multiple locations including the Blue Vault Website, email communications, and the Summit event app.

FILE SUBMISSION

Files Types

All ads are image ads.
Submit High Resolution files in one of the following formats: .ai, .eps, .pdf, .gif

Landing Page

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

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

Contact Information

Brooke Heffington

Director, Partnership Strategy
Direct: 678-456-4290
Email: Brooke.Heffington@BlueVaultPartners.com

ADVERTISING PARTNER PACKAGES

BlueVaultPartners.com 2018

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
- Email**
 - Ad rotation** placement in top 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** (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
- Email**
 - Ad rotation** placement in the secondary locations
- Summit App**
 - Ad rotation placement in the Blue Vault Summit App*

Preferred 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
- 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

Sponsor Focus Package: 1 year Advertisement | 1 year Video

(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 Packages and SAVE!

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

**Elite and VIP Sponsor Partners receive ad placement during the annual Blue Vault Broker Dealer Educational Summit.*

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

Ads are scaled to fit and may appear smaller than required dimensions.

EDITORIAL CALENDAR

BlueVaultPartners.com 2018

JANUARY

FEBRUARY

Nontraded REIT Full-Cycle Study (5th Edition)
Interval Fund and Nontraded CEF Review Updates!

MARCH

4th Annual Blue Vault Broker Dealer Educational Summit
AI Zone



EMAIL COMMUNICATIONS

Articles published by Blue Vault Research and guests.

Sponsor Corner

Blue Vault is proud to share valuable educational content in collaboration with Sponsors in the alternative investment industry.

Insights

Insights offer in-depth educational content about the alternative investment industry to our nontraded REIT paid subscribers.

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.

Sponsor Focus

Learn more about Sponsors with products sold in the Independent Broker Dealer channel. We cover everything from contact info, recent news, products sponsored, management team, and AUM.

Industry Intel

Stay informed about the current events in the Alternative Investment Industry. Industry Intel provides in depth articles covering hot topics.

Sales Stack

Each month Blue Vault posts equity raised by the alternative investment industry broken down by investment type. The Equity Raise numbers are posted on, or around, the 10th of each month. Once posted to the Sales Stack page on the Blue Vault Website, Blue Vault will provide commentary on the results in the form of a news article that is sent via email and the total amount raised is included in various email communications throughout the month.

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.

APRIL

Interval Fund and Nontraded CEF Review Updates!

MAY

Q4 2017 Nontraded REIT Quarterly Review
Q4 2017 Nontraded BDC Quarterly Review

JUNE

Q1 2018 Nontraded REIT Quarterly Review
Q1 2018 Nontraded BDC Quarterly Review

JULY

Interval Fund and Nontraded CEF Review Updates

AUGUST

SEPTEMBER

Q2 2018 Nontraded REIT Quarterly Review
Q2 2018 Nontraded BDC Quarterly Review

OCTOBER

AI Zone Updates
Nontraded REIT Fee Study - Update!

NOVEMBER

Interval Fund and Nontraded CEF Review Updates

DECEMBER

Q3 2018 Nontraded REIT Quarterly Review
Q3 2018 Nontraded BDC Quarterly Review

Editorial Calendar Subject to Change