

**2021  
Media Kit**

**BLUEVAULT™**

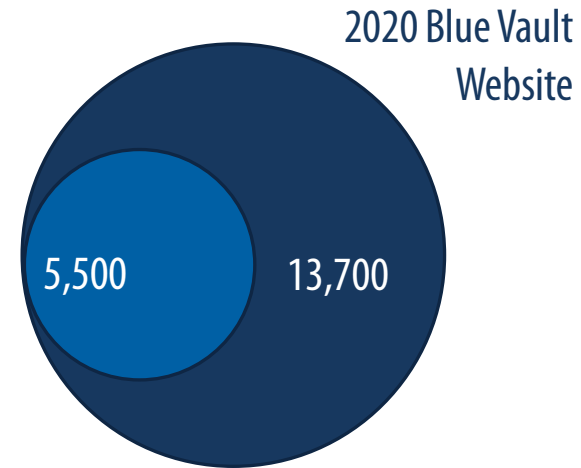
# Our Audience

## Website:

5,500+ average monthly users

13,700+ average monthly page views

[www.BlueVaultPartners.com](http://www.BlueVaultPartners.com)



## Social Media:



6,000+ average monthly impressions

140+ average monthly link clicks

## Webinar Program:

3+ webinars a month

250+ average monthly registrants

150+ average monthly attendees

**Position 1 (970x90)**

BLUE VAULT

GET UPDATES GET ACCESS LOGIN

Home Explore Engage The Vault Events Resources About Blue Vault

The Educational Center for Alternative Investments

**EXPLORE**  
Learn the basics about nontraded REITs and other alternative investments  
LEARN MORE

**ENGAGE**  
Stay informed with the latest news, industry intel, and investment management profiles  
LEARN MORE

**THE VAULT**  
Get access to Blue Vault's performance-based research and expert insights  
GET ACCESS LOGIN

**A Growing Opportunity**

<b>\$88.5 Billion</b> Total nontraded REIT AUM	<b>\$21.6 Billion</b> Total nontraded BDC AUM	<b>\$34.6 Billion</b> Total Interval Fund AUM	<b>\$155.4 Billion</b> Nontraded REIT Capital Raise (since 1990)
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**LATEST RESEARCH**

- A Deeper Look at Leitbox, Sixty West, and Triton Pacific  
October 16, 2019
- A Deeper Look at CIM Group and SmartStop  
September 26, 2019
- September Nontraded REIT Capital Raise An "Investor First" Approach When Choosing Your Product Offerings  
September 3, 2019

**Blue Vault Introduces Interactive Dashboard**  
September 26, 2019

**Position 2 (970x90)**

**LATEST NEWS** [VIEW ALL](#)

**US REIT Capital Offering Activity Soars in September**  
According to an article from S&P Global Market Intelligence, capital markets activity by U.S. equity REITs rocketed in September, with...

**Position 3 (300x250)**

**Griffin Capital Essential Asset® REIT Sells Industrial Building in Ohio for \$30.3 Million**  
Griffin Capital Essential Asset REIT, Inc. (the "REIT") announced the sale of a 160,410 square foot, Class "A", truck terminal located at...

**Black Creek CEO Raj Dhandra Talks About Why It Still Makes Sense to Buy Industrial Assets**  
Real estate investment management firm Black Creek Group recently reported that its fundraising had surged to \$702

## Blue Vault Homepage

\*There is a 4<sup>th</sup> ad position towards the bottom of the homepage

# Website Ad Locations

## Blue Vault Interior Pages

BLUE VAULT

Purchase Your BlueVault Research Subscription Email Communications Sign Up

Home Explore Engage The Vault Events Resources About Blue Vault

UNLOCK THE POWER OF THE VAULT

Home > News Article > Strategic Storage Trust IV Acquires Newly Constructed, 1,150-Unit Self Storage Facility in Greater San Diego

**Position 1 (970x90)**

January 24, 2020

### Strategic Storage Trust IV Acquires Newly Constructed, 1,150-Unit Self Storage Facility in Greater San Diego

January 23, 2020

On January 23, 2020, Strategic Storage Trust IV, Inc., a public non-traded real estate investment trust sponsored by an affiliate of [SmartStop Self Storage REIT, Inc.](#), announced its acquisition of a newly constructed, 1,150-unit self storage facility in Escondido, California, a suburb of San Diego.

"This facility benefits from its strategic location near the Metcalf Street and Mission Avenue intersection as well as Interstate 15 and California State Route 78, thoroughfares that experience high daily traffic counts," said Wayne Johnson, chief investment officer. "We are pleased to further strengthen our portfolio of premier self storage facilities with the addition of this newly constructed, well-located facility."

**Recent News**

- Strategic Storage Trust IV Acquires Newly Constructed, 1,150-Unit Self Storage Facility in Greater San Diego
- United Development Funding Responds to Bass Appeal to Texas Supreme Court
- Where Alts Sponsors Playing in the Retail Space Can Step Up Their Game
- Black Creek Group's Investment Platform, Industrial Property Trust, Sells \$4 Billion in Real Estate Assets
- ExchangeRight Adds Co-Director of National Accounts to Sales Team

[View All](#)

**Position 2 (300x250)**

# BLUEVAULT Digest



## March 2020 Nontraded REIT Capital Raise Down, But...

Blue Vault received March sales totals for 17 effective nontraded REIT program offerings as of April 14. Sales reported by those 17 NTRs totaled \$287.1 million compared to \$507.9 million for February, a...

[Read more](#)  
bluevaultpartners.com

Position 1 (640x100)

### Recent News

**Blackstone REIT Share Pricing – Flattening the Curve (BV Feature)**

**SEC Adopts Reforms for BDCs and Closed-End Funds (BV Feature)**

Bluerock Capital Markets Announces Monthly Record Capital Inflows in March of \$150 Million; Company Focusing on Virtual Relationship Management and Heightened Communication During COVID-19 Uncertainties

ExchangeRight Welcomes Bill Cerelli to Sales Team

5 New Sponsors Choose Alligo to Automate Investments Into Their Alternative Offerings

Carey Watermark Investors 1 and 2 Stockholders Approve Merger

U.S. Workers Discovering Affinity for Remote Work

74% of CFOs Plan to Permanently Shift Some of Their Workforce to Remote Positions

Virus Response Shuttters 55% of U.S. Retail Space

CRE's Potential Winners and Losers in a Virus-Hit World

A Look at Who Didn't Pay Their Rent This Month

CMBS Delinquencies Predicted to Reach Near "Great Recession Peak"

LTC's Simpson: COVID-19 Could Drive Private Equity Investors Away from Skilled Nursing

Independent Living Faces Covid-19 Vulnerabilities As Less Needs-Based Product

Position 2 (640x100)

### Press Release

Phoenix American Announces Updated Brand Image and Launch of New Website

SC Distributors Names Alex MacGillivray as National Sales Manager

Matthew Hendy Joins InvenTrust as Senior Vice President of Operations

Position 3 (300x250)

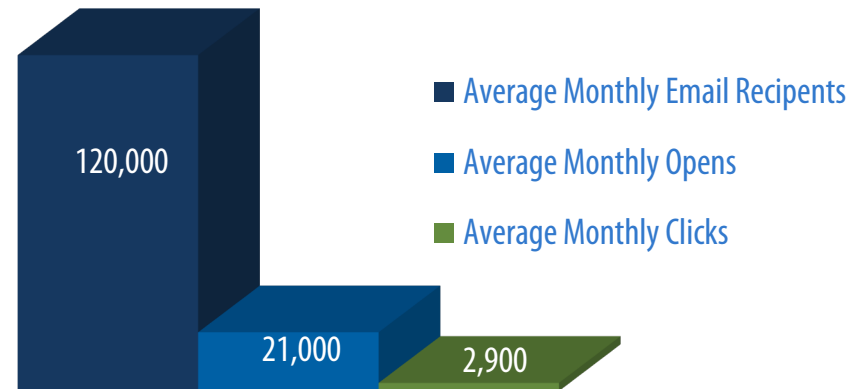
Have You Tried It Yet?



Blue Vault's Interactive Dashboard has capital raise, NTR NAV, Private Offering, and **recently released Qualified Opportunity Fund** data. To see the Dashboard, click [here](#).

# Email Ad Locations

5,100+ email subscribers  
Daily emails including latest industry news, Blue Vault insights, breaking news alerts, Vault Value and more.



# Gold Package

1 year \$25,000 | 6 months \$15,000 | 3 months \$10,000 | 1 month \$5,000

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## Website:

- Primary ad rotation placement in **Position 1 (970x90)** in the following locations
  - › **Blue Vault Homepage**
  - › News posts
  - › Inside the Vault posts
  - › Blue Vault Announcements
  - › Blue Vault Insight Articles
- Secondary ad rotations across the website including **Position 4 (970x90)** on the homepage

**Email:** Ad rotation\* placement in **Position 1 (640x100)**

# Silver Package

1 year \$15,000 | 6 months \$10,000 | 3 months \$7,000 | 1 month \$4,000

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## Website:

- Primary ad rotation placement in Position 2 on:
  - › Blue Vault Homepage (970x90)
  - › News posts (300 x 250)
  - › Inside the Vault posts (300 x 250)
  - › Blue Vault Announcements (300 x 250)
  - › Blue Vault Insight Articles (300 x 250)
- Secondary ad rotations across the website including Position 4 (970x90) on the homepage

**Email:** Ad rotation\* placement in Position 2 (640x100)

# Bronze Package

1 year \$12,000 | 6 months \$7,000 | 3 months \$5,000 | 1 month \$3,000

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## Website:

- Primary Ad rotation placement in Position 3 (300 x 250) on the Blue Vault Homepage
- Secondary ad rotations across the website including Position 4 (970x90) on the homepage

**Email:** Ad rotation\* placement in Position 3 (300 x 250)

# Webinar Sponsorship

6 months \$6,000 | 1 webinar series \$5,000 | 1 webinar \$2,500

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*(Investment Managers can not sponsor Deeper Look webinars)*

**Event:** Sponsor will have a brief informational slide and intro during the broadcast, as well as the opportunity to offer a handout to attendees.

**Email:** logo recognition in webinar email

**Other:** logo recognition in all webinar ads and promotions



# Additional Options

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## Single Article Ads

**\$1,000**

One article, for the life of the article  
Ad in position 2 on a specific article  
– typically one referencing your  
organization.

## Profile Package

**\$5,000**

1 year Advertisement | 1 year Video  
*(This ad for your Investment Manager Profile page)*  
Ad placement (970x90) at the top of  
the investment manager's  
Investment Manager Profile page.

# Ad Specs

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Banner 970 x 90

Email Banner 640 x 100

Content Body  
300 x 250

## File Types

Submit High Resolution files in one of the following formats: .ai, .eps, .pdf, .gif, .png

## File Size

Files larger than 5 MB can be sent via file shares such as DropBox, Box, One Drive, etc. Files less than 5 MB can be emailed directly.

## Landing Page

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

Footnote:

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