

02-04-09



**Only In New York
Only at BOMA/NY**

***The 40th Annual*
BOMA/NY Pinnacle Awards
2008-2009**

**The best names in New York real estate
want this award on their desks—
because it stands for the best in New York real estate.**

**Join us the night of February 4, 2009
to see who takes home a Pinnacle!
Call BOMA/NY at 212-239-3662 to reserve a seat today.**





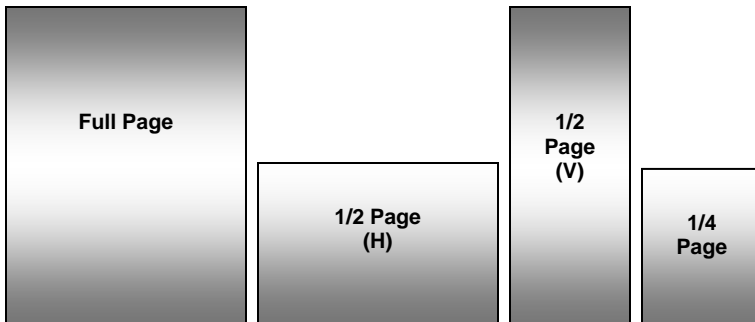
MEDIA KIT

2008-09 BOMA/NY Pinnacle Awards

Production Specifications and Guidelines

Deadlines Insertion Orders: *No later than Friday, December 12, 2008*
 Artwork: *No later than Friday, January 2, 2009*

Ad Sizes and Configurations



SIZE SPECIFICATIONS

Publication trim size	8 1/2" X 11"
Full Page	7 1/2" X 10"
Full Page/Full Bleed	8 1/2" X 11"
Half Page Horizontal	7 1/2" X 4 7/8"
Half Page Vertical	3 3/4" X 10"
Quarter Page	3 3/4" X 4 7/8"
2-Page Spread	Call for specs

* add 1/8 " to full bleed ads

Production Specifications

The printer for the *BOMA/NY Pinnacle Guide* uses a **high-end printing process** that requires the following specifications and **will not accept any artwork that does not meet these guidelines**. If your artwork is prepared incorrectly, it may have to be re-done at an **additional charge**. The printer will not guarantee quality if these specifications are not met.

Or, you may also choose from the attached sample ads and have artwork done for you.

For all submitted artwork, the following conditions must be met.

- ◆ All ads must be submitted as a high resolution PDFs, 300 dpi minimum.
- ◆ DO NOT submit documents in Microsoft Word. Microsoft Publisher is acceptable.
- ◆ No type smaller than 10 points in reverse
- ◆ Photographic or logo images must be 300 DPI minimum at final size

Delivery

- ◆ All ads must be e-mailed to bomapinnacle@aol.com.
- ◆ Call Cheryl Mitchell of Mitchell & Associates at 212-929-8404 with any questions.



Sample Ads

A

Congratulations!

To all the

BOMA/NY
Pinnacle Award Nominees
For setting the standards
Of the New York skyline

Company Name
Address
Phone
Web Address

B

CONGRATULATIONS

TO ALL THE

2007-2008 BOMA/NY
PINNACLE AWARD NOMINEES

COMPANY NAME
ADDRESS
PHONE NUMBER
WEB ADDRESS

C

COMPANY NAME

Salutes

(fill in name or company)

and all the

2007-2008 BOMA/NY
Pinnacle Award Nominees

For being recognized as

New York's best

D

We Salute

All of Tonight's
BOMA/NY Pinnacle Award
Nominees and Winners

Congratulations to all!

Company Name
Address
Phone
Web Address



MEDIA KIT

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Insertion Order

1. Select your ad (check one only)

Special placement opportunities

Inside front cover - 4 color \$4,500
 Inside back cover - 4 color \$4,000
 Page One - 4 color only \$4,500
 Last Page - 4 color only \$3,500
 Two-page spread - 4 color \$6,750
 Two-page spread - 2 color \$4,000

Page sizes and space costs

Full page bleed - 4 color \$3,150
 Full page bleed - B&W \$2,100
 Full page - 4 color \$3,000
 Full page - 3 color \$2,600
 Full page - 2 color \$2,250
 Full page - B&W \$1,975

Rates are non-commissionable

1/2 page - 4 color \$2,000
 1/2 page - 2-color \$1,750
 1/2 page - B&W \$1,150
 1/4 page - 4 color \$1,200
 1/4 page - 2 color \$ 975
 1/4 page - B&W \$ 875

2. Select or upload your artwork

NOTE: Reserve your ad by 12/12/08 by faxing to BOMA/NY at 646-706-0503, or e-mail to maria@bomany.com. E-mail artwork to bomapinnacle@aol.com by 1/2/09.

My agency will be responsible for e-mailing the artwork
 Agency name: _____ Contact: _____ Phone: _____

Use my ad from last year Directory Pinnacle Guide
(NOTE: ads often contain outdated information. Please check and supply an updated ad if necessary. You will be charged if your ad must be updated).

I have selected an ad from the sample ads provided. (Production costs are \$175 per ad) (Check one)
 A B C D

3. Payment

Total space \$ _____
 Production \$ _____ (if you selected a sample ad)
TOTAL \$ _____

**ADS MUST BE PAID FOR
 IN FULL BY JANUARY 9, 2009
 OR THEY WILL NOT BE
 PUBLISHED**

If paying by check, make payable to **BOMA/NY**

If paying by credit card: Amex VISA MasterCard

Card # _____ Exp. Date _____ Sec. Code _____

Name _____ Company _____

(Individual placing order)

Signature _____ Date _____

Address _____

City _____ State _____ Zip _____

Tel _____ Fax _____ E-Mail _____



2008-2009 PINNACLE AWARD NOMINEES

- Outstanding Local Member:** **James R. Kleeman, RPA**, Related Management Company, LP
Walter Ulmer, III, Remlu Inc.
- Government:** **Alexander Hamilton US Custom House**
Owner/Management Firm: US General Services Administration
Property Manager: Stephen Bagarel
- Historical:** **48 Wall Street**
Owner: 48 Wall, LLC
Management Firm: Swig Equities, LLC
Property Manager: Phil Procopio
- 500 Fifth Avenue**
Owner: L & B Realty Advisors
Management Firm: GVA Williams
Property Manager: Christopher Oliveto
- New Construction:** **555 West 18th Street (IAC)**
Owner: IAC/InterActiveCorp
Management Firm: Jones Lang LaSalle Americas, Inc.
Property Manager: Thomas Panissidi
- Civic Betterment:** **Creative Arts Workshops for Kids**
Safe Horizon
New York Says Thank You Foundation
- Earth Award:** **7 World Trade Center**
Owner/Management Firm: Silverstein Properties, Inc.
Property Manager: James C. Halpin
- Manager:**
(under ten years of exp) **Patrick J. Dolan, RPA** – 767 Fifth Avenue, Boston Properties, Inc.
Juan D. Machado – 452 Fifth Avenue, Jones Lang LaSalle Americas, Inc.
- (over 10 year exp) **Carolyn D. Austin-Young, RPA** – 420 Fifth Avenue, Grubb & Ellis Management Services, Inc.
Paul Palagian – 420 Lexington Avenue, SL Green Realty Corp.
Joanne G. Porrazzo – 90 Park Avenue, Vornado Office Management, LLC
Richard B. Wallace – 1290 Avenue of the America, Vornado Office Management, LLC



2008-2009 PINNACLE AWARD NOMINEES

Corporate:

452 Fifth Avenue

Owner: HSBC Bank USA N.A.
Management Firm: Jones Lang LaSalle Americas, Inc.
Property Manager: Juan D. Machado

Renovated:

80 Broad Street

Owner: 80 Broad, LLC
Management Firm: Swig Equities, LLC
Property Manager: Joseph A. Glover

485 Lexington Avenue

Owner/Management Firm: SL Green Realty Corp.
Property Manager: James F. Shanahan, RPA

Operating:

(100,000-499,999 sf)

120 West 45th Street (Tower 45)

Owner: SLG Tower 45 LLC
Management Firm: SL Green Realty Corp.
Property Manager: Jennifer Cicchetto

Operating:

(500,000-1,000,000 sf)

750 Seventh Avenue

Owner: 750 Seventh Avenue LLC
Management Firm: Hines Interests Limited Partnership
Property Manager: Enzo Paternostro

Operating:

(over 1,000,000 sf)

1211 Avenue of the Americas

Owner: 1211 6th Avenue Property Owner, LLC, an affiliate of Beacon Capital Partners
Management Firm: 1211 6th Avenue Property Management, LLC, with Cushman & Wakefield, Inc., as sub-agent
Property Manager: Andrew B. Toland