

# 2018 MEDIA KIT



# about

## Delta Associates is a leading advisor and information provider to the commercial real estate industry.

For over 35 years, Delta Associates has provided consulting, valuation, and data services to the commercial real estate industry. A leader in national research and trend forecasting, Delta's sophisticated methodologies provide solutions for complex client needs, emphasizing practical yet creative approaches that reflect the firm's decades of experience.



### what we do

- Market Studies
- Economic Analyses
- Repositioning Analyses
- Asset Valuations
- Feasibility Studies
- Strategic Planning
- Litigation Support
- Consulting Services
- Market Data & Publications
- Boardroom Presentations



### our publications

Delta produces quarterly and semi-annual reports for the Washington, Baltimore, and Philadelphia metro areas. Property types include apartments, condominiums, office, retail, and residential. Reports address the national and regional economy, in addition to the real estate markets. Some reports are subscription-based; others are complimentary.



### our events

In addition to strategic briefings, private presentations, and panel discussions, Delta hosts a variety of events covering economic and real estate market issues. Free webinars are offered biannually and premier market events cover and recognize markets throughout the Mid-Atlantic.

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QUARTERLY

# publications

Put your brand in front of industry leaders and key decision makers by advertising in our quarterly publications, or get maximum exposure by becoming a sponsor.

Check  
**AVAILABILITY** →

## MULTIFAMILY MARKET

## OFFICE MARKET



### MID-ATLANTIC CLASS A APARTMENT MARKET REPORT

### WASHINGTON METRO AREA CLASS B APARTMENT MARKET REPORT

### WASHINGTON/BALTIMORE CONDOMINIUM MARKET REPORT

### PHILADELPHIA CLASS A APARTMENT MARKET REPORT

### WASHINGTON/BALTIMORE OFFICE MARKET REPORT

*Market Coverage: Washington Metro, Baltimore Metro, Philadelphia Metro*

A comprehensive report on apartment market conditions, focusing on the following indicators:

- National/regional economy analyses
- Regional condo market summary
- Key market statistics for 47 submarkets and regional totals for:
  - Current rents and rent change
  - Vacancy
  - Concessions
  - Multifamily building and land sales

*Market Coverage: Washington Metro*

A comprehensive report on apartment market conditions, focusing on the following indicators:

- National/regional economy analyses
- Key market statistics for 30 submarkets and regional totals for:
  - Current rents and rent change
  - Vacancy
  - Concessions
- Renovation information including budget and timetable
- Multifamily building sales

*Market Coverage: Washington Metro and Baltimore Metro*

A comprehensive report on condominium market conditions, focusing on the following indicators:

- National/regional economy analyses
- Regional apartment market summary
- Key market statistics for 12 submarkets and regional totals for:
  - Sales trends for new and resale condos
  - Historic condominium price changes
  - Pipeline trends
- Additional data include:
  - Absorption pace
  - Multifamily building and land sales

*Market Coverage: Philadelphia Metro*

An executive summary-style report on apartment market conditions, focusing on the following indicators:

- Regional economy analysis
- Regional apartment market summary
- Regional apartment building sales
- Key market statistics for all major submarkets and regional totals for:
  - Current rents and rent change
  - Vacancy
  - Concessions

*Market Coverage: Washington Metro and Baltimore Metro*

A comprehensive quarterly report on office market conditions, focusing on the following indicators:

- National/regional economy analyses
- Metro-level and substate area office market summaries
- Key market statistics (All Space and Class A Space) for all major submarkets
- Additional data include:
  - Supply/demand analysis
  - Rental rate and tenant improvements data
  - Average lease terms and operating expenses
  - Delivered, proposed, and planned SF
  - Building and land sales
  - Investment returns
  - Cap rate trends

→ View samples of our quarterly publications and reports at [deltaassociates.com/reports-and-publications](https://deltaassociates.com/reports-and-publications).

# ADDITIONAL offerings

Sponsor one of our complimentary reports and reach a wider audience, or be a trendsetter with our newest and most exclusive reports.

Check **AVAILABILITY** 

## COMPLIMENTARY REPORTS



**FOURTH QUARTER 2015 DELTA ASSOCIATES WASHINGTON, DC METRO RETAIL OUTLOOK**  
SPONSORED BY RAPPAPORT

**INSIDE THIS ISSUE**

- Economy and Outlook
- Retail Market Conditions
- Q4 2015 Grocery Anchored Shopping Center Survey
- New Developments
- Investment Outlook
- The Bottom Line

**WASHINGTON AREA ECONOMY SNAPSHOT**

**JOB GROWTH** +61,900 (+1.1% from 4th Qtr 2014)

**UNEMPLOYMENT RATE** 4.1% (down from 4.2% in 4th Qtr 2014)

**AVERAGE HOUSEHOLD INCOME** \$120,456 (+0.2% from 4th Qtr 2014)

**PROJECTED JOB GROWTH** \$2,700 per person per year (2015)

**WASHINGTON AREA RETAIL MARKET SNAPSHOT**

Neighborhood and community shopping center effective rents rose by 2.3% in Northern Virginia since 4th quarter 2014. In DC, 70% of Suburban Maryland, effective rents in the same types of centers rose by 1.4%, to \$23.32/SF.

Retail employment trails other sectors. 200 full-time jobs were lost during the 12 months ending November 2015 on a net basis.

Vacancy rates for neighborhood and community shopping centers in Northern Virginia and Suburban Maryland are 5.5% and 7.9%, respectively, down 13 basis points since 4th quarter 2014 in Northern Virginia and down 40 basis points in Suburban Maryland.

### WASHINGTON AREA RETAIL OUTLOOK

In this quarterly report, Delta provides a quantitative and qualitative assessment of the Washington area retail market, with a focus on grocery-anchored shopping centers. Information is included on vacancy rates, rents, investment sales, projects of interest, and key trends in the retail market.



**SECOND QUARTER 2015 DELTA ASSOCIATES WASHINGTON AREA HOUSING OUTLOOK**  
SPONSORED BY MASON Center for Real Estate Entrepreneurship

**MARKET HIGHLIGHTS**

**THE WASHINGTON METRO AREA FOR-SALE HOUSING MARKET**

The housing market in the Washington metropolitan area has cooled somewhat after three years of rapid growth. As the 2nd quarter of 2015, the average sale price was down 2nd the average days on market figure was up from one year prior. Still, sales activity rose to its highest level since the downturn, and the region's inventory of homes for sale remains tight.

- **2nd quarter prices:** Down 0.4% from 2nd quarter 2014.
- **Days on market:** Up 10% during 2nd quarter 2015 compared to 2nd quarter 2014.
- **Months of inventory:** Cooled 0.1 months from 2nd quarter 2014.

There is optimism for the Washington area housing market, as the region has weathered the storm of Federal cutbacks and is again adding jobs. Metro housing job growth expanded over the last three years, the housing market is well positioned to continue on a path of recovery (see Figure 1) for many months to come.

**AVERAGE PRICES DECLINED SLIGHTLY**

After getting steadily increasing over the past several years, price growth in the region has slowed in recent months. As of the 2nd quarter of 2015, the average sale price for a Washington area home was down 0.4% from one year prior. This rate compares to the year-over-year growth of 2.2% at 2nd quarter 2014, and represents the first decline in average price since the 4th quarter of 2011.

### WASHINGTON AREA HOUSING OUTLOOK

The *Washington Area Housing Outlook* is a quarterly report in which Delta provides an assessment of the region's single-family housing market, including data on pricing, sales volume, and days on market.

## SUBSCRIPTION-BASED



**THE NATIONAL ECONOMY THIRD QUARTER 2015**

**GDP REBOUNDS AFTER DISAPPOINTING FIRST QUARTER; STRONG JOB GROWTH CONTINUES**

The national economy responded positively after a sluggish start to 2015, with 3rd quarter GDP growth at 0.2%. The 1st quarter's growth rate was also revised higher to 0.6%. However, growth was primarily driven by increased consumer spending, though lackluster business and government spending limited economic opportunities. Job growth has been strong as well, with the economy adding 21 million new payroll jobs over the 12 months ending July 2015. The private sector provided the vast majority of new jobs, thanks to the Professional/Business Services, Educational Health Services, Leisure/Recreation and Retail Trade sectors. This job growth pushed the national unemployment rate down to 5.1% as of July 2015, in spite of an increasing labor force participation rate. Additionally, wage growth has remained lackluster, but this should change over the next couple of years, as increased hiring forces businesses to compete for talent.

Another encouraging sign for the national economy is continued growth in household net worth and net worth credit. These trends reflect the upside of the Fed's accommodative monetary policy to lower rate mortgage customers to lower their cash to other assets and much for their credit costs. After widespread speculation that it would reverse the Federal funds rate during the 3rd quarter, the Fed ultimately decided to leave it unchanged as of September 2015 meeting. A rate increase still remains possible in the near future, though not necessarily before the end of 2015. Should this happen, it would likely slow consumer spending and weaken credit recovery.

Moving forward, the U.S. economy is poised to continue gaining strength through the remainder of 2015 and beyond. Major economic indicators are moving in a positive direction, and the domestic economic forecast appears to have been damaged by the credit of Chinese markets in August or other recent shocks to the global economy.

**REVOLVING CREDIT**

**CHANGE IN U.S. HOUSEHOLD NET WORTH**

**MOVING FORWARD, THE ECONOMY IS POISED TO CONTINUE GAINING STRENGTH THROUGH THE REMAINDER OF 2015 AND BEYOND.**

### ECONOMY REPORTS

Delta's newest offering, these quarterly overviews take an in-depth look at the national and Mid-Atlantic metro area economies — Washington, Baltimore, and Philadelphia. Available individually or together, the overviews examine labor force data, GDP growth, interest rates, and employment changes from year to year on a regional and national scale.



**DELTA ASSOCIATES WASHINGTON REGION MARKET MAKER SURVEY REPORT YEAR-END 2015**

**INTRODUCTION**

Following is Delta Associates' sixth annual Market Maker Survey Report. Each year our survey assesses who shapes the real estate industry, including developers and financial experts, here in the Washington region. The survey addresses property performance, cap rate trends, investment returns, development costs, and business outlooks. The tables that follow provide the results of the survey with comparison to prior years. In summary:

**INVESTMENT WORTHINESS INDEX HIGHEST SINCE 2006, BOOSTED BY OFFICE REBOUND**

The average investment worthiness score rose 4.3 in 2015, up from 4.1 in 2014. Scores ranged from 5.1 to 3.5, with all product types meeting or surpassing the benchmark 3.5 investment worthiness line for the first time in five years. Higher Class A Apartments saw the largest decline in investment worthiness, seeing its relative standing tumble to the bottom five despite another year of record absorption for this product. This was offset by a record straight year of improved investment worthiness scores for both Class A and Class B Multifamily Class A Apartments. The growth in the overall index was driven by gains in investment worthiness across all other product types, particularly the increased confidence in Suburban Class A Office properties.

**INVESTMENT WORTHINESS INDEX**

Washington Region | 2013 - 2015 | Score: 10 = Best Opportunity | 0 = Worst Opportunity

Product Type	2013	2014	2015	Score diff.	Score diff.
Office - Suburban - Class A	4.1	3.9	4.5	0.4	0.6
Office - Suburban - Class B	4.0	4.4	4.5	0.5	0.1
Office - DC - Class A	4.5	4.2	5.2	0.7	1.0
Office - DC - Class B	4.1	3.9	4.6	0.5	0.7
Senior/Retirement - Class A	3.9	3.9	4.5	0.6	0.6
Senior/Retirement - Class B	3.9	3.9	4.2	0.3	0.3
Apartments - Suburban - Class A	3.4	4.1	4.5	1.1	0.4
Apartments - Suburban - Class B	3.7	4.0	4.0	0.3	0.0
Apartments - High Rise - Class A	3.2	4.4	4.8	1.6	0.4
Apartments - High Rise - Class B	3.9	3.9	4.3	0.4	0.4
Overall Average	4.0	4.1	4.5	0.5	0.4

### MARKET MAKER SURVEY

This report is based on an annual survey of real estate, financial, and development experts and leaders in the Washington region. The results from the survey comprise this year-end report, which also addresses property performance, cap rate trends, investment returns, development costs, and business outlooks.

➔ View samples of our quarterly publications and reports at [deltaassociates.com/reports-and-publications](http://deltaassociates.com/reports-and-publications).



# events

Connect face-to-face by co-sponsoring one of Delta's premier events, or build your brand by sponsoring one of our bi-annual webinars.



WASHINGTON  
TRENDLINES



PHILADELPHIA APARTMENT MARKET  
PRESENTATION & AWARDS



WASHINGTON AREA  
MULTIFAMILY WEBINARS



WASHINGTON/BALTIMORE MULTIFAMILY  
PRESENTATION & AWARDS

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

The annual [Washington TrendLines®](#) event is an invitation-only, annual presentation of market conditions with an outlook for investment and development opportunities in the period ahead.

Delta's annual [Philadelphia Apartment Market](#) event includes a real estate market and economic overview presentation and awards for excellence and achievement in the Philadelphia multifamily industry.

Free webinars are conducted on a sponsorship basis and included short economic overviews, comprehensive reviews of the Washington apartment market, and outlooks for the period ahead. Each webinar features the most up-to-date information on the market and is followed by an interactive question-and-answer session with registrants.

The annual [Washington/Baltimore Multifamily Presentation and Awards](#) includes an economic and real estate market overview from industry leaders, followed by an awards ceremony that recognizes outstanding apartment and condominium projects in the Washington/Baltimore region.

→ View all our past and upcoming events at [deltaassociates.com/events](https://deltaassociates.com/events).



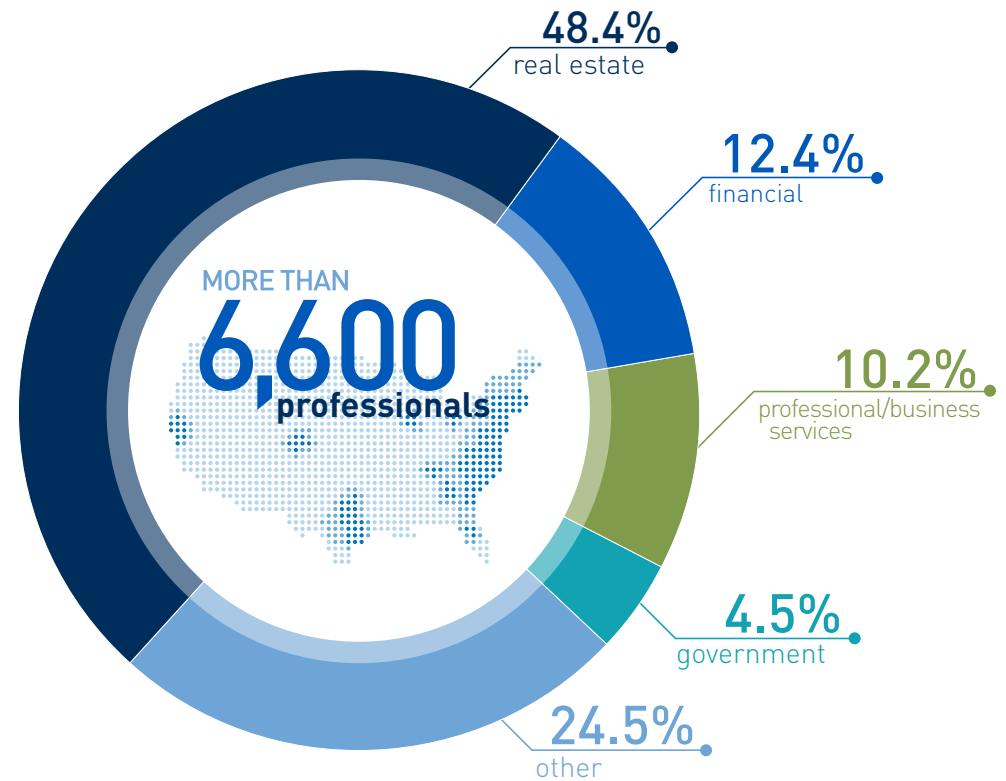
# audience

Engage with Delta's wide variety of clients, consumers, and readers.

Our subscribers are the who's who of the real estate development and finance industries. [Reach your target market today.](#)

**who can you reach?**

	<b>FINANCIAL</b> Asset managers, banks, mortgage bankers, underwriters, pension funds, institutional investors.
	<b>REAL ESTATE</b> Developers, real estate investment trusts, associations, hotel chains and operators, corporate real estate users, corporate real estate owners, real estate brokers.
	<b>PROFESSIONAL/BUSINESS SERVICES</b> Law firms, insurance companies, retailers.
	<b>GOVERNMENT</b> Federal, state, and local government agencies.
	<b>OTHER</b> Faith-based organizations, not-for-profit entities.



In the Washington metro area, our subscribers own or manage:



In the Mid-Atlantic region, our multifamily publications subscribers have more than:



# advertise

## SCHEDULE

Publication advertisements are offered in one-year and two-year bundles at four issues per year. Publication distribution is scheduled for the first weekday of each new fiscal quarter. Advertisements are due 30 days prior the end of the quarter.

## PLACEMENT

Publication advertisements are placed near the front of each report. The 2018 quarterly publication editions follow a landscape orientation; as such, all advertisements should be designed to reflect that.

## EXCLUSIVITY

Firms wishing to stand out can choose to become the exclusive advertiser for their industry segment at an additional 25%.

## DISTRIBUTION RIGHTS

The advertising agreement between Delta Associates and its advertisers carries with it no rights of re-distribution of the publication to others.

## DISCOUNTS

Targeting more than one market? Firms that advertise in more than one publication enjoy 15% off their total fee.

Get five for the price of four. If advertisers subscribe to any of the offered quarterly reports they will be given one extra quarter free.

## DESIGN SERVICES

We can create your ad for you. Production charges include a minimum of one hour of production and two rounds of adjustments.

## CONTACT

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# DELTA ASSOCIATES

## MARKET REPORT

YOUR LOGO HERE:

## CLASS A

ANNUAL 4 ISSUES

Full-Page	\$2,500
1/2 Page	\$1,665

## CLASS B

ANNUAL 4 ISSUES

Full-Page	\$1,500
1/2 Page	\$1,000

## OFFICE

ANNUAL 4 ISSUES

Full-Page	\$1,500
1/2 Page	\$1,000

## CONDOMINIUM

ANNUAL 4 ISSUES

Full-Page	\$2,000
1/2 Page	\$1,330

## PHILADELPHIA

ANNUAL 4 ISSUES

Full-Page	\$500
1/2 Page	\$330

➔ For current subscription pricing, visit [deltaassociates.com/subscriptions](https://deltaassociates.com/subscriptions).

# specs + schedule



	WIDTH	HEIGHT
Full-Page	10"	7.25"
1/2 Page (Vertical)	4.875"	7.25"

**BLEED + GUTTER SPECIFICATIONS**

The final production size of each publication is 11"W x 8.5"H in landscape orientation.

Advertisements will be positioned in the center of each page (with offset for printing) and surrounded by a white margin with no full-page bleed. Since advertisements are furnished with an existing margin and not intended to bleed, no crop or trim marks are required.

ISSUE	PROVIDE AD TO DELTA BY
Q1	30 days prior to end of quarter
Q2	
Q3	
Q4	

A fee of \$150 will be charged if a file is received after 12:00pm, two business days after advertisement due date.



**SUPPORTED FILES**  
High-resolution PDF (CMYK, 300 DPI, fonts embedded) - recommended TIFF or JPG (300 DPI)

**FONTS**  
All fonts should be converted to outlines or supplied.

**COLOR**  
If using large fields of black in a full-color ad, please use a 4-color build instead of 100% black (i.e. C-20, M-20, Y-20, K-100).

**GRAPHICS**  
Recommended DPI for all images in files is 250 - 300 DPI.

**CONTENT**  
We encourage few words; use of pictures and colors; and no self-serving, project-specific, or client/customer-specific references.

**LINKS**  
Links can be included in advertisements to engage the large percentage of subscribers who receive the report electronically. Please export your advertisement with hyperlinks into PDF.

**DELIVERY**  
File sizes must be no larger than 5mb.

# opportunities

Delta's broad spectrum of sponsorship opportunities are fully customizable to help you meet your goals.

**PUBLICATION SPONSORSHIP**

As sponsor of a quarterly publication, your logo appears on the publication's front cover. A full-page color ad is included, as well as space for an of-interest article written by a principal at your firm. Publication sponsorship also includes recognition at our annual Washington/Baltimore Multifamily Market Overview and Awards for Excellence.

**WEBINAR SPONSORSHIP**

Free webinars are delivered in April and July of each year and cover the state of the economy and regional apartment and condominium markets. The webinars are based on our first and second quarter multifamily publications, respectively. Publicity for the webinars is primarily handled by Delta, but sponsors are encouraged to invite and publicize to their contacts.

**EVENT SPONSORSHIP**

Lead and second-tier sponsorship opportunities are offered for Delta's premier market events (detailed on page 4). These events are well-attended by industry leaders and provide exposure and participation opportunities to the sponsor.

**FOR SPONSORSHIP INQUIRIES, CONTACT:**  
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