

# IPA and Real Assets Adviser Special Report

The Investment Program Association (IPA) and **Real Assets Adviser (RAA)** are collaborating on a **Special Report** on **Portfolio Diversifying Investments (PDIs)**.

The report will be distributed in print and electronically with the April 2018 issue of **Real Assets Adviser**, online at **RealAssetsAdviser.com** and **IPA.com** and at all RAA and IPA events for 2018. It will also be distributed on Capitol Hill during meetings at the April IPA Hill Day.

This one-of-a-kind **Special Report** is designed to educate the **RIA, Broker-Dealer** and **Family Office** community on the impacts of recent legislative and regulatory issues on PDIs, including the following topics:

- Life After Tax Reform
- The Power of Policy Advocacy
- Effective Regulatory Collaboration
- E-Signature and the Promise of Fintech
- Securities Reform for Alternative Investments

**Advertising opportunities include:** Full and Half page ads

Plus the option to have a half-page vertical "call out box" to highlight your organization's expertise.

**Ad reservation deadline:** March 1st, 2018

**Ad materials due:** March 6th, 2018

**Sponsored Content**

**Diversity in corporate governance**

Diversity is a competitive advantage, bringing real value to companies by adding to the collective skills and experience of the organization. Firm XYZ's policy is based on the strong business benefits that accrue from effectively managing Diversity, the value that difference brings to the firm, the Diversity that exists among its customers, and the need for flexibility that exists within the business community. XYZ's Diversity and Inclusion strategy is aligned with the firm's mission and values, including Company Objectives, Values and Cultural Priorities. The firm's Diversity and Inclusion initiatives are based on three pillars:

- **Its Customers** — to leverage Diversity as a business driver
- **Its Communities** — to be a leader in Diversity and Inclusion in the business and broader community
- **Its People** — to attract, recruit, engage and retain diverse talent.

This includes the embedding of inclusive practices within each part of its employee lifecycle.

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**W**hile most financial institutions already know that nontraded REITs offer above-average distribution yields, their real performance has been underappreciated. The goal of measuring the true performance of nontraded REITs, Blue Vault Partners, in partnership with the University of Texas at Austin and Investment Center at The University of Texas at Austin's McCombs School of Business, has conducted studies during the past four years to compare the full-cycle performance of nontraded REITs to its own unique custom benchmark. Full-cycle events occur when a REIT begins to sell off assets, such as a REIT's common stock on a public exchange, or it is liquidated. The study also includes looking at NCREIF Property Indexes for returns of institutionally owned real estate and the NCREIF Fund of Funds Index for public REITs.

**II** The [study] results indicate no meaningful advantages exist for timing investments in nontraded REITs. //

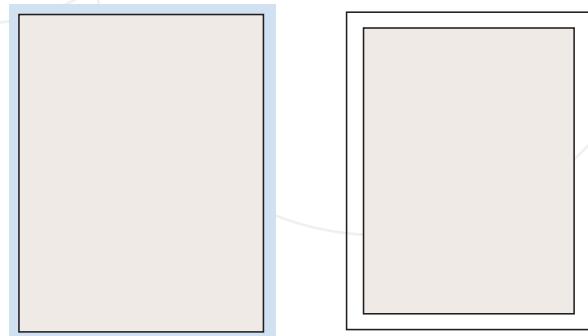
**MYTH #1: INVEST LATE, NEVER EARLY.**  
One of the most common myths about nontraded REITs is that the best time to invest is before the firm is among the last to buy assets before it closes to new investments will be higher gains. The study found that REITs that closed in December were some much to this, but only in the sense that compared with early investors, they had slightly higher average returns simply because the same price gain is earned over a shorter holding period.

As it relates to the date, when the results of 27 full-cycle nontraded REITs were ana-

**Special half-page vertical call-out box**

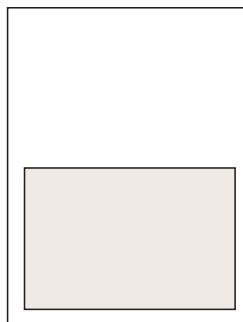
Advertisers can place a "call out" box on at page within editorial to highlight the expertise on direct investments and/or other strengths of the firm. Box can contain approx. 275 words plus logo.

**1/2-page vertical call box with text**  
4.162" wide x 9.58" high



**Full Page-Bleed**  
9-1/8" wide x 11-1/8" high

**Full Page**  
8" wide x 10" high



**1/2-page Horizontal**  
7-5/8" wide x 4-7/8" high

## Advertising Rates:

Full-page, 4-color: \$4,700

Half-page, 4-color: \$3,100

Half-page vertical call out box: \$3,100

## Contact:

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## Artwork

All artwork should be submitted as a press-ready PDF processed through Adobe Acrobat.

## Shipping Instructions

Electronic shipping: Email ad files to Michelle Raab at [m.raab@irei.com](mailto:m.raab@irei.com)

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