



REALCOMM @ THE INTERSECTION OF TECHNOLOGY,
INNOVATION AND REAL ESTATE OPERATIONS



2020

MEDIA ADVERTISING OPPORTUNITIES

The RealcommEDGE MAGAZINE

The RealcommEDGE is the only publication focused exclusively on technology for commercial and corporate real estate.

READERSHIP DEMOGRAPHICS:

The RealcommEDGE is distributed in hardcopy in the Spring and Fall to over 10,000 and electronically to more than 38,000. The digital version of the magazine is posted to the Realcomm website 365/7 for on-demand access to all industry articles, profiles and case studies.

- Commercial and corporate real estate IT professionals (CIOs, CTOs, IT Directors)
- IT departments and staff
- Senior real estate executives
- Senior executives in property management, facility management and operations
- Real estate finance and administration
- Real estate development and project managers.

www.realcomm.com/realcomm-edge



IN EVERY ISSUE:

- Message from the Publisher
- Cover Story
- Automated Business Solutions
- Green Technology
- Intelligent Buildings
- Business and Management Issues
- Innovation Spotlight
- CIO Profile

FEATURED ARTICLES:

- Cyber Security
- Smart Building Technologies
- Business Solutions – Top Picks
- Global Best Practices
- Energy Management
- Cloud Computing
- Mobile Applications
- Visualization
- Data & Mapping
- Clean/Green Tech
- Integrated Workplace Management Systems
- Building Information Modeling
- Social Networking and CRE
- Advanced Data Analytics
- Innovation Spotlight
- Out of the Trenches with Today's CIOs
- Realcomm 2020 Conference Preview
- BONUS – 2020 Solutions Marketplace Directory



SPECIFICATIONS:

Media: RealcommEDGE utilizes an entirely digital workflow.

File formats: PDF file written to the PDFx-1a standard or hi-resolution EPS or TIF files.

We can accept application files up to Adobe CS3 suite. We cannot accept Quark, Word, PowerPoint, or Publisher files. These non industry-standard application files will be assessed a conversion charge. If you need help with the design and production of your ad, please call to discuss time required and cost.

2020 ADVERTISING RATES:

SIZE	PRICE
Full Page	\$3,400
1/2 Page Island	\$2,200
1/2 Page	\$1,950
1/4 Page	\$1,100
1/6 Page	\$700
Solutions Marketplace Directory (includes 1 yr. subscription to Realcomm Online Marketplace)	\$750

PREMIUM POSITIONS

Two Page Spread	\$5,800
Inside Front Cover	\$4,600
Inside Back Cover	\$4,600
Page 1	\$4,600
Opposite TOC	\$4,800
Back Cover	\$5,200

- All ads are full color.
- All rates are net.

Full Page Trim Size
8" w X 10.5" h

Include 1/4" bleeds

Half Page Vertical
3.875" w X 10.5" h

Include 1/4" bleeds

Half Page Horizontal
8" w X 5.125" h

Include 1/4" bleeds

Quarter Page Vertical
3.875" w X 5.125" h

Include 1/4" bleeds



Solutions Marketplace Listing Includes:

- Profile Information
- 1" X 7" listing by category
- Color company logo
- 20-30 word company description
- Sales contact info
- Phone number, email
- Company website (see page 4)

Realcomm **ADVISORY**

ADVISORY NEWSLETTER: Share an article with our audience in our weekly email newsletter! This is an opportunity to spotlight your company's area of expertise by providing a vendor profile or case study. Your article will reach Building Owners, REITS, Developers, COOs, CIOs/CTOs, Asset Managers, Property & Facility Managers, Energy & Sustainability Executives, Government & Institutional Owners – those very people who make the decisions about what new technology or business solution they will bring into their organization or facility!

Enjoy the following benefits of being a Realcomm Advisory Sponsor:

- Share an article (Vendor Profile or Case Study) with our audience in our weekly email newsletter. (800 -1000 words)
- Distribution 38,000+
- Banner Ad at top of Advisory
- Up to 100 word Company description in "This Week's Sponsor" section at bottom
- Issue is archived on Realcomm website for 2+ years www.realcomm.com/advisory
- Separate .pdf file for article reprints

Advisory Banner Sponsorship

Includes highly visible banner ad at top of newsletter, up to 100-word company description, and two links to sponsor website; banner may be static or animated .gif measuring 468 X 60 pixels.

\$1,150 per issue

Vendor Profile Article + Banner Sponsorship

Includes banner ad sponsorship (above) plus contribution of up to 1000 word article or case study. Photo of the Author (head shot) and an image measuring no wider than 225 pixels - jpeg preferred.

\$1,750

Featured Ad

125 x 125 pixel ad (gif or jpeg) which runs in the center of the Advisory; may be static or animated; includes link to sponsor's website.

\$495 per issue
\$1,000 / 4 issues



Realcomm SOLUTIONSMARKETPLACE

Realcomm's "Solutions Marketplace" is the industry's premiere online resource offering the latest technology solutions and expert know-how from experienced technology companies in the areas of: Building Automation, Intelligent Lighting, Business Solutions, Energy, Consulting Services, Access Control & Security, Corporate Real Estate, Corporate Services, Data, Digital Signage, Real Estate, & Telecom/Wireless.

Your online presence in the Marketplace and in Realcomm's premium printed materials is a way to help you stay in front of and connected to the industry decision makers, long after the event has passed. It is the FIRST and ONLY directory of its kind available to the buyer 365 days a year – 24 hours a day. When facility and real estate executives of the industry begin their search for a solution to meet their unique building facility needs, they begin here: Realcomm's Solutions Marketplace.

Printed Visibility:

- Marketplace Postcard - mailed to top commercial and corporate real estate executives – 4 postcards during the year (dist. 10,000)
- Realcomm EDGE Magazine - Company profiles will be included in "Marketplace" section - Spring 2020 & Fall 2020 issues (dist. 10,000+)
- 2020 Realcomm | IBcon Conference - (June 2020) - Company listings will be included in "Marketplace" section of the Realcomm | IBcon Conference Program Guide

Electronic Visibility:

- Marketplace Awareness Email Campaign to Commercial and Corporate Real Estate end users — each campaign will feature that quarter's new marketplace subscribers – (quarterly email, dist. 38,000+)
- Marketplace Listing will be showcased as 'Featured Solution Provider' in one issue of the Realcomm Advisory (dist. 38,000+)
- Rotating listings will be featured in the "Marketplace Showcase" on the Realcomm splash page.
- Marketplace subscribers can add up to 3 related links plus a video (case studies, white papers, press releases, etc.) to company listing
- Opportunity to list Social Media icons to link to open forum discussions or take visitors to designated web page.

Premiere Solution Provider Listing

- Shown above Featured Vendors on the website in the order they are received
- Category searches will show Premiere listings first
- Special Sponsor Designation in the alphabetic listings included in the 2020 RealcommEDGE Magazines and Conference Program Guide

\$1,500 per year

Featured Solution Provider Listing

- Listed in alphabetical order with all the above listed perks

\$750 per year

Realcomm **PORTAL**

WEBSITE **ADVERTISING:**

The Realcomm Main Portal Banner ad is the most visible advertising opportunity we offer.

- Prominent location at the top of the Realcomm website
- Remains visible on ALL Realcomm website page.

www.realcomm.com

The banner ad is designed to rotate every 7 seconds to feature a maximum of six different rotating banner ads. Banner size is 468 x 60 pixels and may be a static or animated Gif file. 150k or smaller file size. If animated, the animation should loop

PRICING OPTIONS:

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\$1,500 per month

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\$3,750 for 3 months

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\$6,000 for 6 months

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\$10,000 for 12 months

