Realcomm

2025
MEDIA ADVERTISING OPPORTUNITIES

Realcomm ONLINE MEDIA STATISTICS

WEBSITE

67,207
Monthly Visits

80,438
Monthly Pageviews

NEWSLETTER

45,218
Weekly Distribution

OUR AUDIENCE | BY CATEGORY

END USER
44%

4%
INTEGRATOR

CONSULTANT
14%

SOLUTION
PROVIDER
29%

SERVICE
PROVIDER
9%
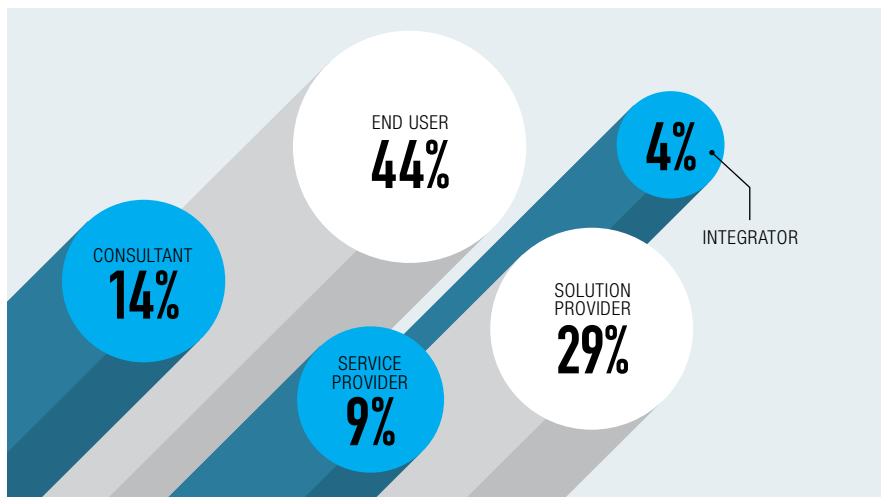
OUR AUDIENCE | BY JOB FUNCTION

Job Function	Percentage
BUILDING INDUSTRY PROFESSIONAL	19.59%
FACILITY | PROPERTY | ASSET MANAGER	15.82%
CIO | CTO | IT PROFESSIONAL	11.70%
COMMERCIAL REAL ESTATE CONSULTANT	10.67%
CORPORATE REAL ESTATE EXECUTIVE	9.83%
SYSTEMS INTEGRATOR	9.17%
ENERGY | SUSTAINABILITY PROFESSIONAL	8.89%
ARCHITECT | DEVELOPER	8.05%
COO | CFO | CAO	6.27%
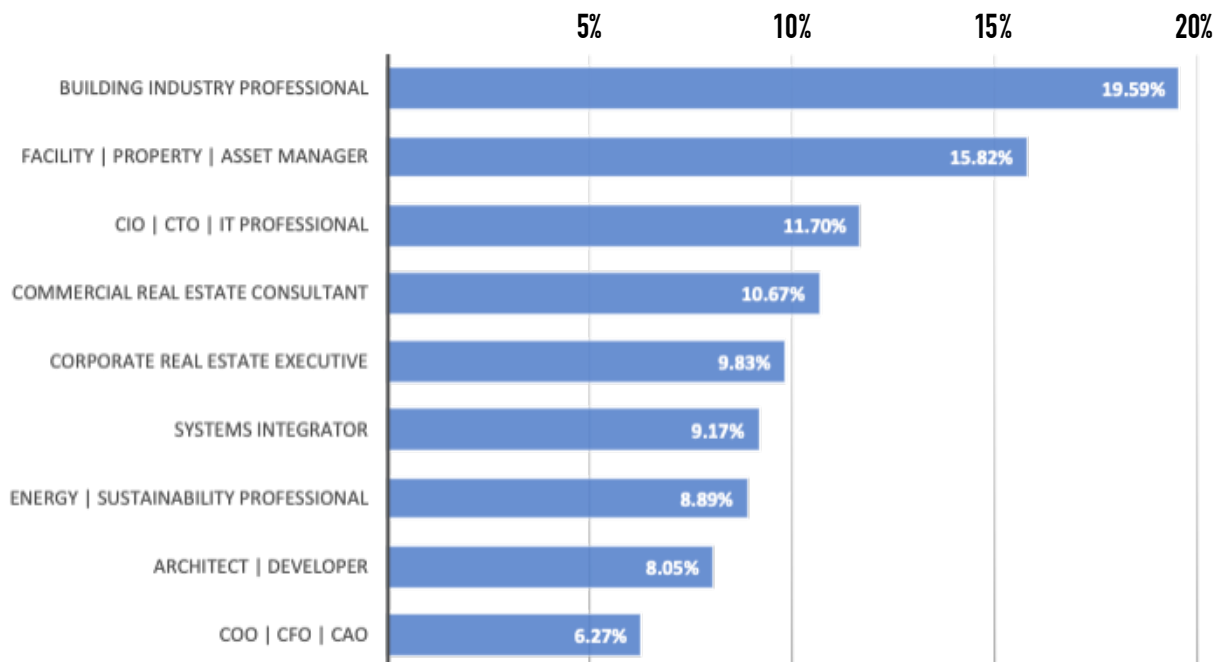
Realcomm WEEKLY BRIEFING

WEEKLY BRIEFING NEWSLETTER: Be a thought leader and share your expertise and experience through a well-written article, published in our weekly email newsletter! This is a unique messaging opportunity to write about your organization's solution, specific role in the industry or highlight a successful collaboration with a client. 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 WEEKLY BRIEFING Sponsor:

- Share an article (Partner Profile or Case Study) with our audience in our WEEKLY BRIEFING email newsletter. (800 -1000 words)
- Distribution 48,000+
- Banner Ad at top of WEEKLY BRIEFING
- Up to 100 word Company description in "This Week's Sponsor" section at bottom
- Issue is archived on Realcomm website for 2+ years **realcomm.com/news**
- Separate .pdf file for article reprints - upon request

WEEKLY BRIEFING Banner Sponsorship	Includes highly visible leaderboard banner at top of newsletter, up to 100-word company description, and two links to sponsor website; banner may be static or animated .gif measuring 728 x 90 pixels.	**Banner Sponsorship - $1400**
WEEKLY BRIEFING Partner Profile: Article + Banner Sponsorship	Includes leaderboard banner 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 1200 x 630 pixels - jpeg preferred.	**Partner Profile + Banner - $2000**
Half Page Ad	300 x 600 pixel ad that runs on the right hand side of the WEEKLY BRIEFING website page.	**1 month - $1,500 3 months - $4,050 6 months - $7,650 12 months - $13,500**
Mid-Scroll Ad	Placement in middle of newsletter 300 x 250 pixel ad (gif or jpeg) which runs in the middle of the WEEKLY BRIEFING; may be static or animated; includes link to sponsor's website.	**$1,150 per issue**
End-Scroll Ad	Placement at end of newsletter 300 x 250 pixel ad (gif or jpeg) which runs at the bottom of the WEEKLY BRIEFING; may be static or animated; includes link to sponsor's website.	**$750 per issue**

Realcomm TECHNOLOGY SOLUTIONS MARKETPLACE

Realcomm's "Technology 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 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.
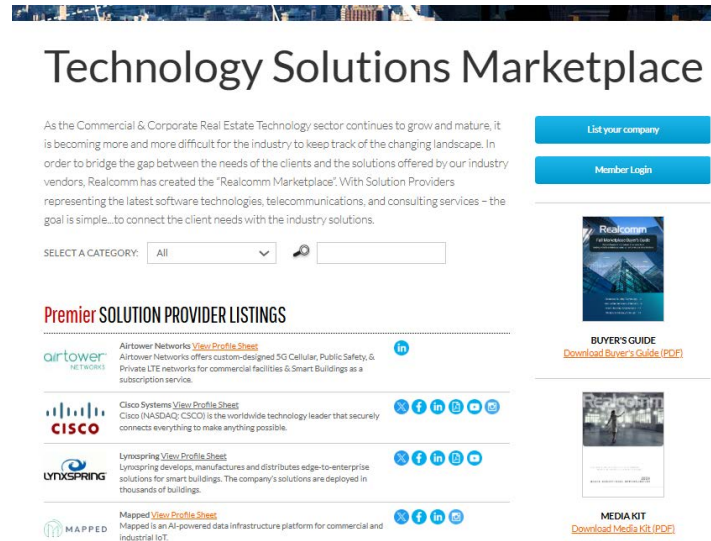

I. MARKETPLACE TECHNOLOGY SOLUTIONS - ONLINE DIRECTORY (365/7)

Electronic Visibility

Online Marketplace listings will include *(*specific details depend upon the level of listing purchased)*:

- Company description - 50-100 words
- Contact person details
- Website address
- Company logo with hyperlink to website
- Client profiles
- Social media links
- Geographic region
- Types of solutions offered
- Category and sub-category

Featured Marketplace Subscriber in "Weekly Briefing" Newsletter - Subscribers will be randomly featured in the Realcomm "Weekly Briefing" Newsletter, distributed each week to over 48,000 in the special "Featured Solution Provider" section.

Premiere Solution Provider Listing	• Premier listings will appear first in front of Featured Level Marketplace listings on the website • Premier listings will appear first in any Category or keyword searches • Premier listings are ranked according to priority status in selected categories and standard search functions	$1,500 per year
Featured Solution Provider Listing	• Listed in alphabetical order	$750 per year

II. NEW - MARKETPLACE TECHNOLOGY SOLUTIONS "BUYERS GUIDE"

Digital Publication of Technology Solution providers who have products, services and solutions that they sell to the commercial and corporate real estate industry across various categories and sub-categories. The Marketplace "Buyer's Guide" will be sent to Realcomm's entire real estate end user database in the Summer.

Technology Solutions
Marketplace Buyer's Guide
Advertising Opportunities:

Full Page Color Ad - $3,400
Half Page Color Ad - $1,950
Quarter Page Color Ad - $1,100

Inside Front Cover - $4,600
Back Cover - $5,200
Premier Placement (across from TOC) - $4,800

Realcomm WEBSITE ADVERTISING

The Realcomm Sitewide 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 pages

www.realcomm.com

The Sitewide Banner Ad is designed to rotate every 7-12 seconds to feature a maximum of 6 to 8 different rotating banner ads. Banner size is 740px W x 95px H at 72 dpi and may be a static or animated Gif file. 150k or smaller file size. If animated, the animation should loop

Website Half-Page Ad:

• Ad Location: Right margin; top of the WEEKLY BRIEFING newsletter page

• Dimensions & File Types: 300px W x 600px H at 72 dpi (jpg or png file)

• Price: $1500 per month

2024 SITEWIDE AD PRICING:

$2,250 per month

$6,000 for 3 months

$11,500 for 6 months

$21,000 for 12 months