



@ THE INTERSECTION OF COMMERCIAL /
CORPORATE REAL ESTATE & TECHNOLOGY]

2012

MEDIA ADVERTISING OPPORTUNITIES

The RealcommEDGE

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

Readership Demographics:

The *RealcommEDGE* is distributed in hardcopy to over 10,000 and electronically to more than 50,000.

- Commercial and corporate real estate IT professionals (CIOs, CTOs, IT Directors, Telecom Managers)
- 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/magazine.htm



In Every Issue:

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

SPRING 2012

FEATURED ARTICLES:

- Smart Building Technologies
- Business Solutions – Top Picks
- Global Best Practices
- Energy Management
- Cloud Computing
- Mobile Applications
- QR Codes in Real Estate
- Clean/Green Tech
- Integrated Workplace Management Systems
- Building Information Modeling
- Social Networking and CRE
- Advanced Data Analytics
- Innovation Spotlight
- In the Trenches with Today's CIOs
- Realcomm 2012 Conference Preview

* **BONUS – 2012 Solutions Marketplace Directory**



2012 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*	\$750

* includes 1 yr. subscription to Realcomm Online Marketplace

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.

Specifications

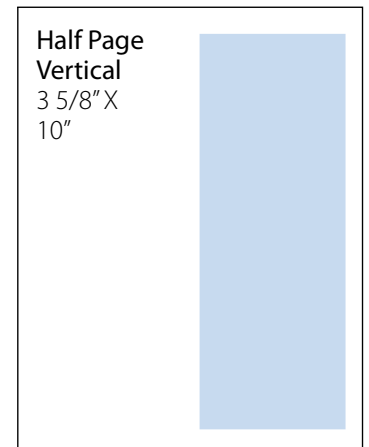
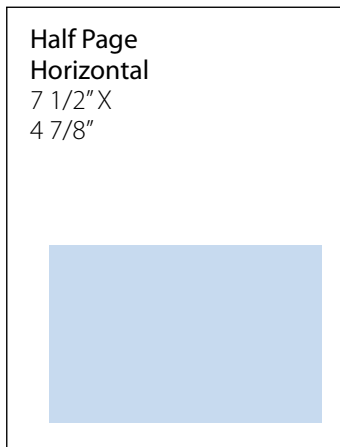
Media: RealcommEDGE utilizes an entirely digital workflow.

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.

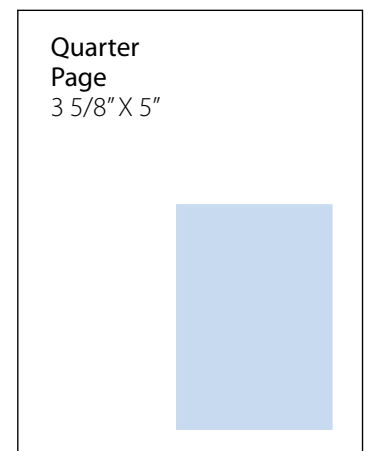
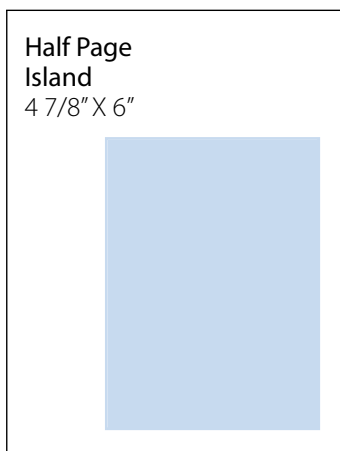
Full Page Trim Size
8 1/2" X 11"

Bleed Size
8 3/4" X 11 1/4"



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, e-mail
- Company web site (see page 4)



RealcommAdvisory

Advisory Newsletter

The *RealcommAdvisory* is a weekly, e-mail newsletter that highlights the newest technologies that specifically pertain to the commercial and corporate real estate industries. Learn what, where, why, and how these new technologies are being used and consider the impact they can have on your business.

Enjoy the following benefits of being a *RealcommAdvisory* Sponsor:

- Banner Ad at top of *Advisory*
- Link to Sponsor's web site
- Circulation to over 50,000
- Company information in "This Week's Sponsor" section at bottom
- Separate .pdf file for article reprints
- Archive issue on Realcomm site for 2+ years



www.realcomm.com/advisory.htm

Advisory Banner Sponsorship	Includes highly visible banner ad at top of newsletter, 50-60 word company description, and two links to sponsor web site; banner may be static or animated .gif measuring 400x60 pixels	\$995 per issue
Vendor Profile Article + Banner Sponsorship	Includes banner ad sponsorship (above) plus contribution of up to 1000 word vendor profile or case study	\$1,600 per issue
Sidebar Advertising	125x125 pixel ad (gif or jpeg) which runs in the left sidebar of the <i>Advisory</i> ; may be static or animated; includes link to sponsor's web site.	\$495 per issue \$1,000/4 issues

RealcommPortal



Website Advertising

The Realcomm Main Portal Banner ad is the most visible advertising opportunity we offer. This banner ad is positioned in a prominent location at the top of the Realcomm website—and remains visible on all Realcomm web site pages. This prime location receives the most number of visitors per day. The banner ad is designed to rotate every 12 seconds to show a total of six different rotating banner ads. Banner size is 468 x 60 pixels and may be a static or animated Gif file.

- Options:
- \$1,500 per month
 - \$3,750 for 3 months
 - \$6,000 for 6 months
 - \$10,000 for 12 months

SOLUTIONS Marketplace

Realcomm's online technology "Solutions Marketplace" offers the latest technologies solutions and expert know-how offered by our industry vendors in the areas of: Building Automation, Business Solutions, Consulting Services, Corporate Real Estate, Corporate Services, Data, Digital Signage, Real Estate, & Telecom/Wireless.

Your online presence and inclusion in Realcomm's premium printed materials is a way to help you stay in front of and connected to the industry, even long after event participation 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 commercial and corporate real estate leaders begin their search for a solution to meet their unique real estate need, they begin here:

Realcomm's Solutions Marketplace.

*Printed Solutions Marketplace Directory will be included in the 2012 RealcommEDGE Magazine and Conference Program Guide (June 2012)



Featured Listing Include:

- One year listing in the online Solutions Marketplace
www.realcomm.com/marketplace.htm
- Printed listing in the Solutions Marketplace section of the RealcommEDGE Magazine-Spring issue (dist. 10,000+)
- Printed listing in the Realcomm 2012 Conference Guide (June, 2012)
- Featured Provider Sidebar Ad in one issue of the Realcomm Advisory (dist. 50,000+)
- Vendor recognition on our postcard mailing to top RE executives – Fall, 2012 (dist. 10,000)
- Vendor recognition on our "What's New in the Marketplace" email campaign to end-users (quarterly email, dist. 50,000+)
- "Marketplace Showcase" of rotating listings on the Realcomm splash page directing visitors to the Solutions Marketplace
- Add up to 3 related links plus a video (case studies, white papers, press releases, etc.) to your company ad
- Upgrade to Premiere Solutions Provider for listing at top of search category

OPTIONS:

Premiere Solution Provider Listing (1 year): \$1,500

- Shown above Featured Vendors on the website in the order they are received
- Special Sponsor Designation in the alphabetic listings included in the 2012 RealcommEDGE Magazine and Conference Program Guide
- **NEW – Announcement of new product releases on our news feed

Featured Solution Provider Listing (1 year): \$750

- Listed in alphabetical order with all the above listed perks

www.realcomm.com/marketplace.htm