



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

**2022**

MEDIA ADVERTISING OPPORTUNITIES

# The **Realcomm** *EDGE* 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](http://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:

- Cybersecurity
- 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 2022 Conference Preview
- BONUS – 2022 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.

## 2022 ADVERTISING RATES:

SIZE	PRICE
Full Page	\$3,400
1/2 Page Island	\$2,200
1/2 Page	\$1,950
1/4 Page	\$1,100
<b>Solutions Marketplace Directory</b> (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**



### Technology Solutions Marketplace Includes:

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

# Realcomm **ONLINE MEDIA STATISTICS**

## WEBSITE

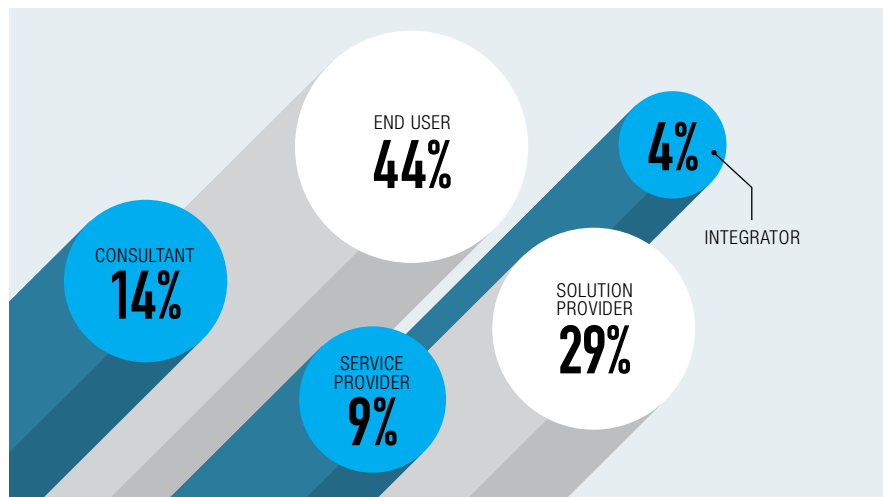
**67,207**  
Monthly Visits

**80,438**  
Monthly Pageviews

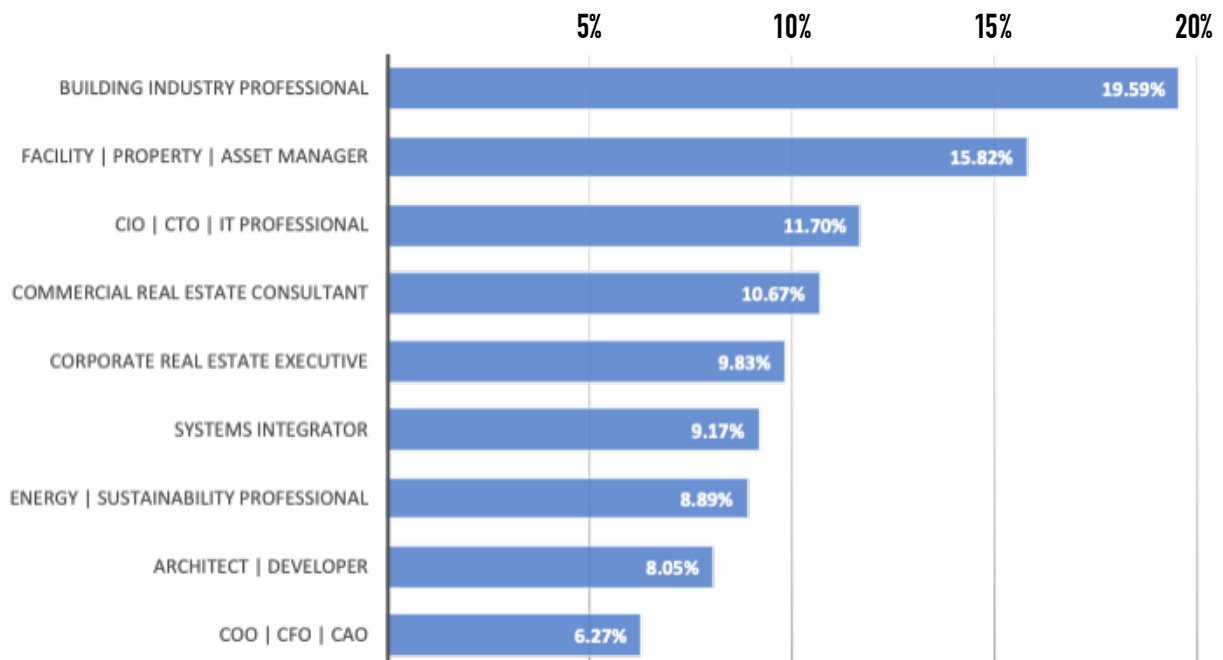
## NEWSLETTER

**38,945**  
Weekly Distribution

## OUR AUDIENCE | BY CATEGORY

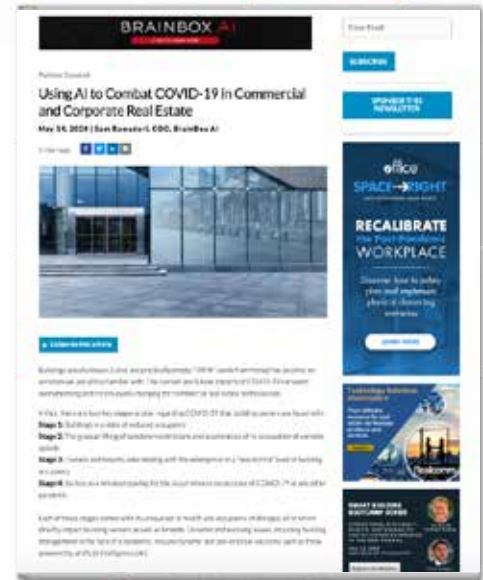


## OUR AUDIENCE | BY JOB FUNCTION



# 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 38,000+
- 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](http://realcomm.com/news)
- Separate .pdf file for article reprints - upon request

<b>WEEKLY BRIEFING Banner Sponsorship</b>	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.	<b>Banner Sponsorship - \$1400</b>
<b>WEEKLY BRIEFING Partner Profile: Article + Banner Sponsorship</b>	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.	<b>Partner Profile + Banner - \$2000</b>
<b>Half Page Ad</b>	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
<b>Mid-Scroll Ad</b>	Placement in middle 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.	<b>\$1,150 per issue</b>
<b>End-Scroll Ad</b>	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.	<b>\$750 per issue</b>

# 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 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:

- **Tri-Fold Brochure Mailing** – A printed tri-fold brochure will be sent to 10,000 commercial and corporate real estate end users
- **RealcommEDGE Magazine** – All subscribers will have their company profile included in the Spring and Fall issues of the RealcommEDGE Magazine – company profile will include company description, website address, logo and primary contact details (print distribution 10,000+ / digital distribution 38,000+)
- **Conference Program Guide** – The “Solutions Marketplace” is a special directory section included in the conference program guide for the 2022 Realcomm | IBcon Conference

## Electronic Visibility:

- **Technology Solutions Marketplace Listing** – Company listing in Realcomm “Solutions Marketplace,” a directory of technology companies that serve the commercial and corporate real estate industry. Listing includes a 50-word company description, company logo, profile page of sample clients, geographical market, contact information and important company links
- **Realcomm WEEKLY BRIEFING Newsletter** – Subscribers will be randomly featured in the Realcomm WEEKLY BRIEFING newsletter, distributed each week to over 38,000 in the special “Featured Solution Provider” section

### Premiere Solution Provider Listing

- Shown above Featured Vendors on the website
- Category searches will show Premiere listings first
- Special Sponsor Designation in the alphabetic listings included in the 2022 RealcommEDGE Magazines and Conference Program Guides

\$1,500 per year

### Featured Solution Provider Listing

- Listed in alphabetical order
- Special Sponsor Designation in the alphabetic listings included in the 2022 RealcommEDGE Magazines and Conference Program Guides

\$750 per year

# 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](http://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

## 2022 SITEWIDE AD PRICING:

.....  
\$2,250 per month

.....  
\$6,000 for 3 months

.....  
\$11,500 for 6 months

.....  
\$21,000 for 12 months

