



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

2024
MEDIA ADVERTISING OPPORTUNITIES

Realcomm **ONLINE MEDIA STATISTICS**

WEBSITE

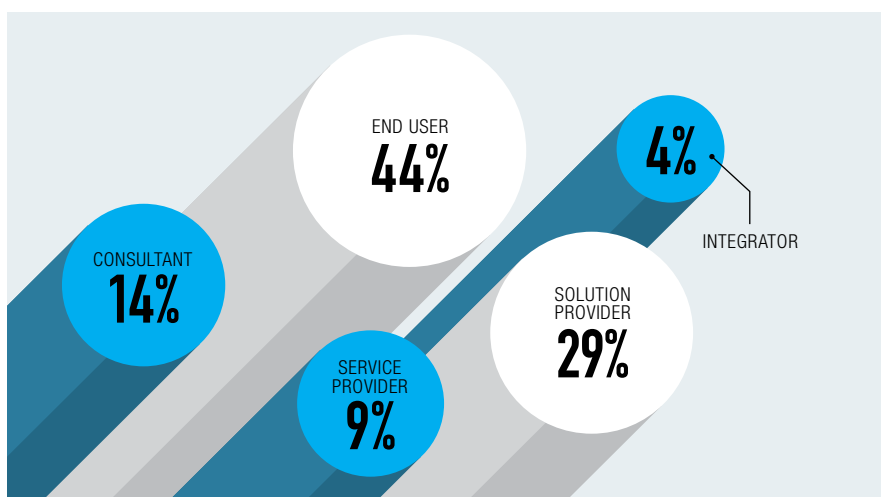
67,207
Monthly Visits

80,438
Monthly Pageviews

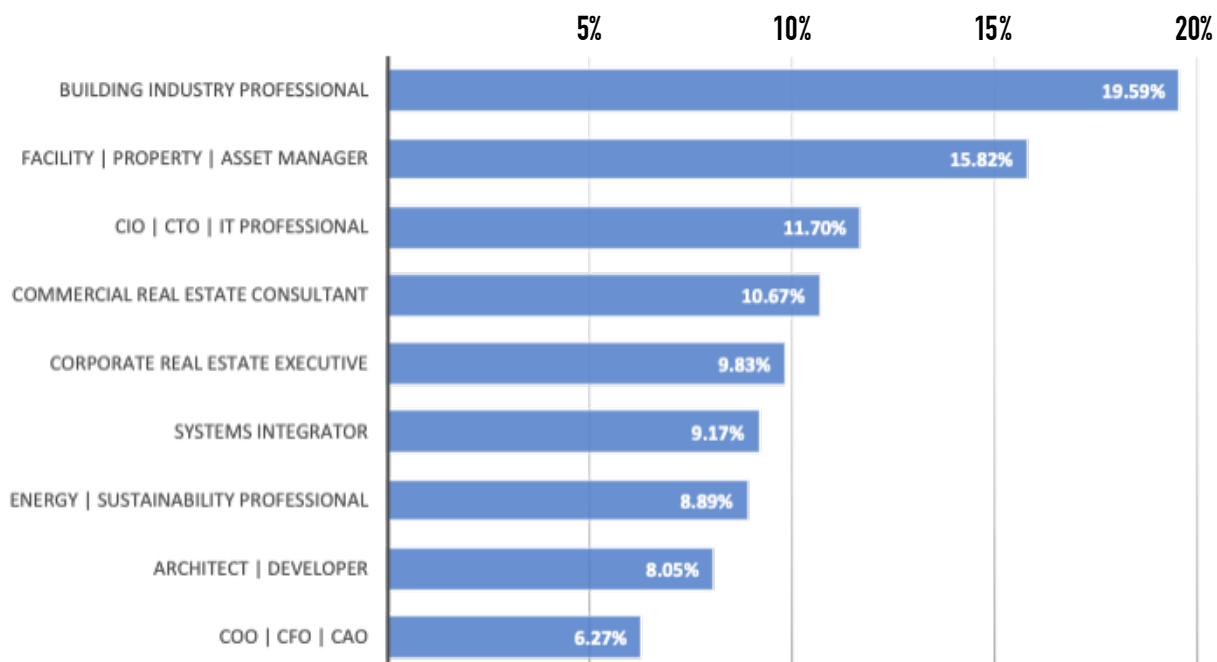
NEWSLETTER

45,218
Weekly Distribution

OUR AUDIENCE | BY CATEGORY



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 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



Application Support Services

[Learn More](#)

Feature



Young Woo & Associates | Radio Tower & Hotel: Top Innovation in Emerging Neighborhood

The IBCON Smart Building Best Practice Showcase is an annual event held at the Realcomm | IBCON conference where real estate leaders present their most...

December 28, 2023 | 1 min read

Enter Email

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[SPONSOR THIS NEWSLETTER](#)

Feature



Base Haus | Cornerblock: The New Benchmark for Future Workspaces

The IBCON Smart Building Best Practice Showcase is an annual event held at the Realcomm | IBCON conference where real estate leaders present their most...

December 21, 2023 | 1 min read

TRENDING

Top CRE Tech Predictions for 2024
This year, we'll see an acceleration of several trends from 2023, according to Deloitte's John D'Angelo.
7 hours ago

Robots are building your future homes
A handful of companies are tackling the home building space with robotic help on everything from layouts to drywall inst...
8 hours ago

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 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.

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

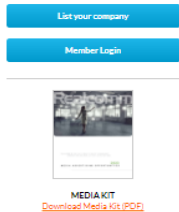
Technology Solutions Marketplace

As the Commercial & Corporate Real Estate Technology sector continues to grow and mature, it is becoming more and more difficult for the industry to keep track of the changing landscape. In order to bridge the gap between the needs of the clients and the solutions offered by our industry vendors, Realcomm has created the "Realcomm Marketplace". With Solution Providers representing the latest software technologies, telecommunications, and consulting services – the goal is simple...to connect the client needs with the industry solutions.

SELECT A CATEGORY:

Premier SOLUTION PROVIDER LISTINGS

	5Q View Profile Sheet 5Q provides the full spectrum of technology solutions. We supply enterprise-level support that maximizes network security, connectivity and efficiency.	f t in
	Altus Group View Profile Sheet Altus Group provides the global commercial real estate industry with the expertise, data and analytics to make more-informed decisions.	f t in li
	Andorix Inc View Profile Sheet Andorix is a smart building enabler and systems integrator for real estate properties. We provide the digital infrastructure to optimize building operations.	f t in
	Building Engines View Profile Sheet Building Engines' best-in-class building operations platform improves net operating income across the world's most successful commercial real estate (CDE) portfolio.	f t in li p
	Cisco Systems View Profile Sheet	f t in li p g+
	CopperTree Analytics View Profile Sheet Our analytics solutions can help your business reduce its carbon footprint, save energy and money, and maintain a safe, comfortable built environment.	f t in
	Corning View Profile Sheet Corning Optical Communications delivers connectivity to every edge of the network, with optical fiber, cable, hardware & equipment for communications networks.	f t in
	Fuse Data View Profile Sheet Fuse Data brings together teams and their data to establish an analytics program that provides a clear picture of their business.	in
	J2 Innovations View Profile Sheet J2 Innovations simplifies Smart Buildings, Smart Equipment & IoT with state-of-the-art FIN Framework software.	f t in li p
	LynxSpring View Profile Sheet LynxSpring develops, manufactures and distributes edge-to-enterprise solutions for smart buildings. The company's solutions are deployed in thousands of buildings.	f t in li p g+



[Download Media Kit \(PDF\)](#)

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 2024 Conference Program Guide

\$1,500 per year

Featured Solution Provider Listing

- Listed in alphabetical order
- Special Sponsor Designation in the alphabetic listings included in the 2024 Conference Program Guide

\$750 per year

Realcomm TECHNOLOGY SOLUTIONS MARKETPLACE

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.

Quarterly Mailing - Email each quarter to over 48,000 featuring Featured and Premier Marketplace sponsors.

Print Visibility

Marketplace Section in Conference Program Guides - The "Technology Solutions Marketplace" is a special directory section included in the conference program guides for the 2024 Realcomm | IBcon Conference and the 2024 CoRE Tech and BuildingsAI Conference. Printed in both guides handed out to all attendees.

II. **NEW** - MARKETPLACE TECHNOLOGY SOLUTIONS "BUYERS GUIDE" (Flip-Book)

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 Spring and Fall (2 issues).

Marketplace Listings in the Buyer's Guide will include:

- 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
- *Specific details depend upon level of listing*



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

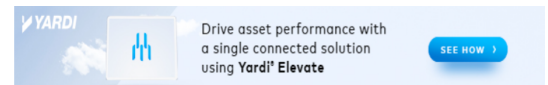
2024 SITEWIDE AD PRICING:

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

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

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

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



CONFERENCES | ADVISORS | WEBINARS | MARKETPLACE | NEWS | CIO FORUMS | EDGE MAGAZINE | REALCOMM LIVE | PODCASTS | ABOUT | CONTACT | MY REALCOMM

