

Extend Your Reach...



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Advertising Solutions:

- Print & Digital Magazine
- Website



About

Endorsed by the zigbee alliance, the zigbee resource guide provides information about zigbee standards and the organizations who are taking an active role in the low-power wireless control industry. The guide is a magazine-style solutions guide, focusing solely on products, applications and solutions for end-users and integrators of zigbee. The objective is to introduce potential customers to the benefits of zigbee, and to guide them to leading suppliers of zigbee products. This resource guide provides a unique opportunity for these buyers and specifiers to obtain a comprehensive view of products and services available, combined with the ability to readily interact with the vendor participants.

Content

To ensure the highest level of readership and distribution, the publication will include a mix of technical and market articles, application profiles, and vendor product and service information. There are three principal components to the guide:

- Technology Review and Market Outlook articles written by leading industry professionals, analysts and Webcom editors
- Advertisements
- Application Profiles and Product & Service Showcase articles from participating vendors

Target Audience

- Design Engineers
- System Engineers
- Integrators / VARs / Dealers of Wireless Infrastructure
- Controls
- Networking
- Automation Systems & Technologies
- IT Managers
- System and Market Analysts
- C-Level Executives
- Other Technical & Management / Operations Executives

Distribution

The guide will publish in August via a combined print and online distribution of 100,000+ copies thus providing powerful exposure to the marketplace for zigbee products and services in North America and worldwide. Beyond the initial distribution, the guide will have a full-year's continuing distribution and promotion through online accessibility and to attendees at numerous trade shows.

Markets

- Energy and Water Management
- Consumer Electronics
- Home Automation
- Commercial Building Automation
- Monitoring of Remote Systems
- Industrial Automation
- Automated Meter Reading
- Energy Management
- Healthcare
- Telecommunications
- M2M
- Device Networking
- Retail & Service Industries
- Location Services
- Asset Monitoring

Benefits to Participants

- Reach a large, targeted audience of professional-level buyers, specifiers and integrators throughout North America
- Exposure in a powerful mix of print and online distribution
- Reach a core buyer market of influencers and decision makers looking for insight, education and solutions. Reach buyers at all key purchasing and decision points across the spectrum. Technical professionals including system and design engineers; operations managers and executives with purchasing decision authority and influence; dealers and integrators that drive channel purchases.
- Deliver your message visually and directly to this powerful audience. The unique combination of technical, market and product/service information provides a conducive environment for gaining valuable market and mindshare.
- Participants are specifically included in the editorial content of the guide, and benefit from its sourcing-oriented impact.
- Powerful lead generation: Online interactivity is hot-linked directly to your website for immediate, direct response with no "middle-man" intervention. You control all follow-up and tracking. Print versions carry your web-link everywhere you are included (advertisement, profiles and articles).
- Benefit from Webcom's cross-promotion to multiple markets for technology products and services. All Webcom resource guides are cross-promoted across all of its media platforms throughout the year in its print magazines, online publications and knowledge centers, conference promotions, and trade show distributions conducted annually, all targeting professional-level buyers of technology products and services. You benefit from added exposure to many markets.

Publish Date

July 2018

Space Close

June 7, 2018

Materials Deadline

June 14, 2018

Format

8.5 x 11, Full Color, High Quality Magazine Style, Approx 32 pages

Magazine Advertising Options

<p>Full Page Edit</p> <p>Editorial Includes:</p> <ul style="list-style-type: none"> - 700 words - 2 images 	<p>Full Page Ad</p>
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Full Page

- includes full page of editorial

Live: 8.125W x 10H

Trim: 8.375W x 10.875H

Bleed: 8.625W x 11.125H

Rates

Alliance Member * \$5,050

Non-Member \$6,300

* zigbee alliance members receive a 20% discount; price includes editorial content equal to the ad size.

Premium Positions

Outside Back Cover + \$750

Inside Back Cover + \$500

Inside Front Cover + \$500

Preferred Page Positions + \$500

<p>Half Page Edit</p> <ul style="list-style-type: none"> - 350 words - 1 image 
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1/2 Page Horizontal

- includes half page of editorial

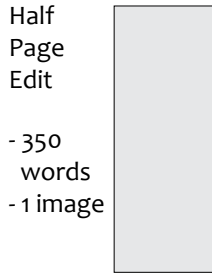
7.375W x 4.75H

No Bleed

Rates

Alliance Member * \$3,525

Non-Member \$4,425

<p>Half Page Edit</p> <ul style="list-style-type: none"> - 350 words - 1 image 

1/2 Page Vertical

- includes half page of editorial


3.625W x 9.375H

No Bleed

Rates

Alliance Member * \$3,525

Non-Member \$4,425



1/4 Page


3.625W x 4.75H

No Bleed

Rates

Alliance Member * \$2,475

Non-Member \$3,095



1/4 Page Company Profile

- 150 words, 1 image provided by advertiser

- Profile is created by the production staff

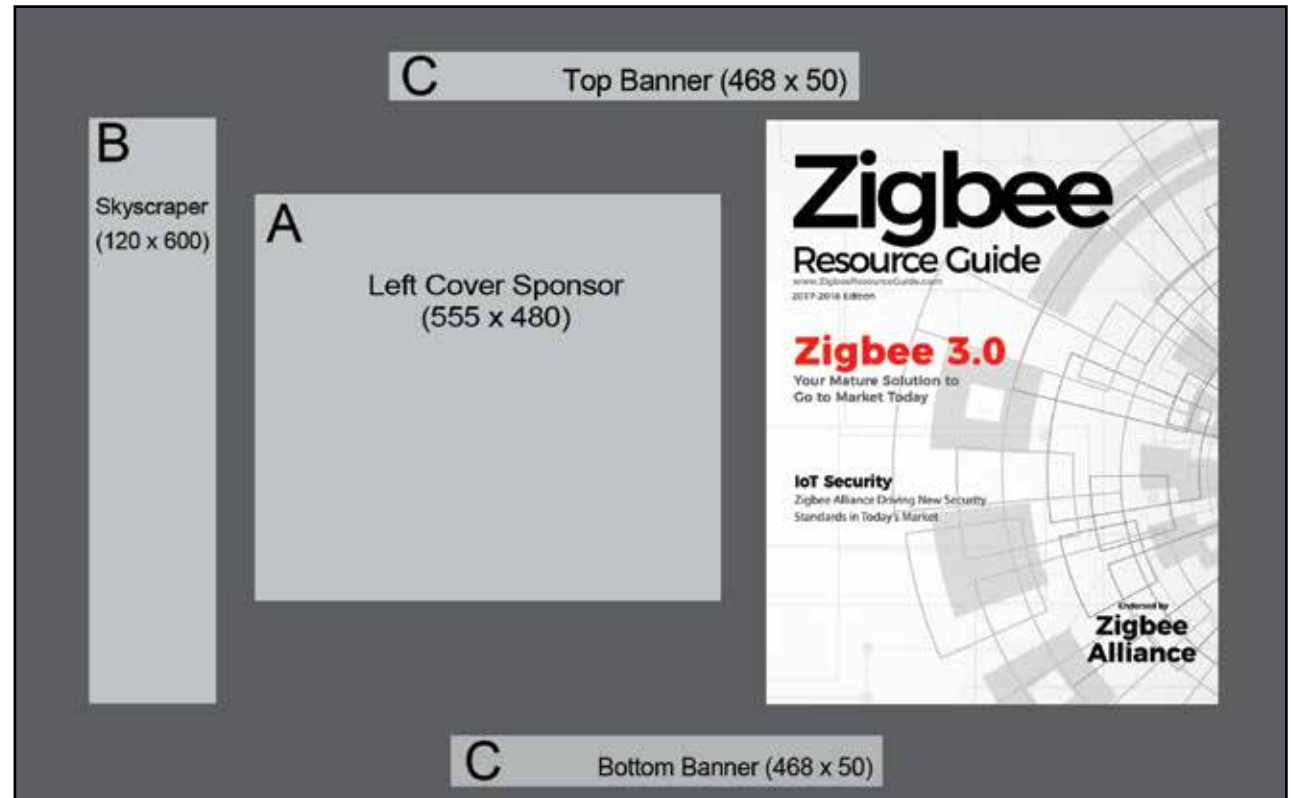
Rates

Alliance Member * \$1,275

Non-Member \$1,575

Digital Magazine Advertising Options

A Left Cover Sponsor 555 wide x 480 tall	\$5,150
B Skyscrapers 120 wide x 600 tall	\$1,050
C Top/Bottom Banners 468 wide x 50 tall	\$800
D Toolbar Logos 88 wide x 31 tall	\$110
Belly Band	\$800
Gate Fold	\$3,150
Video	\$525
Ad Jolt	\$525
Blow-in Card	\$525
Customer Supplied Animation	\$525
Custom Animation by Nxtbook	Price varies
Quizzes	Price varies
Surveys	Price varies
These ads are Digital Only, not included on print versions	



Zigbee resource guide is also published in digital format by Nxtbook. Interactive digital magazines have unique opportunities for reader engagement that are not found in other advertising media. Marketers that are lucky enough to find one of these publications in a target market can use it to deliver a customized interactive customer experience to meet their marketing goals.

In addition to your print ad, which will appear in the digital version as well, there are also sponsorship and advertising opportunities to just our online digital edition audience. See examples above.



Website Advertising Options

Monthly Rates

Size	1x	6x	12x
A Leaderboard 728 wide x 90 tall	\$1,600	\$800	\$525
B Skyscraper 125 wide x 600 tall	\$1,275	\$625	\$425
C Vertical Banner 125 wide x 240 tall	\$800	\$350	\$275
D Square Button 125 wide x 125 tall	\$325	\$175	\$125
E Logo Link 125 wide x 50 tall	\$250	\$200	\$150

Banners are placed on the site homepage and numerous other high-traffic pages on the site to ensure high visibility of your advertisement. Rates are per month net rates. Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above.

Sign up online:

www.zigbeeresourceguide.com/main/website/

Print Advertising Specifications, Editorial Specifications & FTP Site Information

Display Ads: Complete ads accepted in PDF, TIFF or EPS formats only. No Word documents are accepted. All ads must be converted to CMYK and at 300 dpi resolution. All fonts and graphics must be included with 300 dpi (minimum) versions of EPS or TIFF, and CMYK images. You may e-mail small ad files (less than 5 mgs) to your Advertising Sales Manager or to Ross Webster, Production Manager. Materials deadline for the 2018 Edition is June 14th. A late fee will be incurred if materials are not received by deadline date.

Editorial Materials: Submit editorial copy in a Word document. Submit logos and additional images at 300 dpi as a TIFF or EPS files. Email editorial materials to Scott Webster, Director of Content. (ScottW@webcomcommunications.com Editorial materials are due by June 14th.

Sending Files Electronically

For files less than 5 mgs, send file via e-mail to Ross Webster, Production Manager at: RossW@WebcomCommunications.com. For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

FTP Site Instructions

1) Please e-mail Julie Hammond, Production Manager at RossW@WebcomCommunications.com to indicate you are uploading a file. Include your company name, the file name, ZRG magazine, and for which issue the advertisement is scheduled.

2) With an ftp Client
host name: www.webcomcommunications.com
username: ads
password: Webcom21

3) Through Windows Explorer
ftp://ads@www.webcomcommunications.com
username: ads
password: Webcom21

For advertising information, contact:

Scott Webster, Advertising Sales Manager
ScottW@WebcomCommunications.com
917-445-6122

Send production materials to:

Ross Webster, Production Manager
7355 E. Orchard Rd, Ste 100
Greenwood Village, CO 80111
RossW@WebcomCommunications.com