

2017 Media Kit

# Celebrating 17 Years!



# 2017

# REMOTE

THE MAGAZINE FOR INFRASTRUCTURE MANAGEMENT

[www.RemoteMagazine.com](http://www.RemoteMagazine.com)

Advertising Solutions:

- Website
- eNewsletter
- Magazine
- Online Buyer's Guide
- Remote Conference

Connect With Us



## About Remote

Remote Site & Equipment Management magazine serves technical professionals who operate mission-critical infrastructure sites and equipment, especially distributed equipment networks that are remotely located or unattended and depend upon 24x7 operation.

## The Readers

Readers are executives, managers and technical professionals who design and run unattended infrastructure sites and equipment at remote sites. *Circulation:* 20,000 copies per issue distributed via digital download, email, leading industry events, and online.

Markets and Industries Served Include:

- Utilities - Electric/T&D, Water, Gas
- Oil & Gas
- Telecom
- Transportation
- Military, Defense & Homeland Security
- Public Safety & Emergency Services
- Environmental Monitoring
- Natural Resource Management
- Communication Networks
- Data Centers

## The Advertisers

Advertisers in *Remote Site & Equipment Management* are suppliers of products, services, and technology used in the development and operation of mission-critical infrastructure sites and equipment, such as:

- SCADA
- Remote Monitoring & Control
- Automation
- Remote Networking/Telemetry
- M2M Communication
- Device Networking
- Condition Monitoring
- Security (Physical and Cyber)
- Data Acquisition
- Environmental Monitoring
- Physical/Cyber Security
- Standby/Backup & Onsite Power Systems
- Power Management
- Shelters & Enclosures
- Communications Equipment
- Meters/Metering Devices

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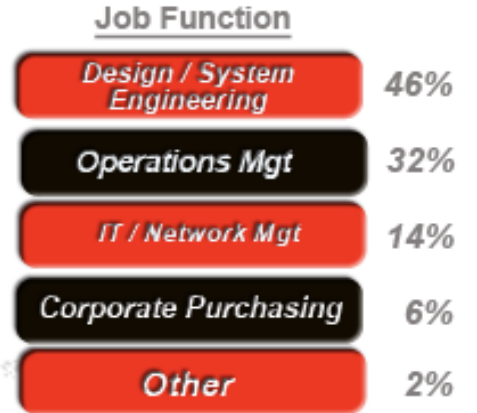
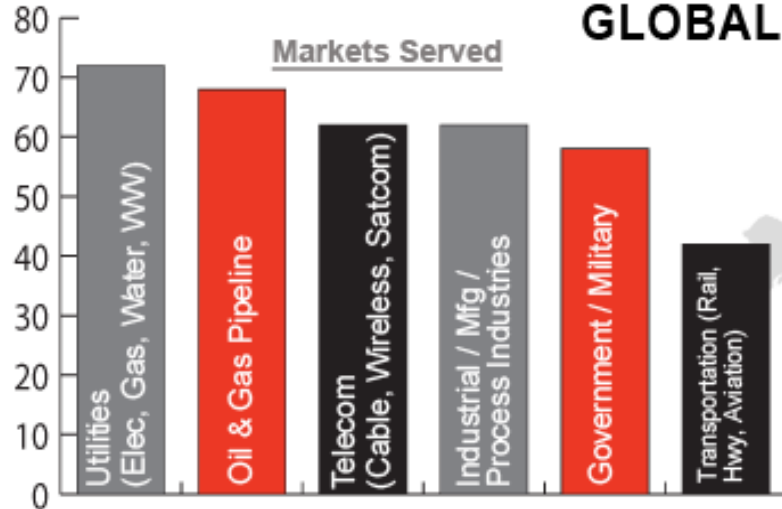
Webcom Communications Corp.  
7355 E. Orchard Road, Suite 100  
Greenwood Village, CO 80111

# REMOTE

THE MAGAZINE FOR INFRASTRUCTURE MANAGEMENT

Reach top prospects from multiple key markets all in one place

**50,000+**  
GLOBAL AUDIENCE

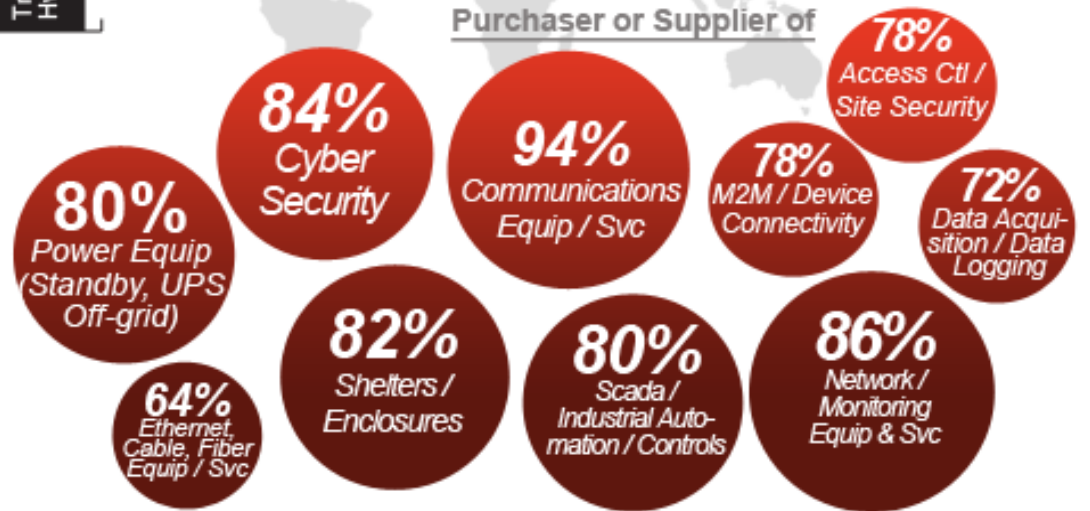


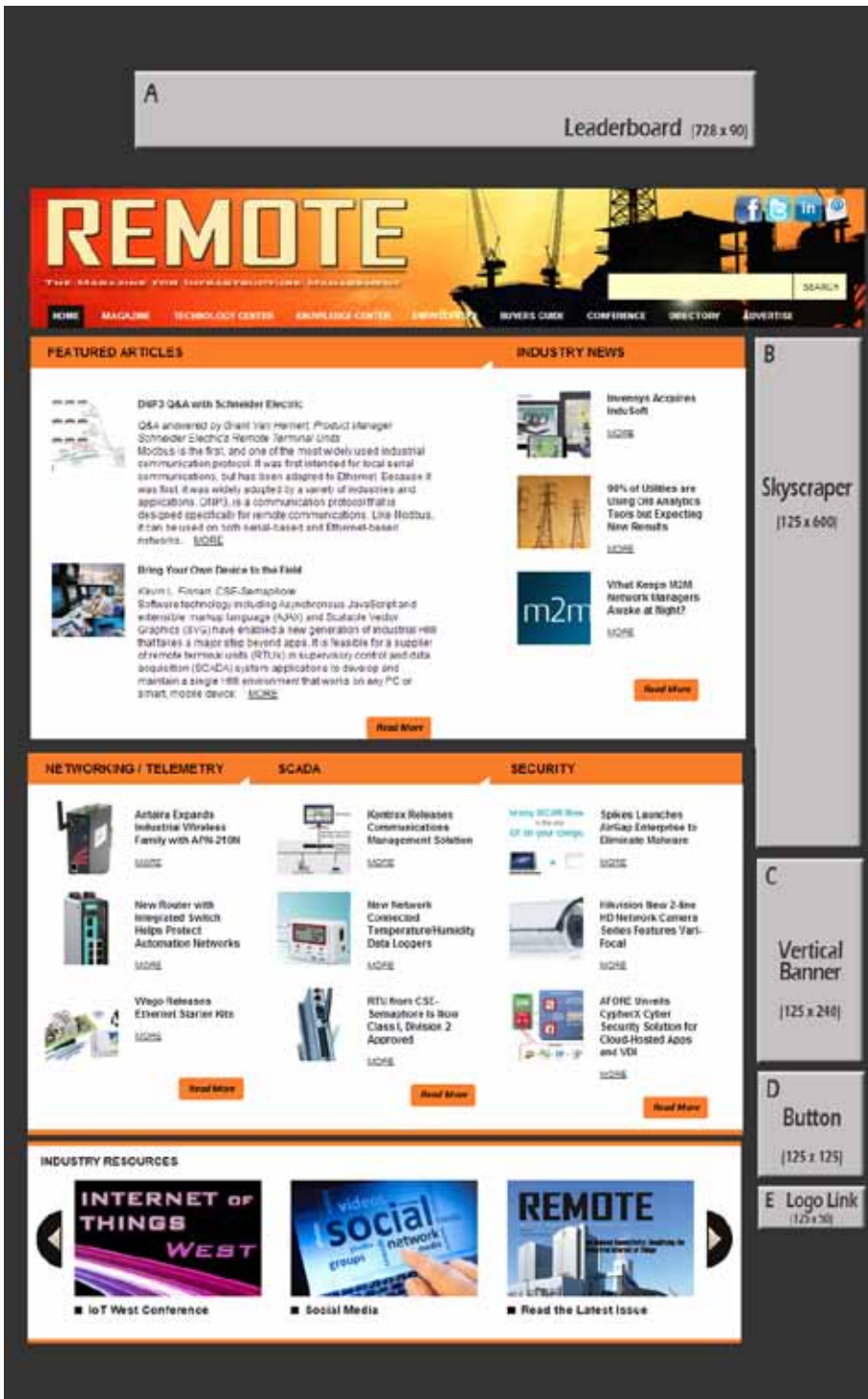
**GLOBAL PRESENCE**

**84% North America**  
**9% Europe**  
**7% Asia**

- Sample of 2017 Media Sponsorships**
- IWCE 2017
  - Distributech

**Purchaser or Supplier of**





## Website Advertising Options

RemoteMagazine.com is the world's leading website devoted to infrastructure management and technology. In the past two years website visitors & pageviews have more than doubled. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

## Monthly Rates (NET)

	Size	1X	6X	12X
<b>A</b>	Leaderboard 728 wide x 90 tall	\$1,400	\$800	\$525
<b>B</b>	Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$450
<b>C</b>	Vertical Banner 125 wide x 240 tall	\$850	\$375	\$300
<b>D</b>	Square Button 125 wide x 125 tall	\$350	\$200	\$150
<b>E</b>	Logo Link 125 wide x 50 tall	\$275	\$225	\$175

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to the rate for 100% basis.

## Focused Online Advertising: Technology Center

### Technology Center Sponsorship Advertising

Sharply focus your marketing dollars on just the audience who is interested in your category. Your ad dominates the news and information flow pertaining specifically to your market. A powerful branding tool for a surprisingly low price.

Click on the Technology Center navigation bar to determine which category is your best fit. Your banner advertisement will be dynamically served to this Technology Center's main page and to every article page. You capture the attention of every reader who is interested in your particular category as they read every news item and article matching it.

Technology Center Sponsorship is an exclusive club. Only a limited number of sponsor ads are placed in each category so you powerfully dominate the marketing in your product sector. Sponsorships are sold for a minimum of six months.

### Let's Break it Down:

- **Dominate your Market:** Place ads on pages that are specific to your products!
- **Inquiry Driven:** Your ad is dynamically placed on every article page in your category.
- **Lower Rates:** Because the pages your ad goes on are category specific, the rates to advertise are lower.
- **Build Your Brand:** Our rates are designed to help you run long-term and steady. Every day, 24x7, because that's what works.



Monthly Rates		
Size	6X	12X
Leaderboard	\$525	\$325
Skyscraper	\$325	\$250
Vertical Banner	\$225	\$175
Square Button	\$150	\$125
Logo Link	\$125	\$100

(10% discount if paid in full at time of order.)

## Focused Online Advertising: Online Buyer's Guide

### Get Listed in the Remote Magazine Online Buyer's Guide

The Remote Magazine Online Buyer's Guide is a great way to be in front of potential customers. The Online Buyer's Guide is a searchable tool for users to find remote monitoring, control, networking, security, and onsite power related products and services they desperately need. Make sure your company is visible when a potential customer searches for the specific products or services your company can provide.

This Online Virtual Expo of Products and Services for the Remote Industry is available 24x7.

The Remote Magazine Buyer's Guide is an online guide that covers the industry from A to Z. The buyer's guide includes listings for:

- Manufacturers of Remote Monitoring software, equipment and products
- M2M
- SCADA
- Onsite Power
- Enclosures
- Services related to Remote Site products and systems.

### You Have Several Options to be Listed in the Buyer's Guide

#### Basic Company Profiles – \$600 per year (\$50 for Additional Categories)

- Three Enhanced Category Listings
- Custom keyword tagging for Search Engine Optimization (SEO)
- Company logo in color that is linked to your website
- Complete contact information
- Your social media links: Facebook, Twitter, LinkedIn, etc
- 100 word company/product description on your own exclusive profile page



#### Enhanced Company Profiles – \$750 per year (\$50 for Additional Categories)

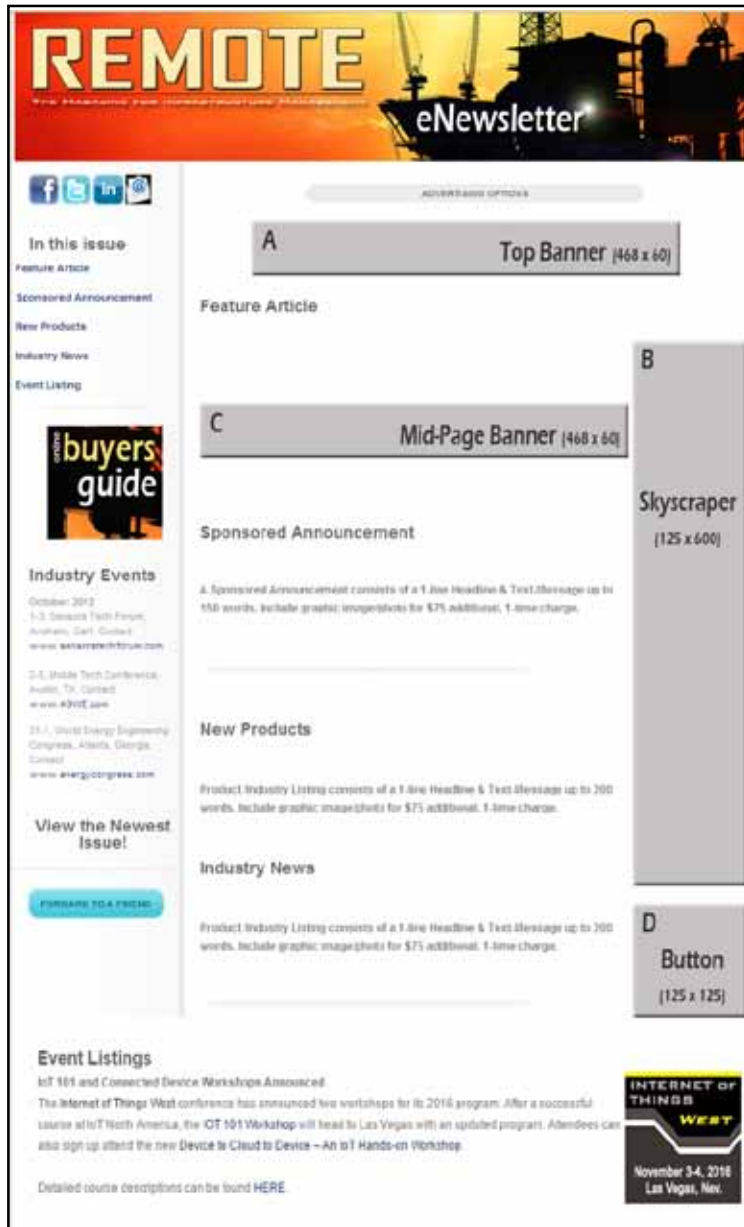
- All of the services in the Basic Profile, plus you get more options for additional postings and greater SEO customization
- Up to six Enhanced Category Listings & 500 word description
- Post up to three product catalogs, announcements, white papers, product sheets or other deliverables



#### Deluxe Company Profiles – \$1,275 per year (\$50 for Additional Categories)

- All of the services in the Basic & Enhanced Profiles, plus these powerful features for top-tier exposure, interactivity and SEO customization.
- Up to ten Enhanced Category Listings & 750 word description
- Post up to 10 product catalogs, announcements, white papers, product sheets or other deliverables.
- Post up to three product/company videos with interactive links to YouTube or your Website.
- Banner ad (button-size, rotating) appears on all Buyers Guide pages.
- (For larger sizes such as Leaderboard, etc., consult your representative for availability and pricing.)





## eNewsletter Advertising

Twice a month the Remote eNewsletter goes out to 7,500 readers that are looking for the latest in remote monitoring & control related technology. These readers include technical contacts in the remote industry, as well as OEMs in need of the latest monitoring, control, networking, security and onsite power technology for use in their distributed equipment and facilities. Advertising in the Remote eNewsletter is a great way to reach potential buyers of your remote site related products and services.

Size	1x	6x	12x
<b>A</b> Top Banner 468 wide x 60 tall	\$1,125	\$850	\$575
<b>B</b> Skyscraper 125 wide x 600 tall	\$950	\$700	\$475
<b>C</b> Mid-Page Banner 468 wide x 60 tall	\$700	\$500	\$350
<b>D</b> Button 125 wide x 125 tall	\$575	\$400	\$350
Sponsored Announcement * See below	\$575	\$400	\$350
Product/News Posting * See below	\$575	\$400	\$300
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$300	\$250	\$200

\* Sponsored Announcement and Product/New Posting consist of a 1-line Headline, Image (125 x 125), and Text-Message up to 150 words.

## Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/3	2/1	3/1	4/3	5/1	6/1	7/3	8/1	9/1	10/2	11/1	12/1

## Digital Magazine Editorial Calendar

Issue Close Dates	Technology Update	Market Reports	Event Marketing Calendar Partial List - Subject to Change
<b>Spring</b> (Issues in March 2017)  Editorial Due: 1/25/17 Space Close: 1/30/17 Materials Due: 2/2/17	<ul style="list-style-type: none"> <li>• SCADA/Remote Monitoring &amp; Control</li> <li>• Networking/Telemetry</li> <li>• Security (Physical/Cyber)</li> <li>• Onsite/Back-up Power</li> </ul>	<ul style="list-style-type: none"> <li>• Utilities</li> <li>• Oil &amp; Gas</li> </ul>	ENTELEC Spring, UTC Telecom, IWCE, OFC/NFOEC, ISC West, IoT North America, ACE, MicroManufacturing NanoTech, IWCE
<b>Summer</b> <b>IoT &amp; M2M Special Report</b> (Issues in June 2017)  Editorial Due: 4/17/17 Space Close: 4/24/17 Materials Due: 5/4/17	<ul style="list-style-type: none"> <li>• Industrial Internet of Things</li> <li>• M2M</li> <li>• Cloud-Based Monitoring and Automation</li> </ul>	<ul style="list-style-type: none"> <li>• State of the Internet of Things Industry</li> </ul>	ACE 2017, Sensors Expo, Black Hat 2017, M2M one, WEEC
<b>Fall</b> (Issues in September 2017)  Editorial Due: 7/23/17 Space Close: 7/31/17 Materials Due: 8/4/17	<ul style="list-style-type: none"> <li>• SCADA/Remote Monitoring &amp; Control</li> <li>• Networking/Telemetry</li> <li>• Security (Physical/Cyber)</li> <li>• Onsite/Back-up Power</li> </ul>	<ul style="list-style-type: none"> <li>• Water &amp; Wastewater</li> <li>• Telecom</li> <li>• Shelters and Enclosures</li> </ul>	Remote 2017, TIA 2017, CTIA, M2M Zone, World Energy Engineering Congress, SATCON, ISC East, Antenna Systems 2017, IoT West
<b>Winter</b> (Issues in December 2017)  Editorial Due: 10/25/17 Space Close: 10/30/17 Materials Due: 11/2/17	<ul style="list-style-type: none"> <li>• Remote Networking</li> <li>• Wired Connectivity</li> <li>• Fiberoptics</li> <li>• Satellite Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Emerging Wireless Technologies</li> </ul>	DistribuTech, M2M Evolution, OilComm
<b>In Every Issue: New Products, Application &amp; Technology Features and Industry News</b>			

Contact Advertising Sales & Marketing  
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 720.528.3770 x 125



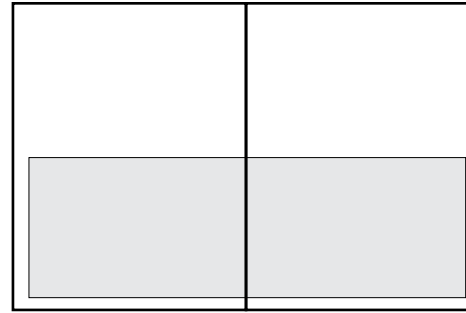
## Digital Magazine Advertising Options & Rates



### Two Page Spread

Live: 15.75W x 9.875H  
 Trim: 16.75W x 10.875H  
 Bleed: 17W x 11.125H

Rate: \$2,500



### 1/2 Page Spread

15.75W x 4.75H

Rate: \$1,875

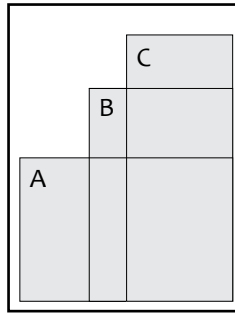


### Full Page

Live: 8.125W x 10H  
 Trim: 8.375W x 10.875H  
 Bleed: 8.625W x 11.125H

Rate: \$1,600

Special Reports: \$1,600



### A. 1/2 Page Horizontal

7.375W x 4.75H  
 No Bleed

Rate: \$975

### B. 1/2 Page Island

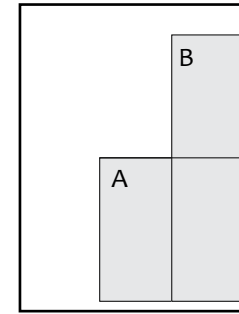
4.5W x 7.375H  
 No Bleed

Rate: \$1,025

### C. 1/2 Page Vertical

3.625W x 9.375H  
 No Bleed

Rate: \$975



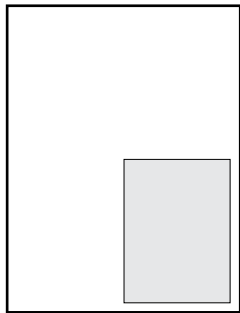
### A. 1/3 Page Square

4.5W x 4.75H  
 No Bleed

### B. 1/3 Page Vertical

2.25W x 9.375H  
 No Bleed

Rate: \$925



### 1/4 Page

3.625W x 4.75H  
 No Bleed

Rate: \$750

### Premium Positions:

Outside back cover, add \$750  
 Inside front cover, add \$750  
 Inside back cover, add \$500  
 Preferred page positions, add \$500

**Schedule:** Published quarterly, see editorial calendar for deadlines

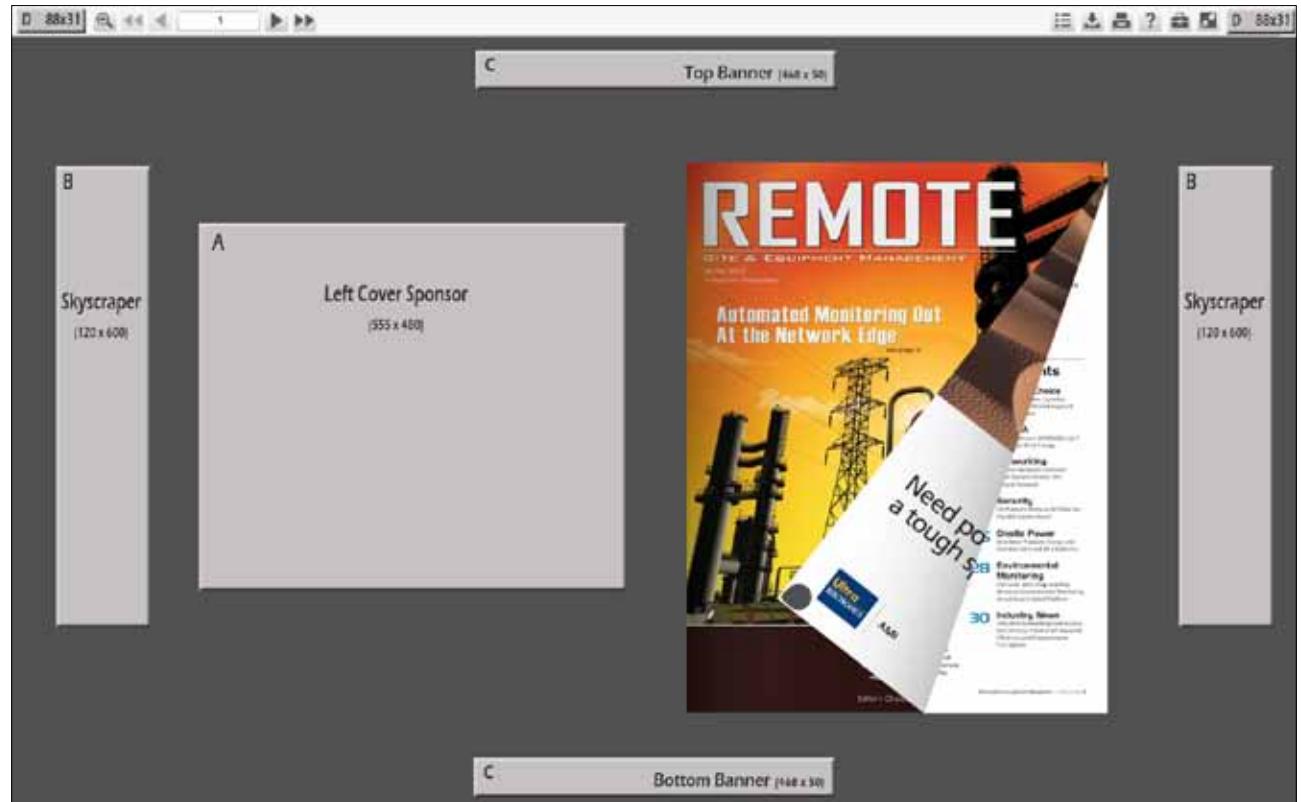
**Circulation:** 20,000 copies per issue distributed via e-mail, leading industry events, and online download

**Color Rates:** Four-color included in rates

# 2017 Media Kit

## Digital Cover Page

<b>A</b> Left Cover Sponsor 555 wide x 480 tall	\$2,495
<b>B</b> Skyscrapers 120 wide x 600 tall	\$1,125
<b>C</b> Top/Bottom Banners 468 wide x 50 tall	\$850
<b>D</b> Toolbar Logos 88 wide x 31 tall	\$125
Belly Band	\$850
Gate Fold	\$2,375
Video	\$575
Ad Jolt	\$575
Blow-in Card	\$575
Customer Supplied Animation	\$575
Custom Animation by Nxtbook	Price varies
Quizzes	Price varies
Surveys	Price varies



Remote Site & Equipment Management is 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.

Visit us online today: [www.nxtbook.com/nxtbooks/webcom/remote\\_salesbook/](http://www.nxtbook.com/nxtbooks/webcom/remote_salesbook/)

## Advertising Specifications & FTP Site Information

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 Julie Hammond, Production Manager. Please see editorial calendar for materials deadline. A late fee will be incurred if materials are not received by deadline date.

### Sending Files Electronically

For files less than 5 mgs, send file via e-mail to Julie Hammond, Production Manager, at JulieH@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 JulieH@WebcomCommunications.com., to indicate you are uploading a file. Include your company name, the file name, REMOTE magazine, and for which issue the advertisement is scheduled.

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

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

### Send production materials to:

Julie Hammond, Production Manager  
Webcom Communications  
7355 E. Orchard Rd, Ste 100  
Greenwood Village, CO 80111  
JulieH@WebcomCommunications.com



## Remote Monitoring and Control 2016

Remote Monitoring & Control 2016 will be held November 3-4, 2016 in Las Vegas, NV. This conference will cover the latest advancements for monitoring and managing distributed equipment and facilities via recent developments in SCADA, remote networks (wireless & wired), security (cyber & physical), automation, onsite and back-up power, M2M and all other manner of technology that allows for the management of remote assets.

Back for 2016 is the SCADA Technology Summit, a full two day program dedicated to nothing but SCADA technology sessions from multiple industries.

This technology-driven and solution oriented event brings together the innovators and users from multiple industries, including utilities/T&D, infrastructure, oil & gas, telecom, water & wastewater, facilities management, manufacturing, process industry, railroads and transportation.

Register at [www.RemoteMagazine.com/Conferences](http://www.RemoteMagazine.com/Conferences)

