

2018 Advanced Lighting & Display Resource Guide

An annual print and digital magazine from the publisher of **LED Journal**

About

The Advanced Lighting & Display 2018 Resource Guide provides information about lighting products and services for top-level buyers and specifiers. A magazine-style solutions guide, it focuses solely on products, applications and solutions for end-users and integrators. The objective is to introduce potential customers to the benefits of new lighting products and services, and to guide them to leading suppliers. 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, plus 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

- Lighting Designers
- OEM Design Engineers
- System Engineers, Electrical Engineers
- Facility & Plant Managers
- Dealers & Integrators
- Architectural & Electrical Design Professionals
- Executives & Operations managers responsible for lighting systems
- Government & Infrastructure managers responsible for lighting systems
- Other Technical & Management / Operations Executives

Distribution

The guide will publish in May via a combined print and online distribution of 100,000+ copies thus providing powerful exposure to the marketplace for lighting products and services in North America. Beyond the initial distribution, the guide will have a full-year's continuing distribution and pro-motion through online accessibility plus onsite distribution to attendees at LightFair 2018, Display-Week 2018 and other leading trade shows.

- Airports & Terminals
- Aviation
- Automotive
- Facilities & Plants
- Government & Infrastructure
- Hospital & Education
- Industrial Sites
- Lighting Supply
- Manufacturing
- OEM Product Design
- Public Spaces & Streets
- Sports & Entertainment Venues
- Transportation Systems

Markets

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

May 2018

Space Close

April 1, 2018

Materials Deadline

April 7, 2018

Format

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

2018 Advanced Lighting & Display Resource Guide

Issued annually, the **2018 Advanced Lighting & Display Resource Guide** offers key opportunities to promote lighting and display products & services with a paid display advertisement, and a bonus editorial space at no charge! You benefit from onsite distribution of print copies to attendees at major industry trade shows plus digital distribution to top buyers, specifiers, integrators and end-users worldwide through Webcom’s electronics and engineering media groups for twelve months:

Onsite event distribution includes:

- LightFair 2018 in Chicago (May 8-10, 2018)
- DisplayWeek 2018 in Los Angeles (May 22-24, 2018)
- Other major lighting and display events in North America

Powerful cross-promotion and distribution to top buyers, specifiers, integrators and end-users worldwide through Webcom’s Advanced Lighting & Display Media Group for a full year:

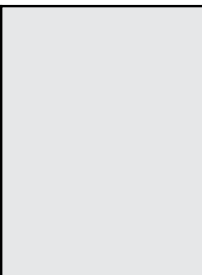
- Facility Lighting & Signage
- LED Journal
- OEM Lighting & Display
- Outdoor Lighting & Signage

Resource Guide Advertising Options

Full Page Edit

Editorial Includes:


- 700 words
- 2 images



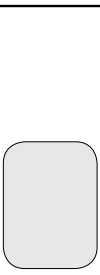
Full Page
 - includes full page of editorial
 Live: 8.125W x 10H
 Trim: 8.375W x 10.875H
 Bleed: 8.625W x 11.125H
 \$2,250

Half Page Edit

- 350 words
- 1 image




1/2 Page Vertical
 - includes half page of editorial
 3.625W x 9.375H
 No Bleed
 \$1,350



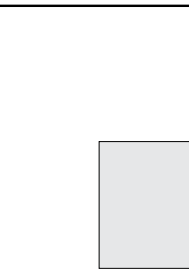
1/4 Page Company Profile
 - 150 words, 1 image provided by advertiser
 - Profile is created by Production Staff
 \$795

Half Page Edit

- 350 words
- 1 image



1/2 Page Horizontal
 - includes half page of editorial
 7.375W x 4.75H
 No Bleed
 \$1,350



1/4 Page
 3.625W x 4.75H
 No Bleed
 \$925

Contact Advertising Sales:

Scott Webster | 917-445-6122 | ScottW@WebcomCommunications.com

Premium Positions

- Outside Back Cover + \$900
- Inside Back Cover + \$750
- Inside Front Cover + \$750
- Preferred Page Positions + \$500

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 Ross Webster, 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 Ross Webster 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 Ross Webster, 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:

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