



Celebrating 12 Years!

Connect With Us



2018

LED Journal

www.LEDjournal.com

Advertising Solutions:

- Website
- eNewsletter
- eMarketing
- Annual Resource Guide

About LED Journal

LED Journal serves the rapidly expanding market for light-emitting diode and solid-state lighting technology. It covers all aspects of applications and technology development of LEDs, as well as business and market news of the LED and solid-state lighting industry.

The Readers

Readers are technical and management professionals having purchasing authority and decision-making influence for LED products and services. These include design engineers, system engineers, product development managers, manufacturing managers, executive management and other professionals involved in the development, manufacturing and application of LED and solid-state lighting technologies.

The Advertisers

Manufacturers of LEDs, modules and arrays. Providers of products, materials, components and services related to LED products and systems. LED technology developers and providers. Vendors of equipment, supplies and services for the manufacture of LED products and systems.

This media platform provides a powerful and cost-effective way for vendors to reach key buyers and specifiers in the LED market.

Contacts

Content & Sales Manager

Scott Webster • 917-445-6122

ScottW@WebcomCommunications.com

Webcom Communications Corp.

7355 E. Orchard Road, Suite 100

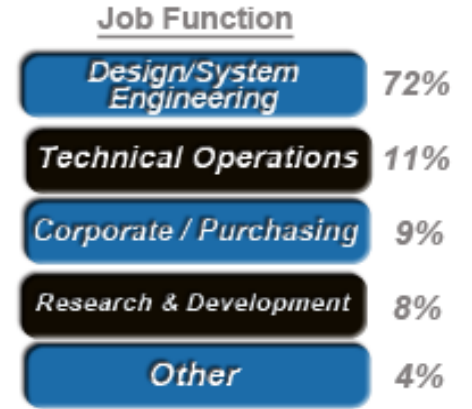
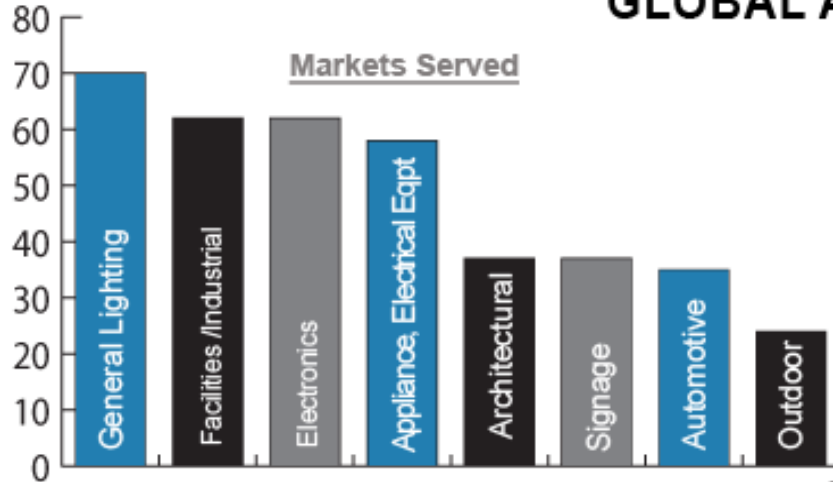
Greenwood Village, CO 80111

LED Journal

Reach top prospects from multiple key markets all in one place

100,000+

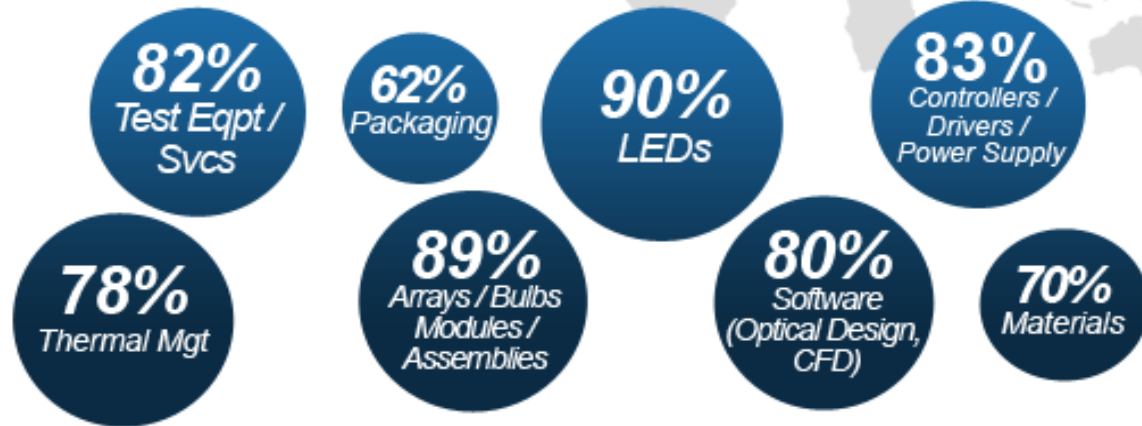
GLOBAL AUDIENCE



GLOBAL PRESENCE

84% North America
9% Europe
7% Asia

Purchaser or Specifier of



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

Benefits to Participants

- Reach a large, targeted audience of professional-level buyers, specifiers and integrators throughout North America.
- Reach a core buyer market of influencer's 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.
- 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 online publications and knowledge centers, conference promotions, all targeting professional-level buyers of technology products and services. You benefit from added exposure to many markets.

2018 Advanced Lighting & Display Resource Guide

Advertising Options

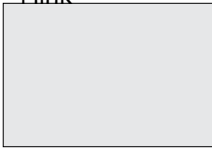
<p>Full Page Edit</p> <p>Editorial Includes: - 700 words - 2 images - 2 embedded links</p>	<p>Full Page Ad</p>
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Full Page
 - includes full page of editorial
 Live: 8.125W x 10H
 Trim: 8.375W x 10.875H
 Bleed: 8.625W x 11.125H

\$5,050

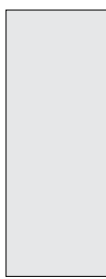
Premium Positions

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

<p>Half Page Edit</p> <p>- 350 words - 1 image - 1 link</p>	
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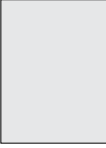
1/2 Page Horizontal
 - includes half page of editorial
 7.375W x 4.75H
 No Bleed

\$3,525

<p>Half Page Edit</p> <p>- 350 words - 1 image - 1 link</p>	
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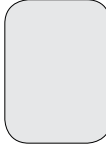
1/2 Page Vertical
 - includes half page of editorial
 3.625W x 9.375H
 No Bleed

\$3,525



1/4 Page
 3.625W x 4.75H
 No Bleed

\$2,475



1/4 Page Company Profile
 - 150 words, 1 image provided by advertiser
 - Profile is created by the production staff

\$1,275

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

Schedule: Issues May 1, 2018 | Closes April 1, 2018
Circulation: print copies distributed to attendees at leading trades shows + 100,000 digital copies distributed via e-mail and online download
Color Rates: Four-color included in rates

LED Journal

Advanced Lighting & Display Resource Guide : 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

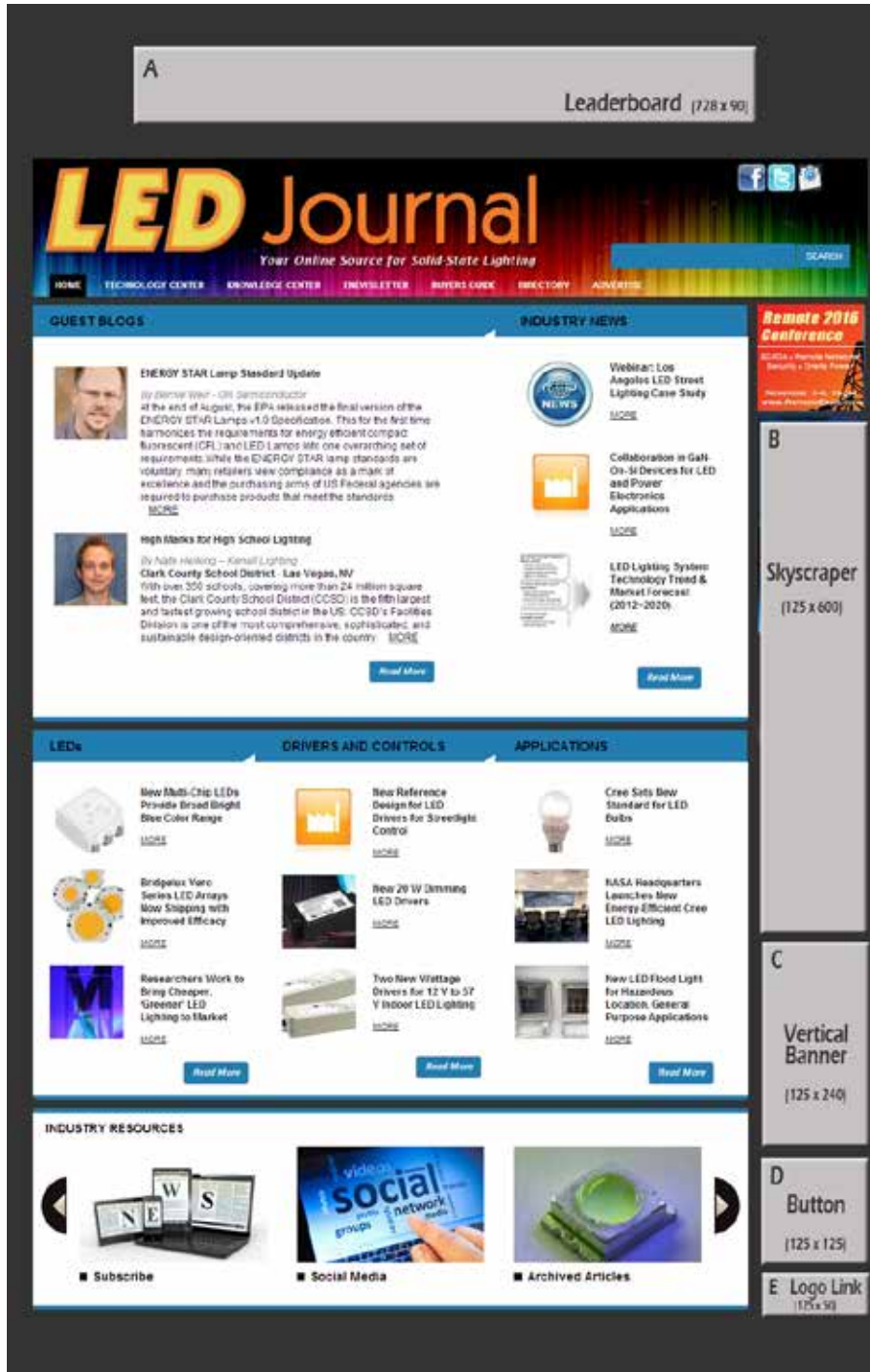
Send production materials to:

Ross Webster, Production Manager

7355 E. Orchard Rd, Ste 100

Greenwood Village, CO 80111

RossW@WebcomCommunications.com



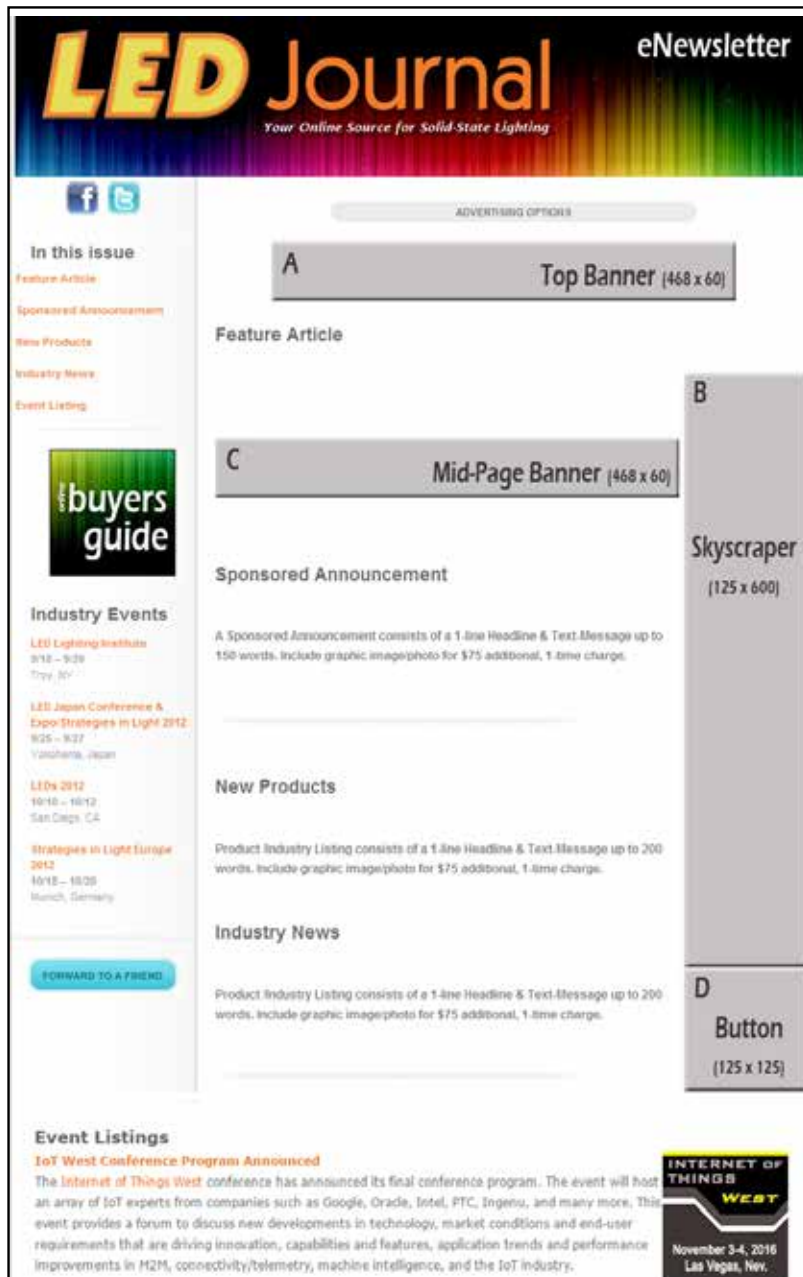
Website Advertising

LEDJournal.com has thousands of visitors each month that are looking for news on the latest in LED Technology. Online activity has grown 180 percent in two years, and has increased pageviews by three times in two years. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

Monthly Rates (NET)

Size	1X	3X	6X
A Leaderboard 728 wide x 90 tall	\$1,400	\$800	\$525
B Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$450
C Vertical Banner 125 wide x 240 tall	\$850	\$375	\$300
D Square Button 125 wide x 125 tall	\$350	\$200	\$150
E 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.



eNewsletter Advertising

Twice a month LED Journal eNewsletter goes out to 7,500 readers that are looking for the latest in LED technology. These readers include technical contacts in the LED industry, as well as OEMs in need of the latest LED solutions for use in their products. Advertising in the LED Journal eNewsletter is a great way to reach potential buyers of your LED products and services!

Size	1X	6X	12X
A Top Banner 468 wide x 60 tall	\$1,125	\$850	\$575
B Skyscraper 125 wide x 600 tall	\$950	\$700	\$475
C Mid-Page Banner 468 wide x 60 tall	\$700	\$500	\$350
D Sponsored Announcement <i>* See below</i>	\$575	\$400	\$350
E Button 125 wide x 125 tall	\$575	\$400	\$300
Product/News Posting <i>* See below</i>	\$300	\$225	\$175
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$300	\$250	\$200

** Sponsored Announcement and Product/News Postings consists of a 1-line Headline, Image, 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

Focused Online Advertising: Technology Center

Technology Center Sponsorship Advertising

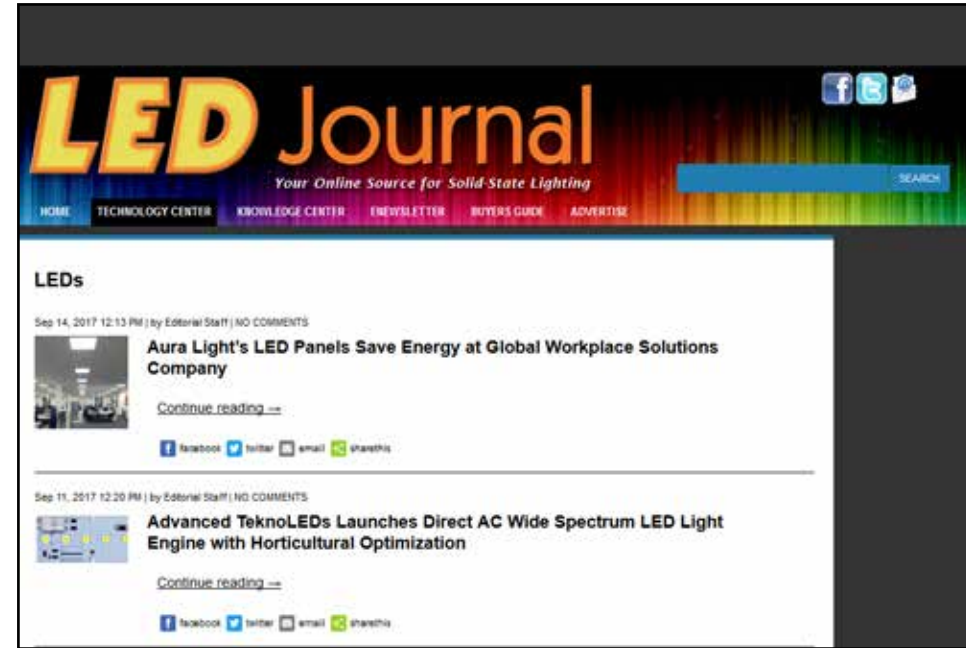
Sharply focus your marketing dollars on just the audience who is interested in your category. Your ad dominates the news and information flow pertaining specifically to your market. A powerful branding tool for a surprisingly low price.

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.)