

# Extend Your Reach...



Connect with Us



## Advertising Solutions:

- Website
- eNewsletter
- Magazine
- Online Buyer's Guide
- Antenna Systems Conference

# ANTENNA

SYSTEMS & TECHNOLOGY

## About Antenna Systems & Technology

*Antenna Systems & Technology* is the leading media brand for buyers and specifiers of antennas and related components, subsystems, services and products. The content includes technical articles and business news about the antenna market including new products, applications, technology developments and industry news. Readers span the complete value-chain of the antenna marketplace including OEMs of wireless products and systems, operators of wireless networks, antenna manufacturers, dealers, integrators and suppliers.

## The Advertisers

Advertisers are antenna manufacturers and suppliers of components, subsystems, materials, services and products used in the design, manufacture and operation of antennas and wireless communication systems.

## The Readers

The readers are OEM design engineers of wireless products and systems; engineers and technical professionals who manage and operate wireless communication systems; technical management professionals with antenna manufacturers; and professionals involved in wireless research and development

They represent all industries and markets for antenna systems including:

- Cellular
- Microwave
- Satellite & GPS
- RF & Broadband
- Micro, Embedded & RFID
- Radar
- Embedded
- GPS
- Short-Range

Representing industries and markets for antennas such as:

- Aerospace/Aviation
- Automotive
- Communications
- Defense/Military
- Electronics
- Utilities
- Government
- Healthcare
- Industrial
- Public safety
- Manufacturing
- Transportation
- Mobility & Consumer Products

## Contents

Page 3	Demographics
Page 4-6	Website Advertising
4	Main Website
5	Technology Center
6	Online Buyer's Guide
Page 7	eNewsletter Advertising
Page 8-10	Magazine Advertising
8	Issue Schedule & Edit Calendar
9	Rates
10	Nxtbook Options
Page 11	Ad Specifications & FTP Info
Page 12	Antenna Conference

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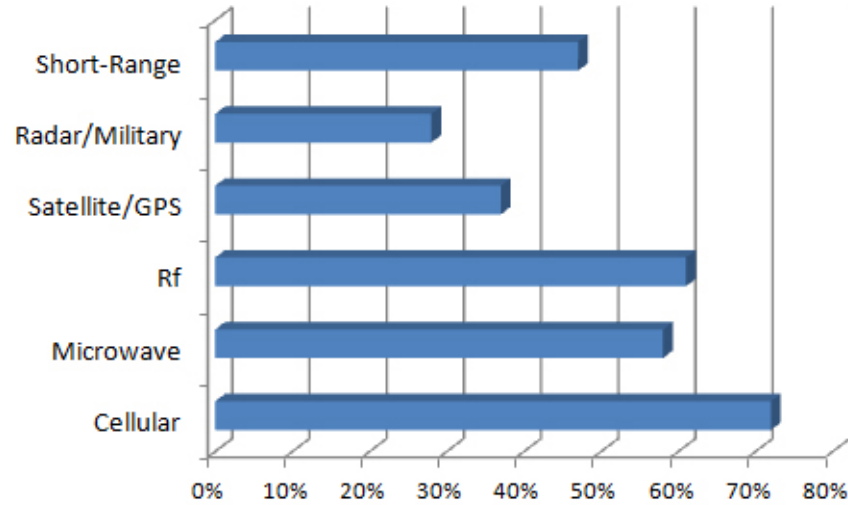
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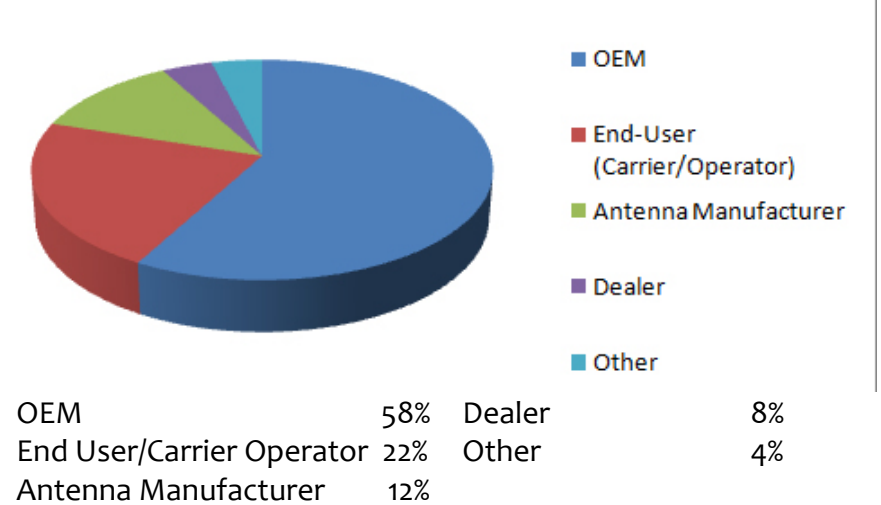
**ANTENNA**  
SYSTEMS & TECHNOLOGY

## Audience Demographics

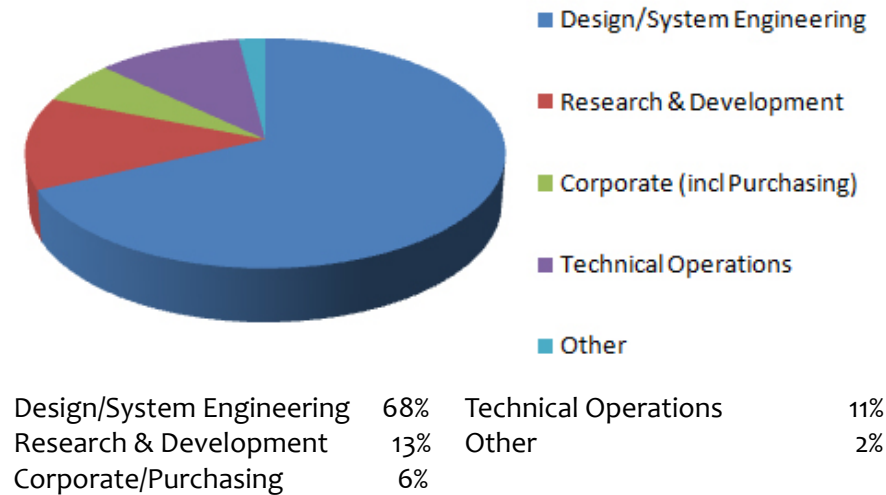
### Markets Served



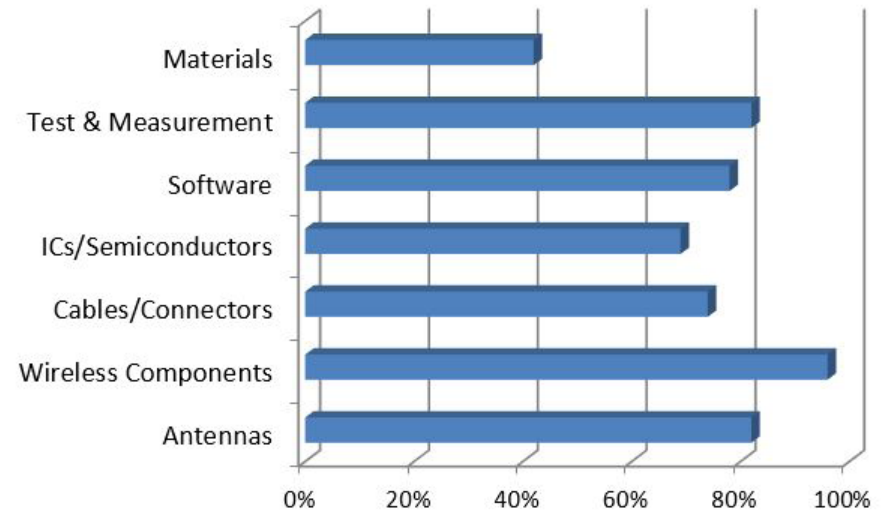
### Type of Company/Organization



### Job Function



### Purchaser or Specifier of



The screenshot shows the website layout with several advertising spots:

- A Leaderboard (728 x 90)**: Located at the top right of the page.
- B Skyscraper (125 x 600)**: A vertical banner on the right side of the featured articles section.
- C Vertical Banner (125 wide x 240 tall)**: A vertical banner on the right side of the components & subsystems section.
- D Button (125 x 125)**: A small square button on the right side of the components & subsystems section.
- E Logo Link (125 x 50)**: A small horizontal banner on the right side of the industry resources section.

## Website Advertising Options

AntennasOnline.com has thousands of visitors each month that are looking for news on the latest in antenna and wireless systems technology. Website activity has grown more than 262 percent in the last two years. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

## Monthly Rates

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

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	\$500	\$300
Skyscraper	\$300	\$225
Vertical Banner	\$200	\$150
Square Button	\$125	\$100
Logo Link	\$100	\$90

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

## Focused Online Advertising: Online Buyer's Guide

### Get Listed in the Antenna Systems & Technology Online Buyer's Guide

The Antenna 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 the Antenna 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 Antenna Industry is available 24x7!

The Antenna Systems Buyer's Guide is an online guide that covers the industry from A to Z.

### The buyer's guide includes listings for:

- Manufacturers of Antennas & Antenna Systems
- EMC and Testing Technology
- Military, Aerospace & Aviation
- Broadcast and Telecommunications
- Testing Systems/Equipment
- Components, Connectors and Coaxial Cables
- Software

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

#### Basic Company Profiles – \$375 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 – \$650 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 10 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 Options

Twice a month the Antenna Systems & Technology eNewsletter goes out to 5,000 readers that are looking for the latest in antenna technology. These readers include technical contacts in the antenna industry, as well as OEMs in need of the latest antenna technology for use in their products. Advertising in the Antenna Systems & Technology eNewsletter is a great way to reach potential buyers of your antenna related products and services.

Size	1X	6X	12X
<b>A</b> Top Banner 468 wide x 60 tall	\$1,050	\$800	\$525
<b>B</b> Skyscraper 125 wide x 600 tall	\$900	\$650	\$450
<b>C</b> Mid-Page Banner 468 wide x 60 tall	\$650	\$475	\$325
<b>D</b> Button 125 wide x 125 tall	\$525	\$375	\$300
Sponsored Announcement <i>* See below</i>	\$525	\$375	\$275
Product/News Posting <i>** See below</i>	\$525	\$375	\$275
Event Posting	\$275	\$225	\$175
Job Posting	\$275	\$225	\$175
White Paper Posting	\$275	\$225	\$175
Workshops/Training Courses	\$275	\$225	\$175

*\* Sponsored Announcement consists of a 1-line Headline, Image, and Text up to 150 words.*

*\*\*Product/News Posting 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
1/1	2/1	3/1	4/1	5/2	6/1	7/1	8/1	9/1	10/3	11/1	12/1

## Digital Magazine Editorial Calendar

Issue Close Dates	Application Features	Technical Features	Event Marketing Calendar Partial List - Subject to Change
<p><b>Spring</b> (Issues April 2016)</p> <p>Editorial Due: 2/19/16 Space Close: 2/26/16 Materials Due: 3/3/16</p>	<ul style="list-style-type: none"> <li>Emerging Technology</li> <li>Antenna Design Techniques &amp; Challenges</li> </ul>	<ul style="list-style-type: none"> <li>New Antenna Design</li> </ul>	<ul style="list-style-type: none"> <li>EDS 2016</li> <li>NAB 2016</li> <li>IWCE</li> </ul>
<p><b>Summer</b> (Issues June 2016)</p> <p>Editorial Due: 4/22/16 Space Close: 4/29/16 Materials Due: 5/5/16</p>	<ul style="list-style-type: none"> <li>Microwave Technology</li> <li>Antenna Components</li> <li>Software</li> </ul>	<ul style="list-style-type: none"> <li>In-Building Wireless / DAS</li> <li>Base Station/Tower/Site Services</li> <li>Antenna RF Modeling</li> </ul>	<ul style="list-style-type: none"> <li>LTE World 2016,</li> <li>4G World</li> <li>DAS &amp; Small Cell Conference</li> <li>IMS 2016</li> <li>IEEE Antennas &amp; Propagation</li> </ul>
<p><b>Fall</b> (Issues October 2016)</p> <p>Editorial Due: 8/19/16 Space Close: 8/26/16 Materials Due: 9/1/16</p>	<ul style="list-style-type: none"> <li>Cellular/PCS</li> <li>Military Electronics</li> <li>RFID Applications</li> <li>Satellite</li> </ul>	<ul style="list-style-type: none"> <li>Software-Defined Radio</li> <li>Smart Antennas</li> <li>Public Safety Antennas</li> </ul>	<ul style="list-style-type: none"> <li>Antenna Systems 2016</li> <li>Remote Monitoring &amp; Control 2016</li> <li>CTIA 2016</li> </ul>
<p><b>Winter</b> (Issues January 2017)</p> <p>Editorial Due: 11/18/16 Space Close: 11/23/16 Materials Due: 12/1/16</p>	<ul style="list-style-type: none"> <li>4G/LTE-A</li> <li>WiMAX/WiFi Technology</li> <li>Device Technology</li> </ul>	<ul style="list-style-type: none"> <li>Test &amp; Measurement</li> <li>MIMO</li> </ul>	<ul style="list-style-type: none"> <li>IEEE International Symposium on Phased Array Systems</li> </ul>
<p><b>In Every Issue: New Products, Application &amp; Technology Features and Industry News</b></p>			



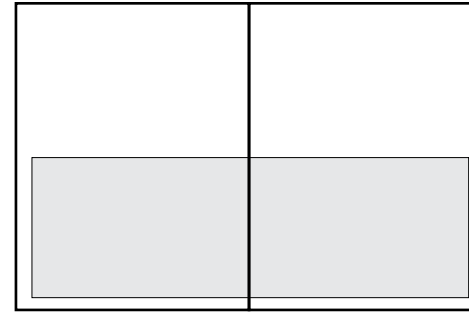
## Digital Magazine Advertising Options & Rates



### Two Page Spread

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

Rate: \$2,350



### 1/2 Page Spread

15.75W x 4.75H

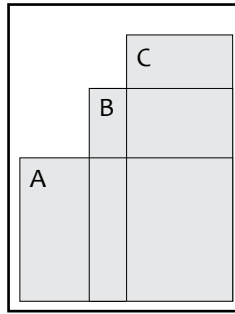
Rate: \$1,750



### Full Page

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

Rate: \$1,600



### A. 1/2 Page Horizontal

7.375W x 4.75H  
 No Bleed

Rate: \$975

### B. 1/2 Page Island

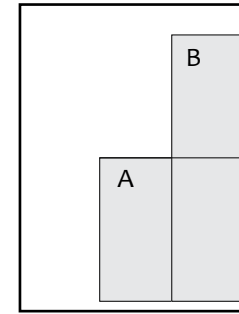
4.5W x 7.375H  
 No Bleed

Rate: \$1,025

### C. 1/2 Page Vertical

3.625W x 9.375H  
 No Bleed

Rate: \$975



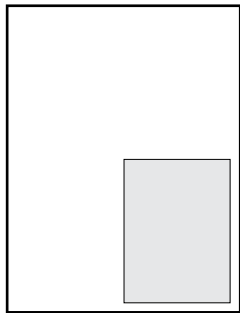
### A. 1/3 Page Square

4.5W x 4.75H  
 No Bleed

### B. 1/3 Page Vertical

2.25W x 9.375 H  
 No Bleed

Rate: \$875



### 1/4 Page

3.625W x 4.75H  
 No Bleed

Rate: \$700

See next page for special interactive digital magazine options.

### Premium Positions:

- Outside back cover, add \$500
- Inside front cover, add \$500
- Inside back cover, add \$250
- Preferred page positions, add \$250

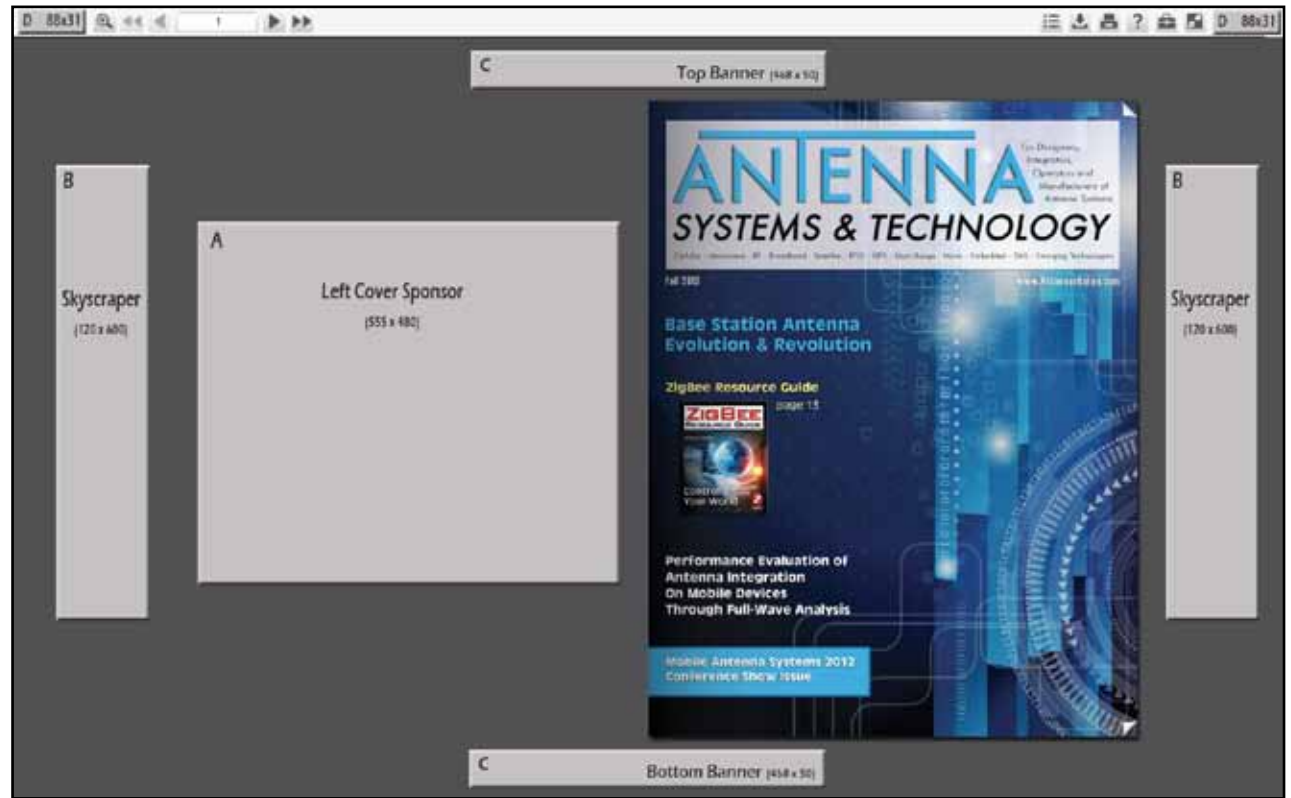
**Schedule:** Published digitally, quarterly. See editorial calendar for deadlines

**Circulation:** 10,000 copies distributed via e-mail, leading industry events, and online download. 95% North America

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

## Nxtbook Advertising Options

<b>A</b> Left Cover Sponsor 555 wide x 480 tall	\$3,400
<b>B</b> Skyscrapers 120 wide x 600 tall	\$1,050
<b>C</b> Top/Bottom Banners 468 wide x 50 tall	\$800
<b>D</b> 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



Antenna Systems & Technology 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 can use it to deliver a customized interactive customer experience to meet their marketing goals.

Visit us online today: [www.nxtbook.com/nxtbooks/webcom/ast\\_salesbook/](http://www.nxtbook.com/nxtbooks/webcom/ast_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](mailto:JulieH@WebcomCommunications.com). For files over 5 mgs, files can be uploaded to Webcom's FTP site using a compatible FTP software program.

### Send production materials to:

Julie Hammond, Production Manager  
Webcom Communications  
7355 E. Orchard Rd, Ste 100  
Greenwood Village, CO 80111  
[JulieH@WebcomCommunications.com](mailto:JulieH@WebcomCommunications.com)

### FTP Site Instructions

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

2) With an ftp Client  
host name: [www.infowebcom.com](http://www.infowebcom.com)  
username: ads  
password: Webcom21

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

# ANTENNA SYSTEMS 2016

NOVEMBER 3-4 • LAS VEGAS, NV

## Antenna Systems 2016

Antenna Systems 2016, being held November 3-4 in Las Vegas, NV, brings the industry together to evaluate new market opportunities, implement new technologies and discover future applications and technical developments. This symposium will feature session tracks to address the antenna market including Antenna Design, Integration & Manufacturing, 4G Developments & Insights, Emerging & Growth Applications and Supporting Technology & Integration.

Antenna Systems 2016 will provide an opportunity to network with peers, professionals and potential business partners involved in technology solutions serving a variety of applications. Visit the exhibit hall and see the latest products, services and systems available and discover what's coming next. If you're a vendor in this rapidly changing field, sign up to exhibit. Space is limited.



The event will be organized to provide numerous opportunities for constructive and creative networking including refreshment and networking breaks, peer discussion sessions, question & answer sessions with leading government, academic, market and technology experts, luncheon, reception and tabletop or portable exhibits. Use this time to network with peers, professionals and potential business partners involved in technology solutions serving a variety of applications.

[www.AntennasOnline.com/conferences](http://www.AntennasOnline.com/conferences)



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