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2017

ANTENNA

SYSTEMS & TECHNOLOGY

www.AntennasOnline.com

Advertising Solutions:

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

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

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Contacts

Sales Manager

Robert Schaudt 720-528-3770 x 125
RobertS@WebcomCommunications.com

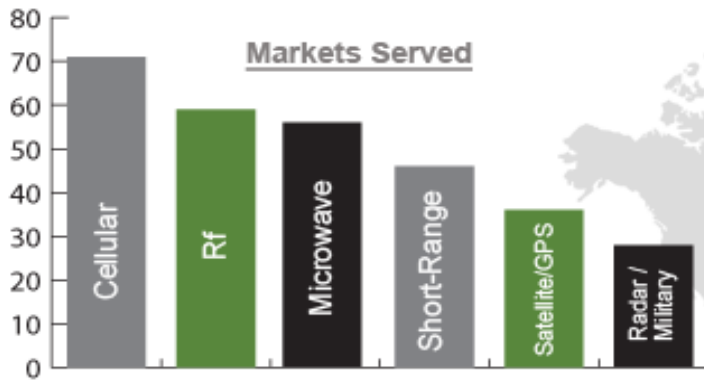
Director of Content

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

ANTENNA
SYSTEMS & TECHNOLOGY

Reach top prospects from multiple key markets all in one place

40,000 + GLOBAL AUDIENCE



GLOBAL PRESENCE

84% North America
9% Europe
7% Asia

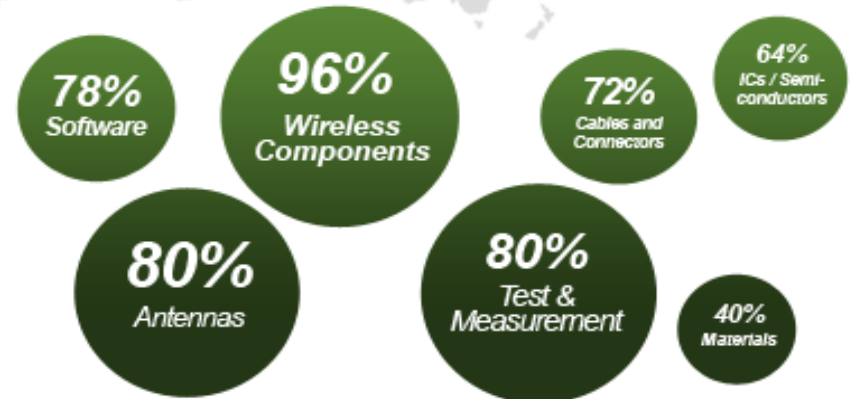
Job Function



Sample of 2017 Media Sponsorships

- Antenna Systems 2017
- IWCE
- IMS
- NAB Show
- CTIA

Purchaser or Supplier of



Digital Magazine Editorial Calendar

Issue Close Dates	Application Features	Technical Features	Event Marketing Calendar Partial List - Subject to Change
<p>Spring (Issues April 2017)</p> <p>Editorial Due: 2/20/17 Space Close: 2/27/17 Materials Due: 3/2/17</p>	<ul style="list-style-type: none"> Emerging Technology Antenna Design Techniques & Challenges 	<ul style="list-style-type: none"> New Antenna Design 	<ul style="list-style-type: none"> EDS 2017 NAB 2017 IWCE
<p>Summer (Issues June 2017)</p> <p>Editorial Due: 4/17/17 Space Close: 4/24/17 Materials Due: 5/4/17</p>	<ul style="list-style-type: none"> Microwave Technology Antenna Components Software 	<ul style="list-style-type: none"> In-Building Wireless / DAS Base Station/Tower/Site Services Antenna RF Modeling 	<ul style="list-style-type: none"> LTE World 2017 4G World DAS & Small Cell Conference IMS 2017 IEEE Antennas & Propagation Sensors Expo
<p>Fall (Issues October 2017)</p> <p>Editorial Due: 8/23/17 Space Close: 8/28/17 Materials Due: 9/1/17</p>	<ul style="list-style-type: none"> Cellular/PCS Military Electronics RFID Applications Satellite 	<ul style="list-style-type: none"> Software-Defined Radio Smart Antennas Public Safety Antennas 	<ul style="list-style-type: none"> Antenna Systems 2017 Remote Monitoring & Control 2017 CTIA 2017
<p>Winter (Issues January 2018)</p> <p>Editorial Due: 11/20/17 Space Close: 11/27/17 Materials Due: 12/1/17</p>	<ul style="list-style-type: none"> 4G/LTE-A WiMAX/WiFi Technology Device Technology 	<ul style="list-style-type: none"> Test & Measurement MIMO 	<ul style="list-style-type: none"> IEEE International Symposium on Phased Array Systems
<p>In Every Issue: New Products, Application & Technology Features and Industry News</p>			



eNewsletter Advertising Options

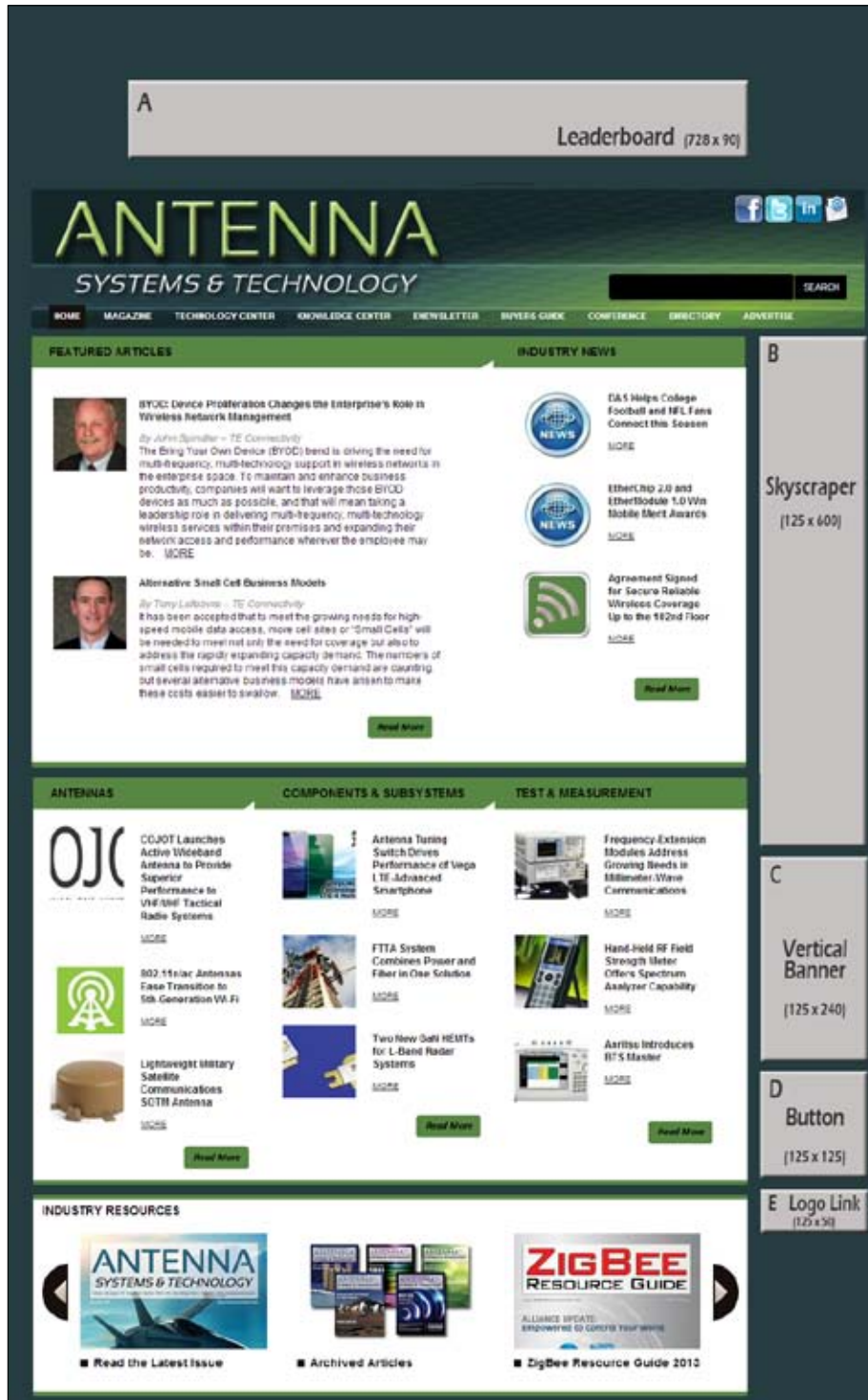
Size	1x	6x	12x
A Top Banner 468 wide x 60 tall	\$1,125	\$850	\$550
B Skyscraper 125 wide x 600 tall	\$950	\$700	\$475
C Mid-Page Banner 468 wide x 60 tall	\$700	\$500	\$350
D Button 125 wide x 125 tall	\$550	\$400	\$325
Sponsored Announcement <i>* See below</i>	\$550	\$400	\$300
Product/News Posting <i>*See below</i>	\$550	\$400	\$300
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$300	\$250	\$200

** Sponsored Announcement and Product Postings consists of a 1-line Headline, Image (125 x 125), and Text up to 150 words.*

- 6,000 Monthly Subscribers
- 15% Average Open Rate
- 17% Average Click Rate
- Reach OEMs, Design Engineers and Product Developers
- Released 3rd Wednesday of each month

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



Website Advertising Options

Monthly Rates (NET)

Size	1X	6X	12X
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

Increase in web traffic via Google Analytics Sept 1, 2014 - July 31, 2015 vs. Sept. 1, 2015 - Aug. 31, 2016.

- Increase 22.28% in Visitors
- Increase of 27.17% in Unique Visitors to the site
- Increase of 10.83% in Pageviews

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	\$175	\$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 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 – \$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



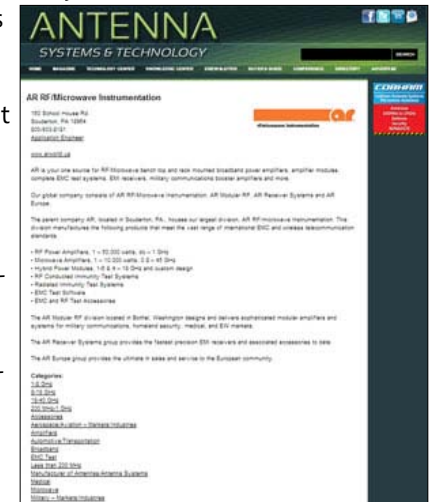
Enhanced Company Profiles – \$750 per year (\$50 for Additional Categories)

- 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 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.)



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, 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

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, AST 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

ANTENNA SYSTEMS

Antenna Systems

Antenna Systems is an annual conference that 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 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

