



rave
[PUBS]

**The #1 AV News Publication.
Period.**

MEDIA KIT | 2024

Our Offerings

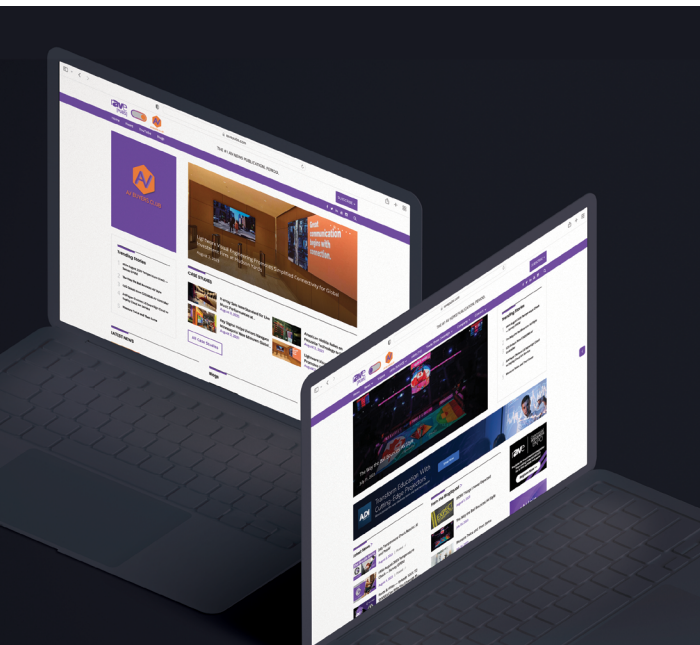
About Us	4
Newsletter Advertising	6
Custom Email Blasts	8
Web/Banner Advertising	9
Social Media Advertising	10
Promoted Content	11
Lead Generation	12
Content Creation/Copywriting	14
Rate Card	15



rAVe [PUBS] is the expert on what's trending and is the #1 trusted information source for all things AV/IT, UCC and digital signage.

ABOUT rAVe [PUBS]

The #1 AV News Publication. Period.



rAVe [PUBS] is THE dynamic news organization and go-to resource for the audiovisual industry, providing opinionated, timely content for the commercial (ProAV), digital signage, UCC, education, live events and residential (HomeAV) audiovisual trade industries.

How we reach our audience:



ONLINE

via rAVePUBS.com and
AVBuyers.club



EMAIL

via 12 newsletters in a
range of verticals



SOCIAL

via rAVe's giant-sized
social following

[PUBS] by the Numbers

rAVe [PUBS] reaches a dedicated and influential audience of readers in several different ways, including rAVePUBS.com, 12 email newsletters and our huge social media following.

rAVe [PUBS] is the expert on what's trending and is the #1 trusted information source for all things AV/IT, UCC and digital signage.

LINKEDIN **in**
93K

X
X (formerly Twitter)

21K

[PUBS] READERS 

100K

FACEBOOK **f**
17K

YOUTUBE 
27K

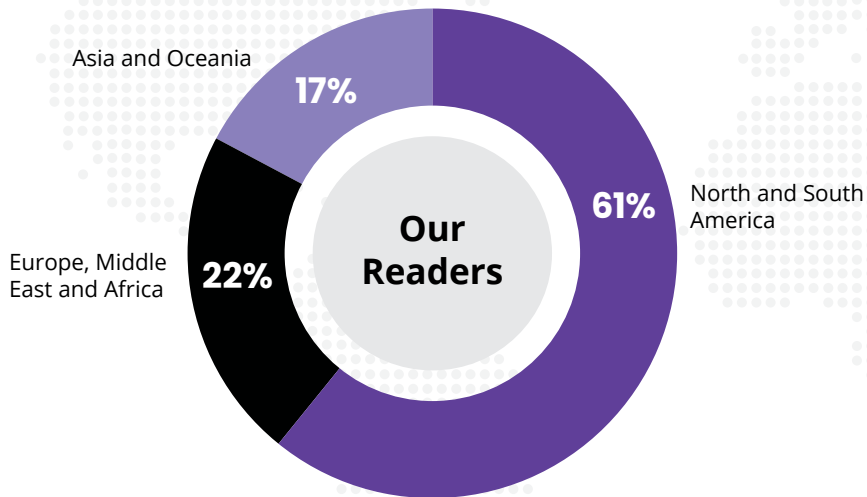
MONTHLY
PAGE
VIEWS 

80K

INSTAGRAM 

3K

*Data as of October 2023

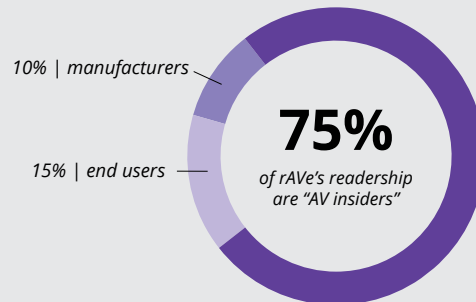


*Estimated data as of August 2023

Our Audience

Our target audience is what we call “AV/UCC and DS Insiders” — dealers, integrators, consultants, designers — they deal in the sale, specification, design and installation of audiovisual, signage and UC products and systems.

However, as the market has evolved, we know reaching end users (e.g., tech managers at universities and CIOs at corporations) who design systems, possess purchasing power or act as in-house integrators, has become critical so we have specific end user publications and special content just for them, too.



Newsletters

rAVe [PUBS] produces 12 newsletters, each targeting a specific vertical market in the AV industry.

These newsletters feature product announcements, educational articles, case studies, opinionated commentary and more — all written by subject matter experts.



rAVe ED [Education]

For integrators, dealers and technical end users working with educational institutions.

Issues per month: 2



rAVe HomeAV

For installers, designers and other AV insiders working in the residential market.

Issues per month: 2



rAVe RADIO

For AV insiders and end users wanting a recap on the podcasts and videos produced by rAVe, with content ranging from advice and commentary to business tips and industry expert interviews.

Issues per month: 2



rAVe Europe

For EMEA-based integrators, designers, distributors, dealers and manufacturers in both ProAV and HomeAV.

Issues per month: 2



rAVe UCC

For integrators, dealers, designers and AV/IT end users focused on communication products and technologies used in corporate and educational environments.

Issues per month: 2



rAVe HOW [House of Worship]

For integrators and dealers in the house of worship AV market.

6 Issues per month: 2



rAVe Rental [and Staging]

For integrators and dealers who work in the AV rental, staging and live events market.

Issues per month: 2



rAVe Security

For AV insiders and end users wanting a recap on the podcasts and videos produced by rAVe, with content ranging

Issues per month: 1



AV Buyers.Club

For technical end users like technology managers, in-house integrators, CIOs, digital signage network operators, AV/IT managers and more.

Issues per month: 2



LAVNCH BLAST

For AV/IT integrators, dealers, designers, consultants, technology purchasers, decision makers, LAVNCH event attendees and members.

Issues per month: 2

Reach readers in a particular vertical market of the AV industry with rAVe newsletter sponsorships.

With each rAVe newsletter sponsorship, sponsors will receive a 300 x 250 px graphic ad with a URL redirect link.



rAVe ProAV Edition

For integrators, installers, designers, consultants and other AV insiders in the commercial market.

Issues per month: 4



rAVe DS [Digital Signage]

For dealers, consultants and end users navigating the unique and growing digital signage market.

Issues per month: 2

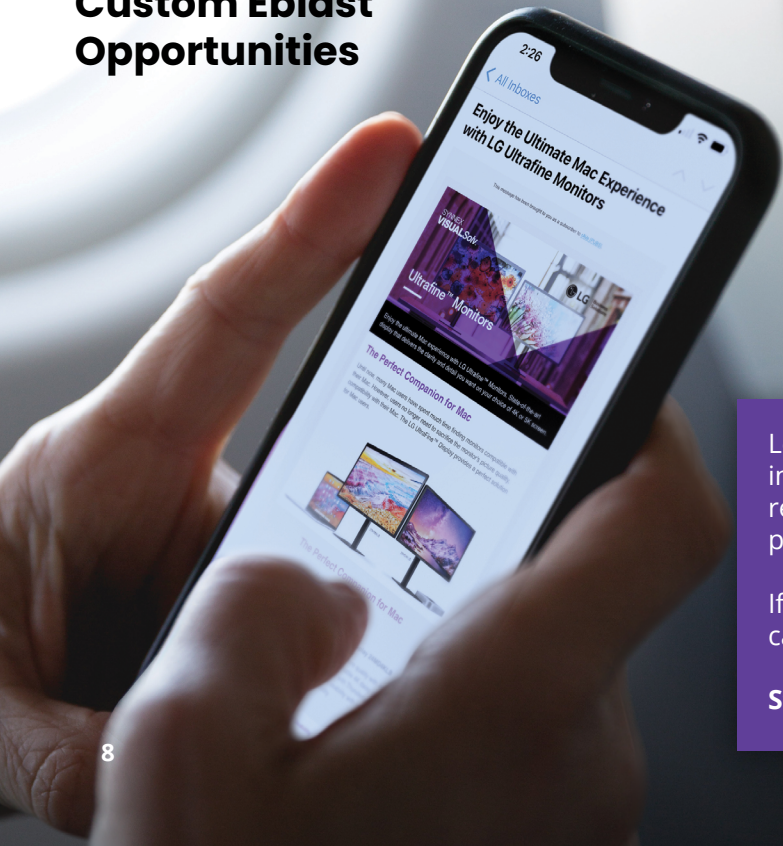
Newsletter	# of Issues per Month	# of Email Blasts	Price per Month	Minimum Contract Length
rAVe ProAV Edition	4	1 / month	\$6,500	12
rAVe DS [Digital Signage]	2	1 / month	\$5,400	6
Newsletter	# of Issues per Month	Price per Month	Minimum Contract Length	
rAVe ED [Education]	2	\$3,600	6	
rAVe HomeAV Edition	2	\$3,600	3	
rAVe RADIO	1	\$3,600	6	
rAVe Europe	2	\$3,000	12	
rAVe UCC [Unified Communications & Collaboration]	2	\$3,000	3	
rAVe HOW [House of Worship]	2	\$3,000	3	
rAVe Rental [and Staging]	2	\$3,000	3	
rAVe Security	1	\$2,500	3	
AV Buyers.Club	2	\$4,200	3	
LAVNCH BLAST	1	\$1,000	1	

Add-on: rAVe newsletter sponsors have the option to purchase individual eblasts to newsletter lists for a discounted price, pending availability.

Max send: 1 / month

Price: \$2,500

Custom Eblast Opportunities



Reach AV Industry Decision-Makers

rAVe ProAV Edition rAVe DS [Digital Signage]	\$7,500
rAVe HomeAV Edition rAVe ED [Education] rAVe Rental [and Staging] rAVe HOW [House of Worship] rAVe UCC [Unified Communications & Collaboration] rAVe RADIO AV Buyers.Club	\$5,500

Leverage rAVe's loyal readership by reaching them directly in their inbox. Our lists are sorted by vertical market to ensure your message reaches the right audience. As part of our share-of-voice advertising philosophy, we limit our eblasts to keep our audience engaged.

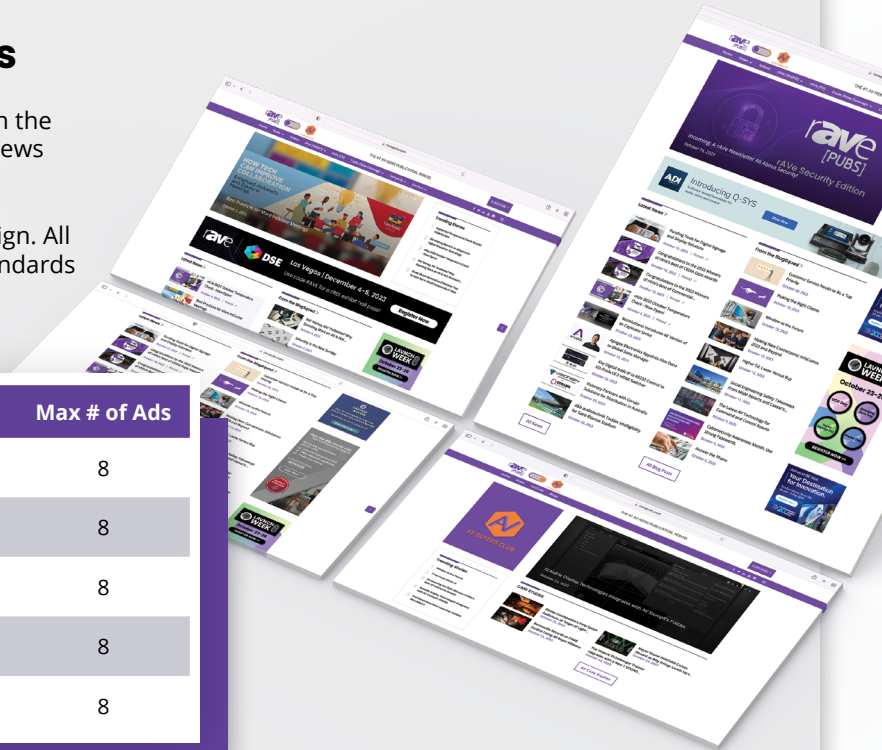
If you need help designing your HTML email, the rAVe [CREATE] team can do it for you.

Starting at \$1,000 per session

Website and Banner Advertisements

The rAve [PUBS] website is your digital media hub for everything in the AV/IT, UCC and Digital Signage industries. We deliver the best AV news and information as the #1 AV news publication. Period.

Banner advertisements are a basic element of a marketing campaign. All banner ads on rAvePUBS.com and/or AVBuyers.Club meet IAB standards and are valued through our **share-of-voice** advertising model.



Location	Format Size (px)	Price per Month	Max # of Ads
Leaderboard rAvePUBS.com	728 x 90	\$1,000	8
Top Medium Rectangle rAvePUBS.com	300 x 250	\$600	8
Bottom Medium Rectangle rAvePUBS.com	300 x 250	\$600	8
Wide Skyscraper rAvePUBS.com	300 x 600	\$1,000	8
Medium Rectangle AVBuyers.club (Our end user site)	300 x 250	\$600	8

Social Media Advertising

More UCC, Digital Signage and AV/IT insiders follow or are connected with us on social media than any other trade publication in the industry. And, you can leverage our social reach and promote your products and/or your brand to our dedicated online audience!



Advisor

Ideal for: Webinar or training promotion, hiring announcements, company news, smaller announcements

Includes:

- Needs-analysis call
- 5 Tweets
- 2 LinkedIn posts
- 2 AVIP LinkedIn group posts
- Performance report

Exposure: 3 Weeks of Content

\$2,000

10



Ambassador

Ideal for: Webinar or training promotion, company news, product announcements, product updates

Includes:

- Needs-analysis call
- 7 Tweets
- 4 LinkedIn posts
- 2 AVIP LinkedIn posts
- 2 posts on Gary Kayye's LinkedIn page
- 2 Instagram posts & shared to stories
- Paid campaign, managed by rAVE
- Performance report

Exposure: 6 Weeks of Content

\$5,000



Influencer

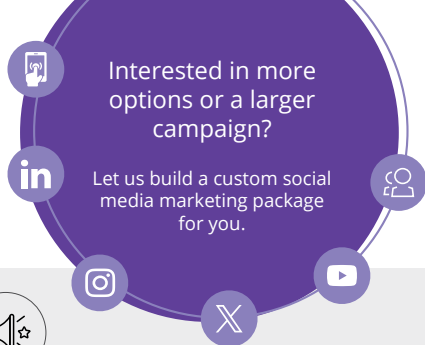
Ideal for: Product launches, product promotion, service highlights and features, brand awareness, case studies, white papers, larger or in-person event promotion

Includes:

- Needs-analysis call
- 12 Tweets
- 8 LinkedIn Posts
- 2 AVIP LinkedIn posts
- 2 posts on Gary Kayye's LinkedIn page
- 4 Instagram posts & shared to stories
- Paid campaign, managed by rAVE
- Performance report

Exposure: 10 Weeks of Content

\$7,500



Promoted Content

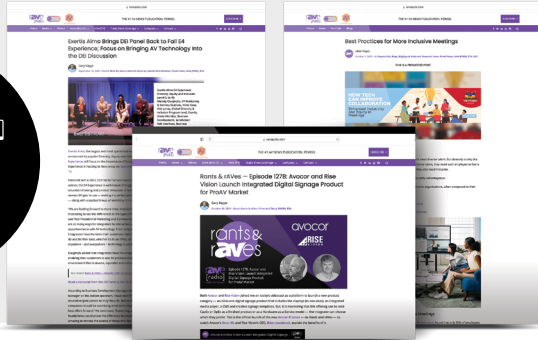
Highlight your brand, products and/or announcements on **rAVePUBS.com** or **AVBuyers.Club**.

The best way to accomplish marketing in a technical industry like ours is through educational content. In a digital economy, content marketing allows you to promote products and establish your company as a thought leader at the same time.

Here's what to expect when you sponsor educational content:

- Featured at the top of the homepage
- Stays pinned for one week minimum
- Marked as promoted for transparency
- Shared on the @rAVePUBS X (formerly Twitter) feed

MONTHLY PAGE VIEWS
80K



Articles



Articles, stories or blogs promoted on the home page of rAVePUBS.com for one week and shared on rAVE's X (formerly Twitter) feed.

Written by you: **\$1,200**
Written by rAVE: **\$2,500**

Podcasts/Videocasts



Podcasts/videocasts posted on rAVePUBS.com, YouTube and shared on rAVE's X (formerly Twitter) feed.

Rants and rAVes with Gary Kayye: **\$2,400**
THE rAVE Esports Show with Bubba Gaedert: starting at **\$2,500**

LinkedIn Live



Live stream video broadcast to Gary Kayye's (40K+) connections and followers as well as rAVE's LinkedIn followers (38K+ followers). Recording posted on rAVePUBS.com and shared on rAVE's X (formerly Twitter) feed.

Starting at: **\$6,000**

Videos



Videos posted on rAVePUBS.com in a promoted article and shared on rAVE's X (formerly Twitter) feed.

Product demo: **\$2,400**
rAVE trade show video: **\$1,200**
Sponsor video: **\$1,200**

Extend your reach with our Social Media Add-On Package

We'll share your content on the rAVE PUBLS LinkedIn page, in the AVIP LinkedIn group, on Gary Kayye's personal LinkedIn and on our Instagram page..

+**\$1,200**

Want to reach our newsletter audience too?

Our **Newsletter Add-On Package** will ensure your content is highlighted in one of our rAVE Newsletters with a special graphic ad.

+**\$500**

rAve [PUBS] Lead Generation Opportunities

White Paper/Case Study Promotion starting at \$3,000

When you promote your case study or white paper with rAve, it will be:

- Published as a story on rAvePUBS.com for one week minimum
- Featured as an ad designed by rAve in the corresponding rAve newsletter for one month
- Posted about on rAve social media channels as a six-post campaign

If your content is lengthy (over 3,000 words) or behind a lead wall, our team will write a blog post that promotes it and links to where it is hosted.

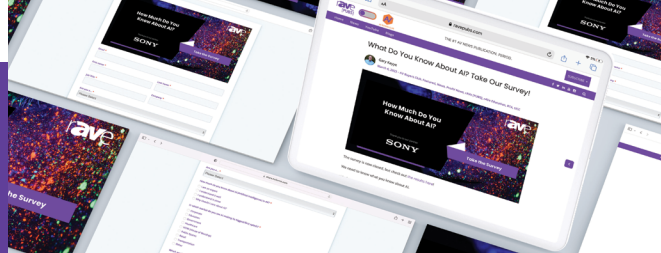
Add-On: Leverage rAve's subscribers and promote your case study or white paper with a custom HTML designed by rAve.

Starting at \$4,500

Add-On: Capture leads and host your content on rAvePUBS.com with a custom lead wall managed by rAve.

Prices Vary

rAve surveys receive an average of 125 respondents.



rAve Surveys — starting at \$10,000

Gain insights directly from insiders in the UCC, Digital Signage and AV/IT industries, including those who are not yet your customers!

Here's how it works:

Design. Our team will design a branded survey to help you collect leads and get feedback on new products or technology.

Promote. Your survey will be promoted in a custom email blast and on rAve's social media channels.

Incentivize. We manage the incentives for survey takers to optimize results.

Receive. All of the answers and leads collected from the survey are given to you for your use.

LAVNCH & LEARNs

Its like a webinar, only way, way better!

Ask about any upcoming planned LAVNCH & LEARN events hosted by rAVe [PUBS] or let us plan an event specific to your marketing goals and needs.

We have opportunities for thought leadership, product introductions and more!

Similar to a webinar, LAVNCH & LEARNs include:

- Turnkey event services
- Live event moderated by Gary Kayye, Megan A. Dutta or Steph Beckett
- Customizable live audience engagement features
- Dedicated landing page with video content, photos and downloadable assets
- One-on-one and group networking with attendees
- Registered attendee lead data
- Email promotion
- Social media promotion

Custom LAVNCH & LEARN
Starting at \$10,000



#avIRL

Take your case studies to the next level.

Case studies are a great way to demonstrate how specific problems are solved with technology solutions and designs, but what about the experiences that don't make it to the paper?

Introducing #avIRL (AV in Real Life), where you can present case studies live to a targeted audience of potential buyers.

#avIRL Sponsorships Include:

- 1-hour live panel discussion moderated by Gary Kayye, Megan A. Dutta or Steph Beckett
- Audience Q&A and polling (four to six questions)
- Dedicated landing page with video content, photos and downloadable assets
- One-on-one and group networking with attendees
- Custom session banner designed by rAVe
- Promotion to the LAVNCH community
- Registered attendee lead data

Starting at \$12,500

#avIRL

Bringing you AV case studies
in REAL LIFE

Content Creation & Copywriting

Effective content marketing starts with great content that educates your target audience and positions your product or company correctly — all while being engaging. It's a tough job, and many marketing departments lack the resources to do it well.

Fortunately, rAVe has the technical acumen and content creation skills to produce whatever you need.

Blogs

400-800 Words

Includes:

- Brainstorming session for topics and content planning
- One 30-minute interview with a subject matter expert
- Custom graphics created by rAVe
- Licensed images provided by you and/or rAVe

\$1,500

+ \$1,000 to promote on rAVePUBS.com
(optional)

Case Studies

1,500+ Words

Includes:

- Brainstorming session for topics and content planning
- Three 30-minute interviews, each with a subject matter expert
- Custom branded case study template
- Final PDF for distribution and promotion

Starting at \$5,000

+ \$3,000 to promote on rAVePUBS.com
(optional)



Services include:

- Ghostwriting blogs
- White-labeled content
- Email marketing
- Video ad scripts
- Graphic design

White Papers

1,500+ Words

Includes:

- Brainstorming session for topics and content planning
- Three 30-minute interviews, each with a subject matter expert
- Custom branded white paper template
- Final PDF for distribution and promotion

Starting at \$6,000

+ \$3,000 to promote on rAVePUBS.com
(optional)

rAve [PUBS] Rate Card

Newsletter and Email Opportunities

See more on pages 6, 7 and 8

Newsletter	Issues per Month	Email Blasts*	Price per Month	Custom HTMLs
rAve ProAV Edition	4	1 / month	\$6,500	\$7,500
rAve DS [Digital Signage]	2	1 / month	\$5,400	\$7,500
Newsletter	Issues per Month	Price per Month		Custom HTMLs
rAve ED [Education]	2	\$3,600		\$5,500
rAve HomeAV Edition	2	\$3,600		\$5,500
rAve RADIO	1	\$3,600		\$5,500
rAve Europe	2	\$3,000		\$5,500
rAve UCC [Unified Communications & Collaboration]	2	\$3,000		\$5,500
rAve HOW [House of Worship]	2	\$3,000		\$5,500
rAve Rental [and Staging]	2	\$3,000		\$5,500
rAve Security	1	\$2,500		\$5,500
AV Buyers.Club	2	\$4,200		\$5,500
LAVNCH BLAST	1	\$1,000		\$5,500

*Monthly sponsorship of rAve ProAV and rAve [DS] newsletters include one sponsored-dedicated email blast per month.

Web Banner Advertising Opportunities

See more on page 9

Location	Size	Price per Month
Leaderboard	728 x 90 px	\$1,000
Medium Rectangle (Top & Bottom)	300 x 250 px	\$600
Wide Skyscraper	300 x 600 px	\$1,000

Social Media Advertising Opportunities

See more on page 10

Package	Investment
Advisor	\$2,000
Ambassador	\$5,000
Influencer	\$7,500

Promoted Content Opportunities

See more on page 11

Item	Investment
Articles	Starting at \$1,200
Podcasts/Videocasts	\$2,400
LinkedIn Live	Starting at: \$6,000
Videos	Starting at \$1,200
White Paper/Case Study Promotion	Starting at: \$3,000

Lead Generation Opportunities

See more on pages 12 and 13

Item	Investment
Surveys	Starting at: \$10,000
Custom LAVNCH & LEARNS	Starting at: \$10,000
#avIRL Case Study Panels	Starting at: \$12,500

Content Creation & Copywriting Opportunities

See more on page 14

Item	Investment
Blogs	\$1,500
Case Studies	Starting at \$5,000
White Papers	Starting at \$6,000

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