

[www.geospatial-solutions.com](http://www.geospatial-solutions.com)

2011 Media Planner

APPLYING THE POWER OF PLACE

**Geospatial**  
**solutions**



# Audience

**Geospatial Solutions** is an objective online community that addresses GIS, Earth imaging, and related geospatial markets — reaching the industry’s core purchasers and decision makers.

**Markets Served:**

- Earth Imaging & Remote Sensing
- Survey & GPS
- GIS & Mapping
- Natural Resources
- Government & Military
- Transportation & Civil Engineering
- LBS, Utilities & Communications
- Business Analytics

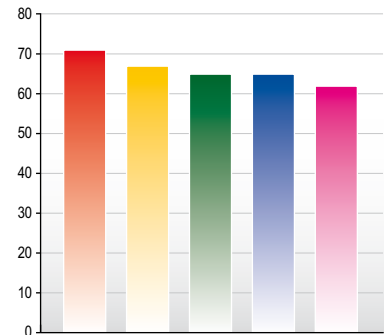
The **Geospatial Solutions** audience works with multiple technologies, and depends on a steady flow of updates to keep up with the rapid pace of change in the industry.

**Targeted Professionals:**

- Federal/State/Local Governments
- Private/Public Utilities
- Defense
- Natural Resources
- Engineering/Surveying, Construction
- Education
- Banking/Financial Services
- Public Safety
- Transportation

**Reach over 36,000+ influential buyers of GIS and related products**

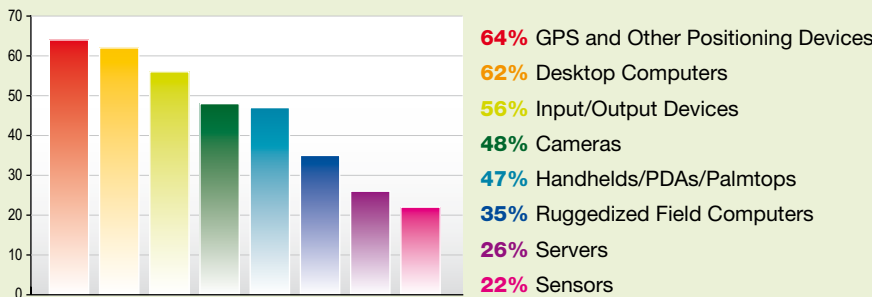
**The Geospatial Solutions Audience Will Likely Use Emerging Online Resources:**



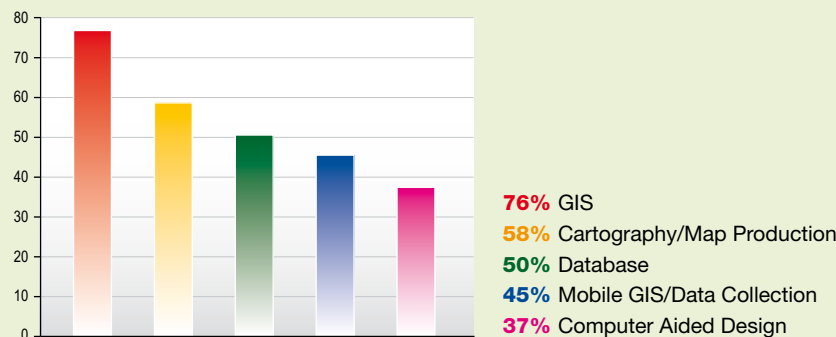
- 71% Code Downloads** – Customized code for software application such as AutoCAD and ArcGIS
- 67% Map Mash-ups** – Web applications created by mashing an already existing open mapping platform with original software
- 65% Discussion Forums** – Databases that store, sort, organize and manage messages submitted by participants
- 65% Webinars** – Tutorials or events conducted via the Internet
- 62% Podcasts** – Audio or video files, such as tutorials or industry updates, distributed over the Internet

Source: Accelara Research

**Reach HARDWARE Purchasers and Decision Makers:**



**Reach SOFTWARE Purchasers and Decision Makers:**



## Website

**Geospatial Solutions's** online editorial coverage provides in-depth feature columns from its editorial staff and other industry experts, timely analysis, interesting application case studies and focused news on the use of Geographic Information Systems (GIS) throughout all industries that utilize geospatial data.

## Newsletters

Find incisive news, expert commentary on GIS issues, as well as technology updates affecting the deployment and effectiveness of GIS, advancing GIS, geospatial data and geospatial data collection methods.

### **Geospatial Solutions Weekly**

The latest news and views on developments and trends in the geospatial sphere. Spans technologies including Earth imaging, remote sensing and GPS/survey, and applications including natural resources, government/military, transportation, civil engineering, location-based services and business analytics.

*Mails on Tuesdays*

### **GeoIntelligence Insider**

Timely news and analysis about the use of spatial technology insights for homeland security and national defense.

*Mails second Tuesday of the month*

### **GPS World's Survey Scene**

Timely analysis on the use of global positioning technologies in the survey and construction industries. Technology updates spanning GPS, GLONASS, and Galileo; real-time kinematic (RTK) GPS; differential corrections (DGPS) via satellite-based augmentations (SBAS) both private and government, and Coast Guard beacons; and integration of Bluetooth, inertial, remote sensing, and other technologies.

*Mails first and third Wednesdays of the month*

### **GPS World's Wireless Pulse**

Expert commentary on issues affecting the utilization of global positioning technology in utilities and communications, from the editors of *GPS World*.

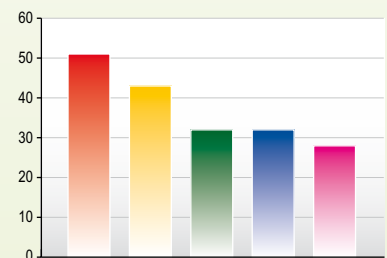
*Mails third Wednesday of the month*

### **GPS World's LBS Insider**

Focused news on the design, deployment, and use of location-based services (LBS) technologies around the world.

*Mails second Wednesday of the month*

## Four in Five E-Newsletter Recipients Take Action:



**51%** Visited geospatial-online.com for information on an article

**43%** Discussed an article or referred someone to it

**32%** Clicked through an ad to get to the vendor's website

**32%** Looked up products by type in Geospatial Solutions Archives

**28%** Forwarded product announcements to a colleague

Source: Accelara Research

# E-Newsletter Calendar

## From Geospatial Solutions

### Geospatial Solutions Weekly

### GeoIntelligence Insider

	Geospatial Solutions Weekly	GeoIntelligence Insider
Jan	1/4, 1/11, 1/18, 1/25	1/11
Feb	2/1, 2/8, 2/15, 2/22	2/8
March	3/1, 3/8, 3/15, 3/22	3/8
April	4/5, 4/12, 4/19, 4/26	4/12
May	5/3, 5/10, 5/17, 5/24	5/10
June	6/7, 6/14, 6/21, 6/28	6/9
July	7/5, 7/12, 7/19, 7/26	7/12
Aug	8/2, 8/9, 8/16, 8/23, 8/30	8/9
Sep	9/6, 9/13, 9/20, 9/27	9/13
Oct	10/4, 10/11, 10/18, 10/25	10/11
Nov	11/1, 11/8, 11/15, 11/22	11/8
Dec	12/6, 12/13, 12/20	12/13

## Market Insights Webinars

### Webinar Topic

	Webinar Topic	
Jan	Wireless, GIS	1/20,1/26
Feb	Location-Based Services	2/17
March	Survey	3/17
April	GNSS Design & Test	4/21
May	Defense, GIS	5/19,5/25
June	Survey	6/23
July	Professional OEM	7/21
Aug	GNSS Design & Test, GIS	8/18,8/24
Sep	Location-Based Services	9/15
Oct	Survey	10/20
Nov	Wireless	11/17
Dec	Professional OEM	12/15

## From Our Related Properties

### GPS World's Survey Scene

### GPS World's Wireless Pulse

### GPS World's LBS Insider

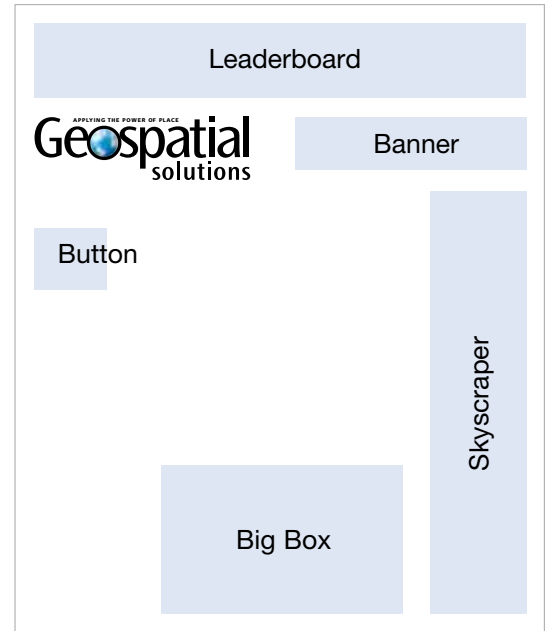
	GPS World's Survey Scene	GPS World's Wireless Pulse	GPS World's LBS Insider
Jan	1/5, 1/19	1/19	1/12
Feb	2/2, 2/16	2/16	2/9
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Nov	11/2, 11/16	11/16	11/9
Dec	12/7, 12/21	12/21	12/14

Sign up to receive **Geospatial Solutions** E-mail Newsletters at:

[www.geospatial-solutions.com/newsletters](http://www.geospatial-solutions.com/newsletters)

Digital Ad Mechanical Requirements		
Ad Unit	Dimensions (pixels)	Max file Size
Leaderboard	728 x 90	30 KB
Banner	468 x 60	20 KB
Skyscraper	160 x 600	40 KB
Button	125 x 125	10 KB
Big Box	336 x 280	46 KB

Geospatial Solutions Third-Party Tags.



1. Send materials for newsletters and site placements separately.
2. When submitting materials to Ad Manager, use the following naming conventions within the subject line:
  - Site placements: ADVERTISER NAME, SITE, LIVE DATE
  - Newsletter placements: ADVERTISER NAME, EMAIL NAME, LAUNCH DATE
3. Deadlines: Material deadlines are due as follows:
  - Site placements: Three (3) days prior to campaign start date
  - Newsletter placements: Five (5) days prior to campaign start date
 Late materials may not be posted on time.
4. File Formats:
  - Site placements: GIF, JPEG, PNG, FLASH and other rich media formats
  - Newsletter placements: GIF, JPEG, PNG
5. Animation: No limits on animation loops. Creative that is considered annoying or hampers the user experience (i.e., big bright, flashing colors) will not be accepted.
6. Rich Media (Site Placements Only): Flash, Dhtml, Java, third party tags, streaming video, Enliven, image maps. Please call if the rich media you are using is not listed. If you intend to do any work with Flash, please contact [admanager@questex.com](mailto:admanager@questex.com) ahead of time as there are some design considerations that need to be made in order for Flash ads to work with our ad serving software.

**The click URL must be received separately from the SWF file.**  
**Please do not embed the click URL in the code.**

7. Third-party ad tags are accepted. The click URL must be received separately from any third-party tag, even if it's embedded in the code.

**SEND DIGITAL AD MATERIALS TO:**

Ad Manager  
 e-mail: [admanager@questex.com](mailto:admanager@questex.com)  
 Fax: 617-663-6471  
 Contact your Account Manager with questions.

# Rates

## E-Mail Newsletter Rates

	<b>Leaderboard</b> 728 x 90 pixels	<b>Banner</b> 468 x 60 pixels	<b>Skyscraper</b> 160 x 600 pixels	<b>Button</b> 125 x 125 pixels
<b>Geospatial Solutions Weekly</b>	\$ 1,300	\$ 1,040	\$ 1,040	\$ 650
<b>GeoIntelligence Insider</b>	1,000	900	900	500
<b>GPS World's Survey Scene</b>	2,250	1,950	1,950	1,150
<b>GPS World's Wireless Pulse</b>	2,250	1,950	1,950	1,150
<b>GPS World's LBS Insider</b>	2,250	1,950	1,950	1,130

## Website Rates

<b>Leaderboard</b>	728 x 90 pixels	\$ 65 CPM
<b>Banner</b>	468 x 60 pixels	55 CPM
<b>Skyscraper</b>	160 x 600 pixels	45 CPM
<b>Big Box</b>	336 x 280 pixels	45 CPM
<b>Button</b>	125 x 125 pixels	15 CPM

## Career Locator

<b>Single Job Posting</b>	
<b>30 Day</b>	\$ 225
<b>60 Day</b>	\$ 295
<b>Unlimited Job Posting Packages</b>	
<b>One Month</b>	\$ 995
<b>Six (6) Months</b>	\$ 5,075
<b>Twelve (12) Months</b>	\$ 7,613

## Live Coverage Sponsorships

Geospatial-solutions.com will feature live daily coverage of key industry events, trade shows, technical conferences and pre-conference meetings in the main section of our home page. As a sponsor, your company logo will be embed into the editorial content section of our home page, prominently highlighting your brand as a sponsor.

<b>Exclusive Logo Sponsorship</b>	\$ 5,000
<b>Co-Branded Logo Sponsorship</b>	\$ 2,500

## Blogs

<b>Website Blogs</b>	<b>Rate/Monthly</b>
<b>Editor's Blog</b>	\$ 2,500
<b>Tech Talk Blog</b>	\$ 2,500

All rates are net

Please contact your sales representative for details.

## Webinars

<b>Custom - Single Sponsor</b>	
<i>Geospatial Solutions</i> offers three custom web seminar packages to meet your marketing goals and maximize your budget.	
<b>Platinum Package</b>	\$ 25,000
<b>Gold Package</b>	20,000
<b>Silver Package</b>	10,000
<b>Market Insights - Multiple Sponsor</b>	
A series of co-branded web seminars hosted by our industry experts from <i>Geospatial Solutions</i> and <i>GPS World</i> .	
<b>Logo Co-Sponsorship</b>	\$ 2,500
<b>Logo Co-Sponsorship + Registration Database</b>	5,000

## Video Gallery

\* 1x Set-up Fee

<b>Video Gallery Channels</b>	<b>Rate/Monthly</b>
<b>Editorial Channel Sponsorship (A/V): Existing Editorial Product</b>	\$ 3,000
<b>Sponsored Channel Launch: Advertiser Driven (12 Mo)</b>	\$ 10,000* + 1,000/mo
<b>Sponsored Podcast Channel Launch: Advertiser Driven (12 Mo)</b>	\$ 7,000* + 700/mo
<b>Editorial Pre-Roll Sponsorship</b>	\$ 1,500
<b>Single Video Sponsorship</b>	\$ 1,500

## Classified Web

<b>White Paper Postings</b>	<b>Rate/Lead</b>
Advertisers will receive weekly leads that are collected via registration form which is required in order to receive access to the white paper. PDF White Paper, 50-word summary and company logo.	\$ 25



## Advertising/Classified/Recruitment:

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## Ad Traffic:

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For all ad traffic matters, contact

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