

GPS World



THE BUSINESS AND TECHNOLOGY OF GLOBAL NAVIGATION AND POSITIONING

EDITORIAL CALENDAR & RATES 2012



George Casey

Publisher

george.casey@questex.com

216.706.3752

Chris Litton

International Accounts Executive

chris.litton@questex.com

323.229.6165



GPS World

	Space Close / Materials Due	Regular Departments	Industry Sector Articles	Sector Topic	Special Feature	Magazine Bonus Distribution	Live Show Coverage
January	12/1 space 12/8 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	Professional OEM Defense GNSS System	Receiver Design Security/Surveillance GPS Modernization	Receiver Survey	Consumer Telematics Show ION National Technical Meeting	ION Tech Meeting
February	1/5 space 1/11 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	Survey Location-Based Services Wireless	Built Structures In-Vehicle Services Smart Phones	Antenna Survey	Mobile World Congress	
March	2/1 space 2/8 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	Wireless GNSS System Transportation Professional OEM	Infrastructure Augmentations Aviation Multi-GNSS Receivers		CTIA Wireless - Spring Munich Satellite Navigation Summit	CTIA Wireless, Munich Summit
April	3/1 space 3/8 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	GNSS System Survey Defense Consumer OEM	Galileo Mapping Precision Guidance Maps & Services		GITA Location Business Summit Europe	
May	4/4 space 4/11 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	Professional OEM Survey Transportation	Sensor Integration Ag & Natural Resources Vehicle Integration		Telematics Detroit INTERGEO EAST	
June	5/2 space 5/9 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	Defense GNSS System Transportation	Aviation/Space Receiver Design Fleet/Freight Tracking	Buyers Guide, Corporate Profiles	Joint Navigation Conference	Joint Navigation Conference
July	6/5 space 6/13 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	Survey Professional OEM Defense Wireless	Deformation Ultra Accuracy Warfighter Personal Navigation		ESRI Int'l User Conference	ESRI Int'l User Conference
August	7/5 space 7/12 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	Survey Transportation Consumer OEM Location-Based Services	Mapping & GIS Fleet/Freight Tracking Handhelds Indoor Positioning	New Product Showcase	AUVSI'S Unmanned Systems North America	
September	8/2 space 8/9 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	GNSS System Defense Survey Professional OEM	GNSS Modernization Navigation RTK/Networks Machine Control		ION GNSS CTIA Wireless - Fall	ION GNSS CTIA WIRELESS - Fall
October	8/30 Space 9/6 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	Survey Transportation Defense Professional OEM	Built Structures Rail HazMat Attitude Determination		INTERGEO Telematics Japan	
November	10/4 space 10/11 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	Consumer OEM Wireless Location-Based Services GNSS System	Automotive Timing Infrastructure Integration w/other Technologies		IGNSS PTTI Telematics Munich Fleet & Asset Management, USA European Navigation Conference	European Navigation Conference - ENC-GNSS
December	11/31 space 11/7 materials	The System: GNSS Developments The Business of GPS/GNSS On the Edge: Applications Business Outlook Expert Advice	GNSS System Wireless Defense Professional OEM	Modernization Personal Navigation Modernization 2013 Outlook	Directions 2013		



Market Insights Webinars*			Navigate! Weekly News	Survey Scene	Defense PNT	LBS Insider	Professional OEM	Wireless Pulse	GNSS Design & Test
January	Wireless	1/19	1/3 1/10 1/17 1/24 1/31	1/4 1/18	1/11	1/11	1/18	1/18	1/25
	GIS	1/26							
February	Location-Based Services	2/16	2/7	2/1	2/8	2/8	2/15	2/15	2/22
			2/14	2/15					
			2/21						
			2/28						
March	Survey	3/15	3/6	3/7	3/14	3/14	3/21	3/21	3/28
			3/13	3/21					
			3/20						
			3/27						
April	GNSS Design & Test	4/19	4/3	4/4	4/11	4/11	4/18	4/18	4/25
			4/10	4/18					
			4/17						
			4/24						
May	Defense GIS	5/17 5/24	5/1	5/2	5/9	5/9	5/16	5/16	5/23
			5/8	5/16					
			5/15						
			5/22 5/29						
June	Survey	6/21	6/5	6/6	6/13	6/13	6/20	6/20	6/27
			6/12	6/20					
			6/19						
			6/26						
July	Professional OEM	7/19	7/3	7/11	7/11	7/11	7/18	7/18	7/25
			7/10	7/25					
			7/17						
			7/24						
			7/31						
August	GNSS Design & Test GIS	8/16 8/23	8/7	8/1	8/8	8/8	8/15	8/15	8/22
			8/14	8/15					
			8/21						
			8/28						
September	Location-Based Services	9/20	9/4	9/5	9/12	9/12	9/19	9/19	9/26
			9/11	9/19					
			9/18						
			9/25						
October	Survey	10/18	10/2	10/3	10/10	10/10	10/17	10/17	10/24
			10/9	10/17					
			10/16						
			10/23						
			10/30						
November	Wireless	11/15	11/6	11/7	11/14	11/14	11/14	11/21	
			11/13	11/21					
			11/20						
			11/27						
December	Professional OEM	12/13	12/4	12/5	12/12	12/12	12/19	12/19	12/26
			12/11	12/19					
			12/18						
			12/27						

Check out our monthly Video Interviews and Editor's Blog – Wide Awake at GPSWorld.com

*Third Tuesday of each month, except holidays or otherwise stated in the 2012 GPS World Media Planner

Display

Frequency Discounts					Additional Fees	
Space Unit	1x	3x	6x	12x	Placement Fees	
Spread	\$ 17,210	\$ 16,805	\$ 16,193	\$ 15,875	Cover 2	\$ 945
Full Page	8,460	8,403	8,229	7,935	Cover 3	945
2/3 Page	6,947	6,890	6,745	6,514	Cover 4	1,315
1/2 Page	5,434	5,382	5,290	5,105	Preferred Position	10%
1/3 Page	4,308	4,279	4,187	4,054		
1/4 Page	3,465	3,442	3,378	3,263		

Newsletter

Monthly Newsletter		Weekly Newsletter		Custom Newsletters	
Ad Unit	Rate/Broadcast	Ad Unit	Rate/Week	Single Issue	Multiple Issue Series
Leaderboard 728 x 90	\$ 2,250	Leaderboard 728 x 90	\$ 2,750	Starting at \$ 6,500	Starting at \$ 7,500
Banner 468 x 60	1,950	Banner 468 x 60	2,500		
Skyscraper 160 x 600	1,950	Skyscraper 160 x 600	2,500		
Button 125 x 125	1,150	Button 125 x 125	1,250		
Sponsored Products (50 words and images within editorial)	\$ 1,200				

Website

Website		Career Locator	
Ad Unit	Flat Rate/Month	Single Job Posting	
Leaderboard 728 x 90	\$ 3,400	30 Day	\$ 225
Banner 468 x 60	3,000	60 Day	295
Skyscraper 160 x 600	2,600	Unlimited Job Posting Packages	
Big Box 336 x 280	2,600	One Month	\$ 995
Button 125 x 125	800	Six (6) Months	5,075
		Twelve (12) Months	7,613

Live Coverage Sponsorships

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Tech Talk Blog	2,500

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Logo Co-Sponsorship + Registration Database	5,000

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

Classified Per Column Inch

Magazine*				
Frequency	1x	3x	6x	12x
Per Column Inch (1 column = 2.125 inches, 1 inch minimum)				
B/W	\$ 310	\$ 295	\$ 282	\$ 254
2-COLOR	340	325	310	284
4-COLOR	368	353	340	312

Classified Web

White Paper Postings		Rate/Per Lead
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
Website		Flat Rate
Button 120 x 60		\$ 500

Classified Text Ads

Classified Magazine Text Ads	
Classified section of text-based ads including company name and URL available in the GPS World print publication.	\$ 3 per word/per month (\$ 75 minimum)
Classified Web Text Ads	
Classified section of text-based ads including company name and URL available on GPS World website.	\$ 3 per word/per month (\$ 75 minimum)
Classified Newsletter Text Ads	
Classified section of text-based ads including company name and URL available in each of the GPS World newsletters.	\$ 250 per broadcast (30 word maximum)

* Classifieds: Actual ad cost determined by number of columns multiplied by number of inches at applicable frequency rate and color choice.

All Classifieds: All classifieds must be prepared by the issue closing date. We accepted check, VISA, MC & AMEX. Terms and conditions on advertising contract apply.

All ad rates are gross