GPS World
THE BUSINESS AND TECHNOLOGY OF GLOBAL NAVIGATION AND TIMING
MEDIA PLANNER 2013

Real Numbers. Real Value.

Delivering the worlds of
GPS | Galileo | GLONASS | Compass | QZSS | IRNSS | WAAS | EGNOS
and more!
GPS World’s media platform provides compelling editorial content and marketing messages mapped to the specific needs of core purchasing audiences in a range of vertical industries. Via print and digital, it provides technical and business information on global navigation satellite systems (GNSS) to:

- engineers
- product designers
- manufacturers of original equipment and of integrated systems
- researchers
- developers
- system integrators
- executives and high-level managers in industry and government
- service providers
- and a wide range of end-users.

The GPS World enterprise serves the full international technology community that incorporates global positioning, navigation, and timing (PNT) technologies into corporate strategies, operations, products, and services to maximize profit and performance.

GPS World fulfills this mission through an integrated information system of print, email newsletters, web sites, webinars, blogs, social media, and videos providing critical intelligence to industry decision-makers, technical experts, purchasers, specifiers, and users.

GPS World serves an international audience of:

- **40,458** individual magazine subscribers (GPS World June 2012 Verified Audit Circulation (VAC) Audit Report. Does not include pass-along readership)
- **478,029** unique visitors to GPSWorld.com, an average of nearly **40,000** per month (Google Analytics publisher’s data)
- **101,594** opt-in subscribers to one weekly and eight monthly e-newsletters (June 2012 VAC Audit Report)
- **9,153** social media members following us on LinkedIn, Twitter, and Facebook (LI, TW, FB publisher’s data).

GPS World is the only GNSS publication that certifies and guarantees its circulation with an independent, verified media audit.
GPS World’s Integrated Media Platform

The GPS World brand is the industry’s leading media network, providing advertisers with complete access to a multi-platform integrated portfolio that fulfills the market’s diverse content-distribution needs.

The GPS World enterprise covers every GNSS:

GPS | Galileo | GLONASS | Compass
WAAS | EGNOS | QZSS | IRNSS | ...and more!

It tracks GNSS integration with other PNT technologies — inertial, laser, LORAN, and others — as well as wireless communications and radio frequency techniques such as RFID, Bluetooth, and more.
Our Global GNSS Audience = Your Global GNSS Audience

Magazine

40,000+ Subscribers  
*(GPS World June 2012 VAC Audit Report)*

*GPS World* presents the high-quality, business-oriented and technically-rich editorial content that readers have told us they want. The magazine adds true — and audited — value to your overall marketing campaign. 69% of *GPS World* subscribers are one-year qualified.

Website

592,000+ Absolute Unique Visitors  
*(Google Analytics publisher data)*

Anytime, anywhere, buyers can find the products and solutions that matter most to them. *GPSWorld.com* gives you targeted, measurable exposure to hundreds of thousands of purchasers and decision-makers around the globe.

Newsletters

*GPS World* Newsletters open rate and click-through rate far exceed the media/publishing industry standards.

- **GPS World Newsletters percentage**  
  *(Hallmark Data Systems, publisher’s data)*

- **Media/Publishing industry standard percentage**  
  *(Email Marketing Metrics Report, mailermailer.com)*

Average Open Rate: 38%  
Average Click-Through Rate: 24%

Integrated Audience Management

Total unduplicated reach: 63,228 Core Buyers Across the *GPS World* brand.  
*(GPS World June 2012 VAC Audit Report)*
Strength at Every Link of the Value Chain

The GPS World network delivers your advertising and marketing messages to all the key audiences throughout the design-purchasing-integrating-reselling value chain, from research to product development to original equipment manufacture to end user.

**Researchers**
- Signal Developers
- Chip Designers
- System Designers
- Bench Engineers

**OEMs**
- Defense & Gov’t.
- Product Designers
- Service Providers
- System Integrators
- Distributors & Resellers

**End Users:**
- Survey
- Machine Control
- Aviation
- Defense
- Wireless
- Automotive
- LBS
- Marine
- Fleets
- Smartphones etc.

**Antennas**
- Simulators
- Software Rx
- Test & Measurement
- Signal Analyzers
- Receiver Components
- Chips & Boards
- Developer Kits

**High-Precision Rx**
- Consumer Rx
- Integrated Nav Equip.
- Differential Services
- Mapping Software
- Tracking Services

**Magazine and website:**
- The System news
- Receiver and System Design articles
- Receiver Survey
- Antenna Survey
- Buyers Guide

**Newsletters:**
- GNSS Design & Test
- Professional OEM

**Webinars**

**Magazine and website:**
- The Business news
- Product Design & Integration articles
- Receiver Survey
- Antenna Survey
- Buyers Guide

**Newsletters:**
- Professional OEM Wireless
- Defense Survey
- LBS

**Webinars**

**Magazine and website:**
- Application articles
- Receiver Survey
- Antenna Survey
- Buyers Guide

**Newsletters:**
- Survey
- Defense
- Wireless
- LBS

**Webinars**
Ask for a copy of GPS World’s 2012 Annual Audit Report to see some real GNSS audience numbers.

GPS World Online

Website  ▶  478,029

478,029 absolute unique visitors to GPSWorld.com from July 2011–June 2012. That’s nearly half a million pairs of eyeballs! Altogether, they logged more than 2 million pageviews during that period, with an average time on site, per visit, of more than 1.5 minutes. (Google Analytics publisher data)

Social Media  ▶  9,153

▶ 4,849 Twitter Followers
▶ 3,127 LinkedIn Group Members
▶ 1,177 Facebook Fans (LI, TW, FB publisher’s data).

Social media communities form a vital extension of the GPS World brand, enabling members to create rich, unique user content and to build meaningful, resourceful discussion.
This is an analysis of the 63,228 unique audience members of the GPS World brand of products as of June 24, 2012. Recipients were asked the question “What is your primary business at this location?” during the subscription process for magazines and newsletters and the registration process for webinars. The Total Duplicated Reach is the sum of the number of recipients of all products associated with the GPS World brand. The Total Unduplicated Reach is the number of unique recipients of GPS World products.

### Circulation

The chart above comes directly from GPS World’s June 2012 Verified Audit Circulation Annual Audit Report.

These are audited figures. You know what you are buying, and whom you are reaching.

No other GNSS publication backs its circulation claims with audited, certified, verified figures such as these.

Every year we try to contact every subscriber to update their information, so you know they are engaged GNSS readers.

Request a copy of our annual audit statement to see all 8 pages of circulation data.

### Integrated Audience Management

**62,228**

The total unduplicated reach — unique audience members across all GPS World products — totaled 60,164 as of July 2011.

The total duplicated reach was 144,953.

This means that, on average, every audience member subscribes to more than two GPS World products, a testament to their value to the international GNSS community.

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<table>
<thead>
<tr>
<th>GPS World</th>
<th>Navigate Weekly</th>
<th>LBS Insider</th>
<th>Survey Scene</th>
<th>Professional OEM</th>
<th>Defense PNT</th>
<th>Wireless Pulse</th>
<th>Defense PNT &amp; Test</th>
<th>Geospatial Solutions Weekly</th>
<th>Geointelligence Insider</th>
<th>Webinar Attendees</th>
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<td>4,639</td>
<td>4,342</td>
<td>3,162</td>
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(=GPS World June 2012 VAC Audit Report)
The Magazine

Alan Cameron  
**Editor-in-Chief and Publisher**  
editor@gpsworld.com

Heading the brand since 2005, after five years as senior editor, Cameron has a journalism, public relations, and marketing communications background. He assembles articles and guest opinions from industry leaders, writes the Out In Front editorial, Wide Awake blog, The System pages of constellation and policy news, and works closely with engineer-authors who supply GPS World’s leading-edge technical content. He travels to a dozen conferences and exhibitions yearly to keep current with the GNSS community.

Tracy Cozzens  
**Managing Editor, Web Editor,**  
**Social Media Director**  
gpsworld@gpsworld.com

Cozzens has more than 25 years of experience editing and writing about technology. Managing editor since 2006, she previously worked at the International Society for Technology in Education, U.S. Department of Energy, and Westinghouse. She compiles The Business pages of industry news, product releases, and partnerships, a Product Showcase, On Edge applications, and manages three key industry references: the GNSS Receiver Survey, the Antenna Survey, and the Buyers Guide. She manages GPSWorld.com, edits email newsletters, and oversees three vibrant social media communities.

Richard Langley  
**Innovation Editor**  
lang@unb.ca

Editor of GPS World’s landmark Innovation column since 1990, Langley has presented more than 220 articles covering the full breadth of GPS theory and practice. A professor at the University of New Brunswick, Canada, his research team has made many significant contributions to GPS positioning and navigation. He is the magazine’s technical resource on many topics, and compiles the GNSS Almanac in August and December. He consults extensively for private companies and government agencies. In 2007, he received The Institute of Navigation Johannes Kepler lifetime achievement award.

The Website

**Breaking News.**  
GPSWorld.com has built a reputation for fast reporting of industry news and international system-operator constellation, policy, and spectrum developments.

The website hosts the Tech Talk Blog, Wide Awake Blog, and all magazine contents as HTML articles and via access to the Digital Edition. Also:

- GNSS Buyers Guide, Receiver Survey, and Antenna Survey
- GNSS job board
- Product Showcases, news, and technical articles across ten industry vertical markets:
  - GNSS System
  - Professional OEM
  - Survey
  - Transportation
  - Defense
  - Government
  - Wireless
  - Location-Based Services
  - Consumer OEM
  - Machine Control/Agriculture

Market-segmented content enables advertisers to target messages to a specific audience.
<table>
<thead>
<tr>
<th>Month</th>
<th>Special Feature</th>
<th>Industry Sector Articles</th>
<th>Out In Front</th>
<th>Magazine Bonus Distribution and Live Show Coverage</th>
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<tr>
<td>January</td>
<td>12/1 Ad space closing 12/8 Materials due</td>
<td>Receiver Survey Sponsorship Opportunity</td>
<td>Provocative statements and pointed questions from the editor-in-chief.</td>
<td>ION International Technical Meeting</td>
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<tr>
<td>February</td>
<td>1/4 space 1/11 materials</td>
<td>Antenna Survey Sponsorship Opportunity</td>
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<td>Mobile World Congress</td>
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<tr>
<td>March</td>
<td>1/29 space 2/5 materials</td>
<td>The New World of Data</td>
<td></td>
<td>CTIA Wireless</td>
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<tr>
<td>April</td>
<td>3/1 space 3/8 materials</td>
<td>Galileo Special Issue</td>
<td></td>
<td>European Navigation Conference</td>
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<tr>
<td>May</td>
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<td>Simulation Special Issue</td>
<td></td>
<td>Telematics Detroit</td>
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<tr>
<td></td>
<td></td>
<td>Professional OEM: Sensor Integration Survey: Ag &amp; Natural Resources Transportation: Vehicle Integration</td>
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<td>Sensors Expo</td>
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<tr>
<td>June</td>
<td>4/30 space 5/7 materials</td>
<td>Buyers Guide Sponsorship Opportunity</td>
<td></td>
<td>ESRI International User Conference</td>
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<tr>
<td></td>
<td></td>
<td>Defense: Aviation/Space GNSS System: Receiver Design Transportation: Fleet/Freight Tracking</td>
<td></td>
<td>Unmanned Vehicles (AUVSI)</td>
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<tr>
<td>July</td>
<td>5/28 space 6/7 materials</td>
<td>Mobile Computing Special Issue</td>
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<td>ION GNSS</td>
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<td>On the Edge Applications: GNSS Almanac</td>
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<td>CTIA Wireless</td>
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<td>Survey: Mapping &amp; GIS Transportation: Fleet/Freight Tracking Consumer OEM: Handhelds Location-Based Services: Indoor Positioning</td>
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<td>Royal Institute of Navigation</td>
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<td>September</td>
<td>8/2 space 8/9 materials</td>
<td>State of the Industry Report Sponsorship Opportunity</td>
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<td>IGNSS</td>
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<td>October</td>
<td>8/27 Space 9/3 materials</td>
<td>New Product Showcase</td>
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<td>Telematics Update Europe</td>
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<tr>
<td>November</td>
<td>10/4 space 10/11 materials</td>
<td>ION/INTERGEO Post-Show Report Sponsorship Opportunity</td>
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<td>Trimble Dimensions</td>
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<td></td>
<td></td>
<td>Consumer OEM: Automotive Wireless: Timing Location-Based Services: Infrastructure Professional OEM: Integration w/other Sensors</td>
<td></td>
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<tr>
<td>December</td>
<td>10/28 space 11/4 materials</td>
<td>Directions 2014 Sponsorship Opportunity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Navigate! Weekly GNSS News  >  AUDITED CIRCULATION: 22,900
Appears every Tuesday  Tracy Cozzens  Managing Editor  gpsworld@gpsworld.com
Weekly news update: constellation developments, new products, partnerships, upcoming events, blogs.

Survey Scene  >  AUDITED CIRCULATION: 12,145
First Wednesday of every month  Eric Gakstatter  Contributing Editor  egakstatter@gpsworld.com
Eric Gakstatter has worked in the GPS industry for more than 20 years, as a product manager, GPS power user, and consultant. He is a non-partisan advocate for the GPS user community.

Defense PNT  >  AUDITED CIRCULATION: 10,002
Second Wednesday of every month  Don Jewell  Contributing Editor  djewell@gpsworld.com
Don Jewell served more than 30 years in the United States Air Force, and currently serves on two independent GPS review teams and four independent assessment teams that oversee GPS issues for the U.S. government.

GNSS Design & Test  >  AUDITED CIRCULATION: 12,692
Fourth Wednesday of every month  Alan Cameron  Editor-in-Chief  editor@gpsworld.com
System developments around the world: GPS, GLONASS, Galileo, Compass, QZSS, IRNSS, and more, the constellations, the policies, the funding, the reception and testing of new signals, and the simulations thereof.

LBS Insider  >  AUDITED CIRCULATION: 9,883
Second Wednesday of every month  Kevin Dennehy  Contributing Editor  kdennehy@gpsworld.com
Kevin Dennehy has written about GPS and other mobile information markets for more than 15 years. He was senior editor of Global Positioning Navigation News and operates the GPS-Wireless conference, held each year in San Francisco.

Professional OEM  >  AUDITED CIRCULATION: 6,413
Third Wednesday of every month  Tony Murfin  Contributing Editor  tmurfin@gpsworld.com
Tony Murfin grew into GPS at CMC Electronics and spent 15 years at NovAtel, mostly as a VP developing business in WAAS ground-network reference receivers. He is a business consultant focused on GNSS aerospace aspects.

Wireless Pulse  >  AUDITED CIRCULATION: 10,063
Third Wednesday of every month  Janice Partyka  Contributing Editor  jpartyka@gpsworld.com
Janice Partyka consults to technology and application providers in global communication, mobile advertising, mapping, and navigation. Previously, she was a VP at TechnoCom Corporation and a member of the board of directors of the E911 Institute.

Webinars  >  On a different topic each month, generally airing on the third Thursday, with a panel moderator and expert speakers; audiovisual presentation over the Internet, and available for download after broadcast.
Industry Portrait

Where is your company headquarters located? Where is your company’s principal manufacturing accomplished?

How many years has your company been in business?

How many personnel does your company currently employ?

Which OEM form factor products do you purchase, recommend, or specify? Please select all that apply.

Which end-user products do you purchase, recommend, or specify? Please select all that apply.

(Note: more than one employee from a large company may have responded to the survey, skewing the numbers in the two charts above.)
Multi-Level Marketing and Lead-Generation

Lead-Generation Programs

*GPS World* offers several special programs designed to generate leads from sales prospects who are interested in subject matter closely related to your products and industry. Please inquire for details and varied options.

Market Insights Webinar Series

The Webinar program gives marketers valuable contact information on registrants who attend exclusive editorial webinars. Each webinar focuses on a vertical-market hot topic, discussed by industry leaders and innovators, moderated by a *GPS World* editor.

White Papers

This program generates sales leads by offering free access to sponsored technical white papers in exchange for contact data.

Search Engine Optimization

Our digital staff, knowledgable in the ways search engines work, what people search for, and actual GNSS search terms or keywords preferred by your targeted audience, will help optimize your website via content-editing and HTML coding to increase relevance to specific keywords and remove barriers to search-engine indexing.

List Rental

*GPS World* subscriber lists provide access to highly targeted sales leads, conferences and trade show attendees, and market-research subjects. *GPS World’s* list is highly customizable, offering exceptional demographic targeting. Selection criteria include: Business/Industry, Job Function, Products Recommended, Email address, Mailing address, and Phone numbers.

High Visibility Sponsorship Opportunities

Sponsorship gains your company additional exposure for brand, products, or services, maximizing investment.

**GNSS Receiver Survey and Antenna Survey**

Every January, *GPS World* publishes the GNSS Receiver Survey, a widely used industry reference. In February appears the Antenna Survey. Sponsorship of both special sections, bound in the magazine and as standalone booklets, provides cover logo branding, a two-page advertorial, and back-cover full page display ad.


The industry reference for two decades, the Buyers Guide in June offers branding, advertorial, and display advertising benefits similar to the Surveys, above. Wide visibility and recognition are also available to sponsors of the State of the Industry Report (September issue) and the Directions 2014 visionary outlook (December issue).

**Leadership Dinner and Leadership Awards**

Each year, *GPS World* hosts a prestigious dinner and annual awards ceremony during the ION GNSS conference for top-level global navigation and positioning executives.

**Video Sponsorship**

The *GPS World* Video Gallery enables advertisers to deliver their videos to targeted viewers who engage, interact, and share with peers.

**Live Show Coverage**

Editors at key industry shows and conferences write daily online news feeds, branded with your corporate sponsorship.
## Display

### 2012 Four-Color Display Rates in U.S. $, Full Plan

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<th>Space Unit</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>Placement Fees</th>
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<tr>
<td>Spread</td>
<td>$17,210</td>
<td>$16,805</td>
<td>$16,193</td>
<td>$15,875</td>
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<tr>
<td>Full Page</td>
<td>8,460</td>
<td>8,403</td>
<td>8,229</td>
<td>7,935</td>
<td>Cover 2 $945</td>
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<tr>
<td>2/3 Page</td>
<td>6,947</td>
<td>6,890</td>
<td>6,745</td>
<td>6,514</td>
<td>Cover 3 $945</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>5,434</td>
<td>5,382</td>
<td>5,290</td>
<td>5,105</td>
<td>Cover 4 $1,315</td>
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<td>1/3 Page</td>
<td>4,308</td>
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### Additional Fees

- Cover 2: $945
- Cover 3: $945
- Cover 4: $1,315
- Preferred Position: 10%

## Newsletter

### Monthly Newsletter

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Rate/Broadcast</th>
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<tr>
<td>Leaderboard 728 x 90</td>
<td>$2,250</td>
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<tr>
<td>Banner 468 x 60</td>
<td>1,950</td>
</tr>
<tr>
<td>Skyscraper 160 x 600</td>
<td>1,950</td>
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<tr>
<td>Button 125 x 125</td>
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<tr>
<td>Sponsored Products (50 words and images within editorial)</td>
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### Weekly Newsletter

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<td>2,500</td>
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<tr>
<td>Skyscraper 160 x 600</td>
<td>2,250</td>
</tr>
<tr>
<td>Button 125 x 125</td>
<td>1,250</td>
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### Custom Newsletters

- Single Issue: Starting at $6,500
- Multiple Issue Series: Starting at $7,500

## Video Gallery

### Video Gallery Channels

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<td>3,000</td>
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<td>Big Box 336 x 280</td>
<td>2,600</td>
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<td>Button 125 x 125</td>
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## Website

### Website Blogs

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<tr>
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<tr>
<td>Editor's Blog</td>
<td>$2,500</td>
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<tr>
<td>TechTalk Blog</td>
<td>$2,500</td>
</tr>
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</table>

## Webinars

### Custom - Single Sponsor

GPS World offers three custom web seminar packages to meet your marketing goals and maximize your budget.

- Platinum Package: $25,000
- Gold Package: $20,000
- Silver Package: $10,000

### Market Insights Series - Multiple Sponsor

A series of co-branded web seminars hosted by our industry experts from each of our vertical market segments.

- Logo Co-Sponsorship: $2,500
- Logo Co-Sponsorship + Registration Database: 5,000

All ad rates are gross.
### Print Ad Material Submissions

All ad material must be submitted via the ad portal:
[https://northcoastmedia.sendmyad.com](https://northcoastmedia.sendmyad.com).

**View a brief tutorial video:** [SendMyAd.Demo.com](https://northcoastmedia.sendmyad.com)

**Acceptable file formats:** PDFs should conform to the PDF/X-1a specification.

**No Crop Marks or Color Bars**—If you must have them on for a client, be sure they are at least 18 Points OFFSET—then upon upload into the portal, click on REPOSITION AD and use the Trim & Save Tool to remove them BEFORE approving the ad. *(If file has been trimmed correctly you will only see from the BLUE BLEED RULE inward, the approved file should not have anything visible outside of the BLUE BLEED RULE.)*

**Total Ink Density cannot exceed 300%**—for all page elements, text, photos, artwork, etc.

**CMYK only**—No RGB, LAB or PMS colors (unless you are actually printing a PMS color)

**Image Resolution of at least 300 dpi**—Low resolution images may not print as sharply as intended. If the images in your file were originally high resolution, and are being flagged low resolution in the ad portal, check your PDF settings to make sure the images are not being downsampling when converting to a PDF.

**Build file to correct size**—you can download an InDesign template from the Ad Portal.

**Bleed**—If your ad is to bleed, please be sure to include an EXTRA 0.125” of color or image on all sides of the ad that is to bleed. *(Full page ads bleed on all 4 sides regardless of binding method).*

**All fonts must be embedded.**

**Error and Warning Messages**—Once your file has finished processing you will see a list of errors and warnings on the right hand side. Place your cursor over these messages and it will highlight the area of the file in question. Click on messages that will explain how to fix the issues.

**For help in using the Ad portal**—please contact the Production Manager:

Rhonda Sande
rsande@northcoastmedia.net
216-978-9778

### Print Display Ad Mechanical Requirements

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width (inches)</th>
<th>Height (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread (Trim)</td>
<td>15-1/2</td>
<td>10-1/2</td>
</tr>
<tr>
<td>2-Page Spread (Bleed)</td>
<td>15-3/4</td>
<td>10-3/4</td>
</tr>
<tr>
<td>Full Page (Trim)</td>
<td>7-3/4</td>
<td>10-1/2</td>
</tr>
<tr>
<td>Full Page (Bleed)</td>
<td>8</td>
<td>10-3/4</td>
</tr>
<tr>
<td>Full Page (Non-Bleed)</td>
<td>7</td>
<td>9-3/4</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4-1/2</td>
<td>3-1/4</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>6-3/4</td>
<td>4-3/4</td>
</tr>
<tr>
<td>1/2 Page Spread (Bleed)</td>
<td>15-3/4</td>
<td>5-1/4</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3-1/4</td>
<td>9-3/4</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4-1/2</td>
<td>7-3/8</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2-1/8</td>
<td>9-3/4</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4-1/2</td>
<td>4-3/4</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3-1/4</td>
<td>4-3/4</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2-1/8</td>
<td>4-3/4</td>
</tr>
</tbody>
</table>

**Bleed Or Oversize**

All ads are listed at trim size. For bleed ads, add 1/8” to top, bottom, left and right for bleed. Live copy MUST be 1/4” inside the trim on all four sides, also 1/4” inside on each side of the gutter for spreads.
Digital Ad Material Submissions

1. Send materials for newsletters and site placements separately.

2. Naming Conventions:
   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. Material Deadlines:
   - Site placements: Five (5) days prior to campaign start date
   - Newsletter placements: Five (5) days prior to campaign start date
   Note: 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:
   Videos are limited to one playback loop. 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, DHTMLx, Java, third-party tags, streaming video, Enliven, image maps. Please call if the rich media you are using is not listed. Please request a Flash requirements spec sheet from your advertising representative ahead of time as there are some design considerations that need to be made in order for Flash ads to work.

   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. Please contact your advertising representative for more details.

Send All Digital Ad Materials To:

All ad material must be submitted via the ad portal: https://northcoastmedia.sendmyad.com and/or email 5 business days in advance of publication.

Digital Ad Mechanical Requirements

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Dimensions (PIXELS)</th>
<th>Max file Size (JPEG/GIF/PNG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>50 KB</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>50 KB</td>
</tr>
<tr>
<td>Banner</td>
<td>468 x 60</td>
<td>50 KB</td>
</tr>
<tr>
<td>Button</td>
<td>160 x 160</td>
<td>50 KB</td>
</tr>
</tbody>
</table>

North Coast Media, LLC, is the largest B2B publishing company headquartered in Cleveland. The company employs 35 professionals who collectively possess hundreds of years of experience creating and delivering unparalleled media—from industry-leading print magazines, to websites and enewsletters, to social media and mobile solutions, to exclusive industry research, custom products and one-on-one buyer-seller networking events. NCM’s flagship brands include Golfdom, Landscape Management (LM), Pest Management Professional, LP Gas, Pit & Quarry and GPS World. Ancillary brands include Portable Plants & Equipment (PP&E), Geospatial Solutions, Athletic Turf News and Truman’s Scientific Guide to Pest Management Operations.
Standard Terms and Conditions for Advertising

The following terms and conditions (the “Standard Terms”) shall be incorporated by reference into all Insertion Orders submitted to North Coast Media (“Publisher”) by Advertiser or its advertising agency:

A. Invoices are rendered at date of publication.

B. Publisher holds the Advertiser and its advertising agency jointly responsible for paying all authorized advertising inserted in or attached to GPS World magazine or any of GPS World’s electronic products. All past due payments may be revoiced directly to the Advertiser, who will be held fully responsible for payment.

C. Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all past due invoices. In the event Advertiser’s account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys’ fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1.5% per month or the maximum permitted by law.

D. Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.

E. All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire advertisement. Publisher holds the Advertiser and its advertising agency jointly responsible for all liability and responsibility for inaccuracies arising from or related to any advertisement supplied by Advertiser or its agents and/or employees, or (including reasonable attorneys’ fees and costs) incurred based upon a breach of warranties, representations and/or covenants made by Advertiser. Publisher shall have no obligation or liability to Advertiser of any kind (including, but not limited to, breach of contract, misrepresentation or fraud) resulting from any agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

Commission

Accredited advertising agencies receive a 15% commission provided invoices are paid within 30 days. Production charges are not subject to agency commission.

Digital Ad Requirements

1. Digital data is required for all ad submissions. Accepted format is PDF/X-1a. Files should be press optimized, converted to CMYK, and have all fonts embedded. Publisher shall have no obligation to provide any form of compensation (including, without limitation, the obligation to offer Advertiser make-goods or any other form of compensation) if an ad is supplied to Publisher in any format other than PDF/X-1a. Each ad supplied to Publisher by Advertiser in any format other than PDF/X-1a, will be charged a $150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than PDF/X-1a. For detailed instructions of preferred formats, contact the production manager or download digital ad specifications from http://www.northcoastmedia.net/adspecs/.

2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser’s file before publication.

3. Accepted Media: Files may be submitted on CD-ROM.

4. Ad Previews: To ensure that Advertiser’s ad is reproduced correctly, a SWOP-certified color proof has to be produced and signed off on by Advertiser or Advertiser’s representative. Publisher shall not have any obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make-goods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than PDF/X-1a without a SWOP proof. Publisher will provide a SWOP proof.

5. Film: Publisher is computer-to-plate. Each ad submitted to Publisher on film will incur a $50 charge.