



**GISUSER.COM**

*"Taking You Beyond the Map"*

905 West Seventh Street, #331  
Frederick, MD 21701 USA  
editor@gisuser.com  
sales@gisuser.com



2012 MEDIA PLANNER



Four banner ad positions are available on GISuser.com: Leaderboards (728x90), Skyscrapers (160x600), Rectangle Buttons (180x150) and Mega Banners (300 x 250). These sizes follow the Internet Advertising Bureau's Universal Ad Package specifications. All banner ad placements are sold in blocks of 1,000 impressions, hence our CPM (cost per thousand) rate basis. An impression is the successful one-time delivery and view of a banner to any page of GISuser.com. Substantial term and quantity discounts are offered over and above the published rates below.



## ADVERTISING OPTIONS

**Leaderboards** run at the top of every page between the navigation bar and the main content area. 160 wide x 600 high.

**Leaderboard (CPM) rates start at \$30 per thousand**

**Skyscrapers** run along the right hand side of the page, providing some of the best real-estate we have to offer. 728 wide x 90 tall.

**Skyscraper (CPM) rates start at \$30 per thousand**

**Rectangle Buttons** can be found along the left hand side. We offer 3-4 four button position although more than one is rarely visible at any scrolling position. 180 wide x 150 tall.

**Rectangle Button (CPM) rates start at \$20 per thousand**

**Mega Banners** are located within 95%+ of GISuser's content. This position performs exceptionally well, given its placement amidst well-read article copy. 300 wide x 250 tall.

**Mega banner (CPM) rates start at \$50 per thousand**

FOR A CUSTOM AD PROPOSAL,  
E-MAIL SALES@GISUSER.COM  
OR CALL RICHARD BREMER @  
+1 (734) 277-4201





FOR EDITORIAL MATTERS,  
 E-MAIL EDITOR@GISUSER.COM  
 OR CALL GLENN LETHAM @  
 +1 (970) 690-3417



## NEWSLETTER SPONSORSHIPS:

"GISuser Today" publishes 2x weekly (Tuesday & Thursday, see actual 2008 dates on page 6), circulating to over 15,000 direct-request subscribers. The newsletter offers news headlines, commentary, daily spotlights, event updates, current job listings, product reviews, special promotions, feature articles, tips & tricks, hot resources, and more. Sponsorships include a Rectangle Button banner (180 wide x 150 tall) and 50-word inline ad.

**Newsletter Sponsorships start at \$750 per Week**

## E-MAIL BLASTS:

One of the most effective electronic marketing methods today is the email blast. Our tried-and-true blast list of over 20,000 contacts consistently produces stellar, immediate results. To keep unsubscribe rates at a minimum, we do not blast more than one advertisement per week. Blasts are sold on a first-come, first-serve basis, set to follow the GISuser Today eNewsletter (Tues. & Thurs.). Complete delivery, open and click-through statistics are provided at no extra charge. Demographic information is available upon request.

**Email Blast (CPM) rates start at \$110 per thousand**

## ADDITIONAL AD TYPES:

A variety of custom ad types exist on GISuser—we customize every campaign to utilize both traditional ad sizes and other special positions, as necessary. Ad spots such as sponsor logos (rotating, top of the homepage), focused content sponsorships, featured download(s), special logo placements, featured events, webinars, micro-sites and more are available. Chat with your Account Representative for details.

**Custom Ad (CPM) rates start as low as \$5 per thousand**

## AD MATERIAL SPECIFICATIONS/INFORMATION:

We can accept both static and animated advertising files. Animated GIF's and rich media (Flash, etc.) are A-OK with up to a 15 second animation loop. We recommend keeping files under 60kb. If you have any questions about ad materials, please don't hesitate to let us know.



## PLUG & PLAY MARKETING

**We'll Make Sure You're Noticed.** Eye-catching ads, e-newsletters, direct email, enhanced listings, press, and editorial—we'll customize a campaign to showcase your products, solutions, and services.

**We'll Track Performance.** Delivery statistics are closely tracked for every campaign.

**We're Affordable.** We offer the most affordable rates in the industry based upon overall campaign performance. And we'll design a package that suits your needs and budget.

**We Guaranty Our Deliverables.** Impressions are monitored weekly and guaranteed to deliver within the campaign dates. You get exactly what you pay for and then some.

**We're Flexible.** Make delivery alterations and creative updates based upon what is working best for you. We know you'll stay if your campaign does well.

**We're Knowledgeable-and Fast.** We'll publish your announcements within 24 hours, usually within minutes. Our experienced staff is ready and willing to help you create feature articles, product reviews, and interviews, to further promote your solution.

## Our Clients Tell Us:

*"What I like about GISUser.com is that the content is fresh, original and insightful. Glenn is very knowledgeable about geospatial applications and what they mean to the end user—it shows on the site and in the newsletter. We get a good ratio of click-thrus to impressions and the click-thrus are more qualified potential customers."*

**Karen Morley**  
**Senior Director of Marketing**  
**TerraGo Technologies**

*"I continually put my advertising on GISUser.com because it works. Since 2004, response to our banners has steadily increased--the quality of the leads never seems to waver. The crew at Spatial Media always follows through and they're there when I need them. At the end of the day, their commitment to the advertiser is what makes it work."*

**Ted Florence**  
**President**  
**Avenza Systems**



## IN-HOUSE EXPERTISE

Our Editor has the ticket! If you're looking to reach today's GISUser with effective editorial, you've come to the right place. Glenn's wide-ranging areas of expertise include GIS, mobile positioning, location-based services, and the Symbian Mobile operating system. Founding several web properties over the last decade has provided him with experience in developing for WEB 2.0, marketing, public relations and writing. Glenn is also an accomplished blogger, frequently reporting live from events around the globe—he has covered over NINETY industry events in recent years. His down-to-earth style and unique sense of humor have made him one of the industry's most trusted editorial personalities. While our readers benefit from Glenn's vast knowledge of GeoTech, our clients benefit from his first-rate ability to promote it.



**Glenn Letham,**  
**B.Sc. (Geog)**  
**Co-Founder &**  
**Managing Editor**

[editor@gisuser.com](mailto:editor@gisuser.com)





## THE PEOPLE'S EDITORIAL

**Our website is your website!**

GISuser has become a vast news and technology resource in recent years. One of the site's core missions is to effectively communicate tips, tricks and solutions to the end user. We'll utilize a myriad of worldwide communication channels to get your message across. Here's a few of the areas we can collaborate on:

- News & announcements are hand-selected every day. At least one piece is featured and discussed as the Top News story. This announcement receives top billing and enhanced exposure.
- Content posted to GISuser is spread worldwide almost instantly via a variety of syndication agreements and special RSS feeds. Nearly 20 additional publishing mechanisms send our content around the globe at light-speed!
- Our Career Center offers free job announcements & placement opportunities to the industry. Users have posted jobs from Antarctica to Afghanistan.
- Daily spotlights and quick takes get huge traffic! Our spotlights inform our reader-base on interesting applications, resources, datasets, web services, and other related Geo-technologies.
- Original feature content is developed with the hottest and most current topics in mind. Software & hardware reviews, interviews with executives and industry leaders, introductions to applications and services, customer success stories, industry event reports and coverage, and a look at GIS business processes are common topics.
- The GISuser Community discussion forum is a free and open resource where users can ask questions, seek advice, or rant. Posts on our board often result in some sort of break-through for the poster.
- Software, tool, and application placements on GISuser are the number one area of reader interest. We have a number of sections on the website where your company's products, tools, SDKs, demos, or services can be listed and made accessible to our readers. Our custom weblink directory, data directory and webmap gallery continually draw visitors from around the globe. However, our massive tool repository, complete with more than 1,000 Geo tools and demos is hands-down our most popular resource.

**Bottom line, our readers look to us for tips, tricks and solutions. If you've got something that can make their lives easier, we need to work together!**



### GISuser.com Readership Demographics:

#### Subscriber Location

North America - 79%  
Europe - 11%  
Asia - 4%  
Australia/NZ/Polynesia - 4%  
Other - 2%

#### Title/Position

Analyst 33.24%  
Developer 19.36%  
Project Mgmt 17.77%  
Senior Mgmt 14.34%  
Tech Project Mgmt 15.20%

#### Industry

Business/Demographics 3.42%  
Consulting 16.63%  
Data Conversion 3.48%  
Data Publishing 1.12%  
Developer/Programmer 4.58%  
Education K-12 1.41%  
Government 20.75%  
GPS 3.59%  
Hardware Development 1.05%  
Higher Education 7.30%  
Imagery 0.62%  
Media 1.32%  
Remote Sensing 4.99%  
Software Publisher 3.18%  
Surveying 4.30%  
Training 2.88%  
Utility/Oil/Gas/Teleco 19.03%

#### Highest Education Level

Master's Degree 36.61%  
Bachelor's Degree 42.00%  
College Diploma 11.89%  
PhD 4.28%  
High School 5.23%

#### Purchasing Involvement

Strong 29.31%  
Major 20.59%  
Somewhat 10.50%  
Not Involved 7.92%  
Specify Requirements 6.53%  
N/A 21.98%  
Bid Requests 3.17%

#### Company Size

1-25: 69.52%  
26-100: 14.18%  
101-250: 6.10%  
250+: 10.13%

#### Number of "Geospatial Employees"

1-25: 69.52%  
26-100: 15.35%  
101-250: 7.02%  
251: or more 8.11%

#### GIS Software Of Interest

ESRI 69.67%  
Autodesk 12.89%  
MapInfo 6.22%  
Smallworld 4.37%  
Intergraph 3.99%  
Other 2.85%



## **GISUSER's 2012 PUBLISHING SCHEDULE & EDITORIAL CALENDAR**

GISuser's late-breaking coverage model doesn't allow a strict editorial calendar –we're dedicated to the hottest developments and/or news at any given moment. We update the site 24/7/365 and report live from more than 10 industry events during the course of the year. Since important announcements are frequently made at the events we attend, we often find ourselves following an annual rhythm!

**GISuser Today will publish on the following Tuesdays and Thursdays:**

<b>JANUARY:</b>	<b>Mobile/GPS</b> -Publishing on Jan. 6, 8, 13, 15, 20, 22, 27, 29
<b>FEBRUARY:</b>	<b>Surveying/LiDAR</b> -Publishing on Feb. 3, 5, 10, 12, 17, 19, 24, 26
<b>MARCH:</b>	<b>Webmapping</b> -Publishing on Mar. 3, 5, 10, 12, 17, 19, 24, 26, 31
<b>APRIL:</b>	<b>Geospatial Education</b> -Publishing on Apr. 2, 7, 9, 14, 16, 21, 23, 28, 30
<b>MAY:</b>	<b>Rugged Devices</b> -Publishing on May. 5, 7, 12, 14, 19, 21, 26, 28
<b>JUNE:</b>	<b>GeoWeb 2.0</b> -Publishing on Jun. 2, 4, 9, 11, 16, 18, 23, 25, 30
<b>JULY:</b>	<b>ArcGIS &amp; ESRI UC</b> -Publishing on Jul. 2, 7, 9, 14, 16, 21, 23, 28, 30
<b>AUGUST:</b>	<b>Homeland Security</b> -Publishing on Aug. 4, 6, 11, 13, 18, 20, 25, 27
<b>SEPTEMBER:</b>	<b>CAD/GIS Integration</b> -Publishing on Sept. 1, 3, 8, 10, 15, 17, 22, 24, 29
<b>OCTOBER:</b>	<b>Mashups</b> -Publishing on Oct. 1, 6, 8, 13, 15, 20, 22, 27, 29
<b>NOVEMBER:</b>	<b>Portals &amp; Clearinghouses</b> -Publishing on Nov. 3, 5, 10, 12, 17, 19, 24
<b>DECEMBER:</b>	<b>Gadgets, Year's Best</b> -Publishing on Dec. 1, 3, 8, 10, 15, 17, 22, 29

\*Newsletter ads and e-mail blast files are due at least one week prior to publishing. Spatial Media is not liable for any errors whatsoever in the placement of content (including advertising).

\*\*Email blasts and newsletter spots may be reserved in advance (by date). However, positions are not valid unless confirmed by a Spatial Media representative in writing. We highly recommend that you reserve any ad space as early as possible, as these positions are EXTREMELY limited. All ads are provided on a first-come, first-serve basis. E-mail sales@gisuser.com or call Rich Bremer @ (734) 222 9616 to discuss availability.

### **PREMIUM NEWS POSTINGS, LISTINGS & CONTENT UPGRADES**

For as little as \$95 (or \$400 annually) you can guarantee the inclusion of your news item as "Top News". You can do the same with job postings or other important announcements. Package pricing and special schedules are available. Let us upgrade your content submission for MAXIMUM visibility! You can pay @ our webstore [www.spatialmedia.us](http://www.spatialmedia.us) , or contact Glenn, editor@gisuser.com for more information.

### **BANNER AD SPECS & SIZES:**

- Leaderboards: 728x90 pixels - 62K
- Skyscraper: 160x600 pixels - 62K
- Rectangle: 180x150 pixels - 36K
- Mega Banners: 300x250 pixels - 62K
- Email Blasts: FLEXIBLE

### **ACCEPTED AD FORMATS:**

- GIF
- Animated GIF
- FLASH (back up GIF file required)
- JPEG

### **ARTWORK DEADLINES:**

- NON-FLASH files: 24 hours or one business day prior
- FLASH files: 48 hours or two business days prior

### **NEWSLETTER AD SPECS:**

- Rectangle Banner: 180x150, GIF or AniGIF
- 50-75 word text ad for inline inclusion
- Linking URL

**OTHER SPATIAL MEDIA WEBSITES:**  
[WWW.AMERISURV.COM](http://WWW.AMERISURV.COM)  
[WWW.LBSZONE.COM](http://WWW.LBSZONE.COM)  
[WWW.SYMBIANONE.COM](http://WWW.SYMBIANONE.COM)

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