



2017 Media Planner

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Thank you for considering the Spatial Media network of properties. Our interconnected publications offer a variety of opportunities including print, social and electronic advertising, content marketing, webinar deployment, eLearning development and more. Utilize our brands to speak to established markets while prospecting new ones.



North America's premier land surveying & geomatics publication
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PRINT (12x) **DIGITAL** **CONTENT** **eLEARNING**



North America's premier LIDAR mapping, remote sensing & imaging magazine
15,000+ LIDAR, 3D, Surveying, Engineering, GIS & Imaging Pros

PRINT (8x) **DIGITAL** **WEBINARS** **CONTENT**



Long-running industry news portal & GeoTech-related social networks
50,000+ GIS Managers, Mappers & Geotechnology Developers

SOCIAL **DIGITAL** **WEBINARS** **CONTENT**



Thought leadership & eLearning initiative
Web TV episodes and documentary series
New for 2017 - Target Audience:
A/E/C, VDC & BIM Professionals

VIDEO **DIGITAL** **TRAINING** **eLEARNING**



www.gisuser.com
 905 West 7th Street #331
 Frederick, MD 21701 USA



50,000+
 Members

GISuser is a long-standing, trusted resource for GIS, mapping, and geospatial news, interviews and technology tips. Our specialty is the dissemination of information; clients utilize our "network activation" facility in which content is shared by more than 15 channels to quickly spread throughout the geotech marketplace. All PR hosted with GISuser benefits from our high-ranking Google News crawl position. Submitting PR is as easy as emailing editor@gisuser.com

"It wouldn't be the UC without GISuser" @Esri Twitter feed, June 25, 2016

-Taking part in a major show? Arrange to be part of our show promos & social coverage.

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Special Editions for 2017

Content & advert placement available

Issue	Deadline	Bonus Distribution
February	January 6th 2017	UAS Technology Supplement -Reach all Spatial Media Properties (125k +) +LMF, NCGIS & IGTF Highlights
March	March 1st 2017	Esri DevSummit Special
May	May 10th 2017	GEO Business (UK) Special
July	July 1st 2017	Annual Esri UC Specials
September	September 8th 2017	Annual InterGEO Special
October	October 9th 2017	URISA 55th Highlights
Take advantage of immediate Google News Crawl & various syndication arrangements to spread your PR @ light speed		
eNews published every Tues & Thurs. HTML eBlasts available weekly		

Electronic Ad Rates & Specs

Net per thousand impressions (size = pixels)

Size	Price	Impressions	Additional Services
728 w x 90 h (leader)	\$35	<50k	<p>Lead-Generation: From social contests to the promotion of whitepapers and downloads, we have several powerful lead-gen capabilities.</p> <p>eBlasts: HTML eBlasts are available weekly (Wednesdays) for competitive rates.</p> <p>Press: For \$95, we can boost your PR by 20x!</p> <p>Webinars: Utilizing GoToWebinar, we'll assist with topic and presentation prep, guide and practice with your speaker(s), promote your event for 30+ days. Shared registrant & no-share pricing available.</p> <p>eLearning: Development of eLearning modules and/or sponsorship opportunities.</p> <p>Social Drops: Share your message with our LinkedIn & Twitter groups. Reach 75,000+ users quickly and effectively!</p>
	\$32	50-100k	
	\$32	100-200k	
	\$30	200k +	
160 w x 600 h (sky)	\$35	<50k	
	\$32	50-100k	
	\$30	100-200k	
	\$28	200k +	
300 w x 250 h (mega)	\$50	<50k	
	\$48	50-100k	
	\$46	100-200k	
	\$44	200k +	
180 w x 150 h (box)	\$25	<50k	
	\$23	50-100k	
	\$20	100-200k	
	\$18	200k +	
200 w x 80 h (tile)	\$10	<50k	
	\$9	50-100k	
	\$8	100-200k	
	\$7	200k +	
Text Link (75 chars)	\$10	<50k	<p>eNewsletter ad = 728 wide x 90 high. Material due 48 hrs prior to publishing. AnIGIF, GIF, JPG, PNG, file size limit 125kb</p>
	\$9	50-100k	
	\$8	100-200k	
	\$7	200k +	

Major Social Groups:

48,000+ LinkedIn	25,000+ Twitter (@gisuser)
16,000+ GISuser Today	24,000+ GISuser eBlast
11,000+ RSS Feeds	6,000 Facebook

Position*:

33% Analyst	19% Developer
18% Project Mgmt	14% Senior Mgmt
15% Other Tech	

Education Level*:

37% Masters or Higher	42% Bachelor's Degree
6% PhD	9% High School or less

Organization Size*:

69% 1-25	15% 26-100
7% 101-250	8% 251 or more

Source: Registrant demographics
 Contact your account representative
 for additional details.