

PROFESSIONAL

SURVEYOR
Magazine

**CLASSIFIED
MARKETING**

GUIDE 2008

Bringing the surveying and geospatial world together every month.



www.profsurv.com

100 Tuscanny Drive, Suite B-1, Frederick, MD 21702
301-682-6101 phone | 301-682-6105 fax

 Reed Business
Geo

2008 Rates

"You produce a fantastic magazine. The articles and ads in the magazine have influenced over \$200,000 worth of purchases from my company"
 —2007 Reader Survey

Letter from our staff

Business oriented, forward thinking. In a nutshell, those words describe our target audience. Those same words also describe the editorial package we are creating for our evolving readership.

We know that competition makes us all better. We also know what our advertisers and readers demand of us.

Our advertisers continually look to broaden into new fields and so do we. Our readership among new graduates of surveying schools continues to grow, and this year we introduced a new monthly column entitled The Next Generation by and about young surveyors.

Other new columns include Aerial Perspective, Ask the Experts, GIS: the Greater Extent, and Around the Globe.

In 2008 we will expand greatly into Canada, including many new Canadian subscribers and a monthly column exploring the work of our surveying neighbors to the north.

Standing still is not an option for those of us who take pride in producing *Professional Surveyor Magazine* every month. We look for new opportunities and move forward to explore them on your behalf.

We look forward to working with you.

—PSM Staff

Magazine Circulation

Professional Surveyor Magazine is published monthly. Our circulation is audited by BPA Worldwide.

Distribution Analysis*

Average Total Distribution	41,751
Average Total Qualified Circulation.....	39,241
Average Total Non-Qualified Circulation:.....	2,510
• Advertising and agency	369
• Rotated or occasional copies	499
• Trade show and convention copies.....	535
• Other distribution	1,107

Geographical Breakout*

United States	98.8%	Other	1.2%
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*Publisher's projection based on BPAW circulation statement for six-month period ended June 2007.

For circulation list rental contact:

Information Refinery, Inc.: 812-265-3591.

Text Classified Rates

Text only* 1x.....\$70 **6x**.....\$65
 (each additional word \$2.00)

Web only 1x.....\$60 **6x**.....\$55
 (each additional word \$1.90)

Print and Web

Special: \$109/month
 (each additional word \$1.95)

Rates are based on a 25-word ad. Web ads are posted for 30 days. Online posting can began immediately or run concurrently with the print ad.

*Add your logo for an additional \$35.

Directory Listing

Print: 1x \$70/issue **6x**..... \$65/issue **12x**.....\$60/issue

Web: \$110 for 6 mos. / \$160 year

Place your company listing under one of our directory headings (e.g., Education, Instrument Repair, Photogrammetric, Surveying Firms, 3D Laser Scanning, and GPS Service Firms). Other headings available.

Display Classified Rates & Sizes

(Includes Full Color)

Column Inch	H x W Price	1x	3x	6x
1 Column	1" x 2.25"	\$150	\$140	\$135
2 Col. Vertical	2" x 2.25"	\$300	\$285	\$270
2 Col. Horizontal	1" x 4.75"	\$300	\$285	\$270
3 Col. Vertical	3" x 2.25"	\$450	\$425	\$405
3 Col. Horizontal	1" x 7.25"	\$450	\$425	\$405
4 Col. Vertical	4" x 2.25"	\$600	\$570	\$540
4 Col. Horizontal	2" x 4.75"	\$600	\$570	\$540
5 Col. Vertical	5" x 2.25"	\$750	\$710	\$675
6 Col. Vertical	6" x 2.25"	\$900	\$855	\$810
6 Col. Horizontal	3" x 4.75"	\$900	\$855	\$810
1/3 page Vertical	9 5/8" x 2.25"	\$1350	\$1280	\$1215

All prices listed are net rates.

Specifications

E-mail your ad to angie@reedbusiness-geo.com

Text ads: attach as a Word or WordPerfect file

Display classified: convert all PMS colors to CMYK, text smaller than 12pts should be 100% black, attach as a pdf or tif file

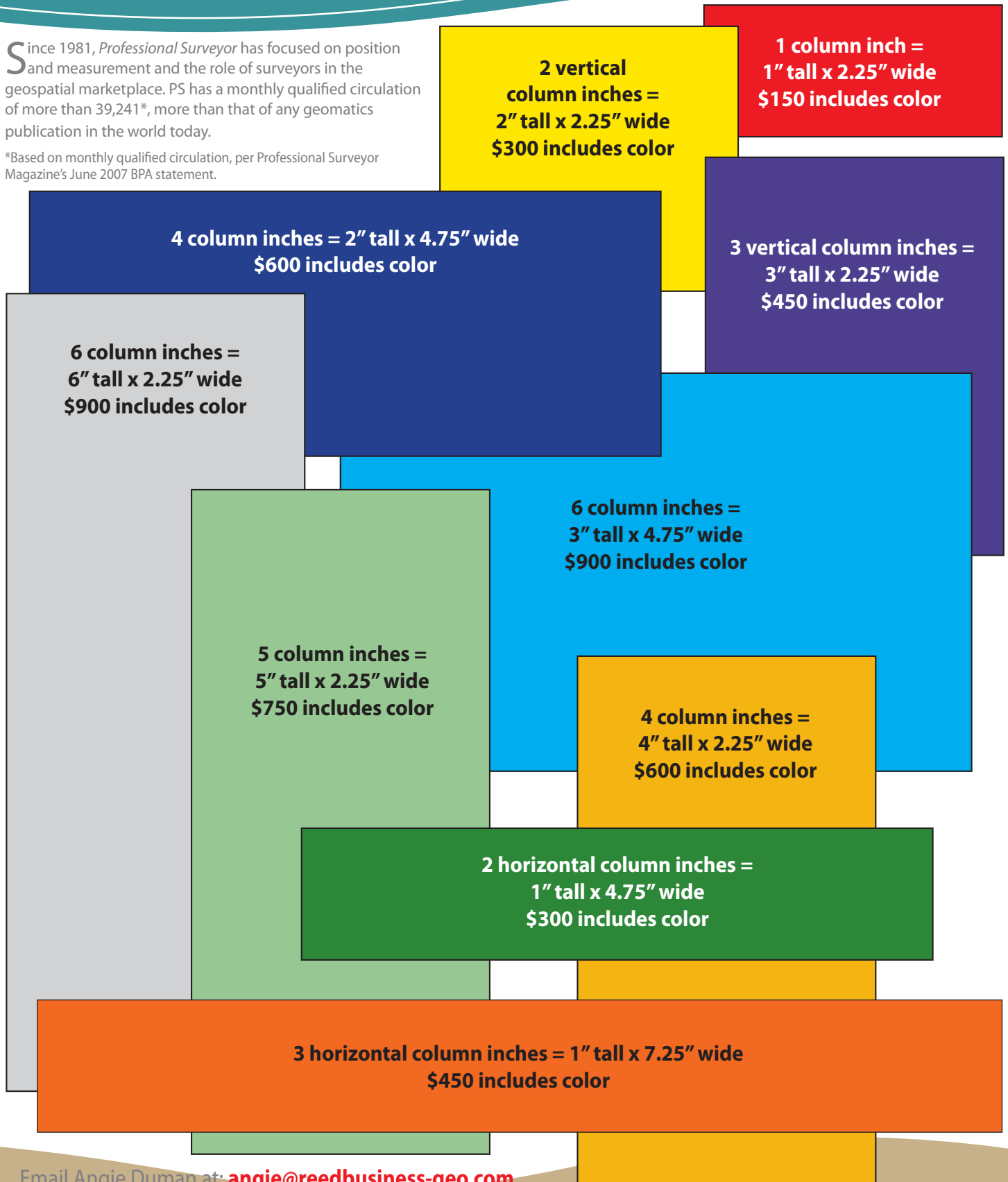
Logo only: attach as a pdf, jpeg, or tif file

Display Rates & Specifications 2008

Actual size shown

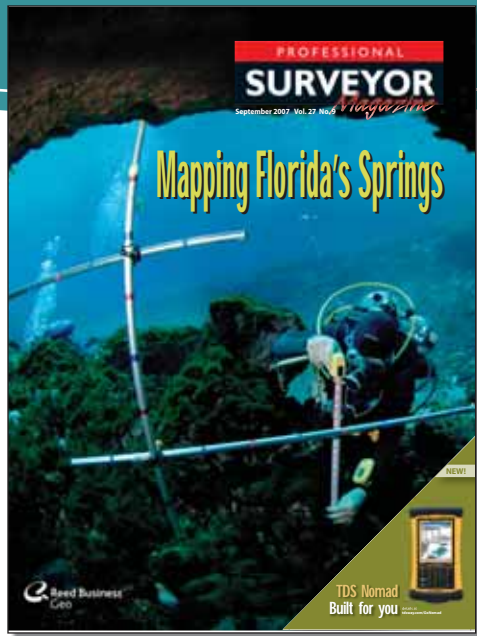
Since 1981, *Professional Surveyor* has focused on position and measurement and the role of surveyors in the geospatial marketplace. PS has a monthly qualified circulation of more than 39,241*, more than that of any geomatics publication in the world today.

*Based on monthly qualified circulation, per *Professional Surveyor Magazine's* June 2007 BPA statement.



Email Angie Duman at: angie@reedbusiness-geo.com

DEADLINES TERMS & CONDITIONS



Reach more readers than any other classifieds in the surveying industry!



Classified Deadlines

Issue	Material Deadline
January 2007	Thursday, Dec 6, 2007
February 2007	Thursday, Jan 10, 2008
March 2007	Thursday, Feb 7, 2008
April 2007	Thursday, Mar 6, 2008
May 2007	Thursday, Apr 10, 2008
June 2007	Thursday, May 8, 2008
July 2007	Thursday, Jun 5, 2008
August 2007	Thursday, Jul 10, 2008
September 2007	Thursday, Aug 7, 2008
October 2007	Thursday, Sep 4, 2008
November 2007	Thursday, Oct 9, 2008
December 2007	Thursday, Nov 6, 2008
January 2008	Thursday, Dec 4, 2008

For additional information, please contact:
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For a 2008 Display Ad Marketing Guide, please contact:
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Terms and Conditions

- Terms net 30 days. If payment is not received within 30 days of the invoice date, we reserve the right to charge interest at the lesser rate of 1.5% per month (18% per year) or the maximum amount allowed in your jurisdiction.
- All advertising is subject to publisher's approval. The magazine reserves the right to reject advertising not in keeping with the publication's standards, as determined by the publisher.
- Positioning of advertisements is at the discretion of the publisher, except where a preferred position has been approved by the publisher at premium rates.
- Cancellations accepted upon written notice received prior to closing date. No cancellations after closing date.
- Earned rates available, but may be applied only at the point of the rate break. Retroactive discounts not allowed on earned rates. Frequency discounts available only on advertising contracted within a 12-month period.
- Advertisers will be short-rated if, within a 12-month period, they do not fulfill the number of insertions upon which billings have been based.
- Advertising not clearly distinguishable from editorial must be labeled.
- Publisher assumes no liability for errors in the Advertisers Index.
- Advertiser and advertising agency agree to indemnify, defend, and save harmless publisher from and against any claims for design, patent or copyright infringement, libel, violation of right of privacy, plagiarism, and any other suits based on contents of subject matter or graphic appearance of said advertisements.
- Publisher reserves the right to hold advertiser and/or agency liable for such monies as are due and payable to the publisher.
- No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.
- Advertisers will be charged for copy corrections or alterations that are the result of problems with submitted files.
- All advertising materials will be destroyed six months after last insertion unless written instructions are received to the contrary.

OUR TEAM

"Keep up the good work—you are a looked-for item in every surveyor's mail box, at least for every surveyor I know.—2007 Reader Survey

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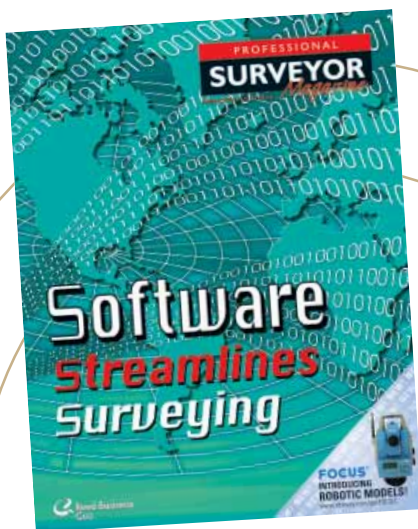
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"Our 14 years of advertising with *Professional Surveyor Magazine* have been mutually beneficial. Professional Surveyor's attention to detail and superior customer service have been unmatched. Their understanding and knowledge of our business puts them ahead of the game. We look forward to many more years of note worthy and ground breaking news with *Professional Surveyor Magazine*.

—Jennifer Bumford, Leica Geosystems Inc.

We enjoy hearing from you!

Feel free to send us comments, suggestions or questions.
email: neil@reedbusiness-geo.com