

PROFESSIONAL

**SURVEYOR**  
*Magazine*

# 2009 Classified Marketing Guide



**[www.profsurv.com](http://www.profsurv.com)**

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

# About Us

## Challenges Present Opportunities.

*Professional Surveyor Magazine* is North America's leading magazine for surveyors. We stay on the cutting edge by providing the latest news and information for our readers and advertisers.

Our nearly 40,000\* subscribers (the highest of any audited surveying periodical) can attest to our numerous changes and improvements, including adjustments to our editorial mix to better address changes occurring in our profession. Our editorial staff continually searches for and develops stories about the businesses and individuals who are successfully meeting the hardest challenges facing our industry today.

Among our newest columns:

- Weathering the Storm – look at companies doing well in today's economic downturn.
- The Next Generation – spend time with the young professionals who represent our future.

- Intersect – learn how surveyors and GIS professionals work together.
- Aerial Perspective – visit with successful aerial mapping firms.
- 3D scanning – learn about one of surveying's newest and most useful tools.

Our goal always remains the same: help those in the surveying community improve their skills in today's highly competitive marketplace.

Let us help you develop a marketing plan, including both print and electronic, that will provide you with the highest possible return on your investment.

Respectfully,  
—PSM Staff

*\*39,583 average qualified circulation per BPA June 2008 circulation statement.*

## 2009 Rates

### Magazine Circulation

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

#### Distribution Analysis\*\*

|   |        |
|---|--------|
| Average Total Distribution .....              | 41,940 |
| Average Total Qualified Circulation.....      | 39,583 |
| Average Total Non-Qualified Circulation:..... | 2,357  |
| • Advertising and agency .....                | 345    |
| • Rotated or occasional copies .....          | 332    |
| • Trade show and convention copies .....      | 553    |
| • Other distribution .....                    | 1,127  |

#### Geographical Breakout\*\*

|                     |       |             |      |
|---------------------|-------|-------------|------|
| United States ..... | 98.1% | Other ..... | 1.9% |
|---------------------|-------|-------------|------|

*\*\*Publisher's projection based on BPAW circulation statement for six-month period ended June 2008.*

#### For circulation list rental contact:

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

### Text Classified Rates

**Text only<sup>†</sup> 1x.....\$70 6x.....\$65**  
(each additional word \$2.00)

**Web only<sup>†</sup> 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 begin immediately or run concurrently with the print ad.

<sup>†</sup>Add your logo to print or web for an additional \$35 or both for \$50.

### 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@profsurv.com](mailto:angie@profsurv.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

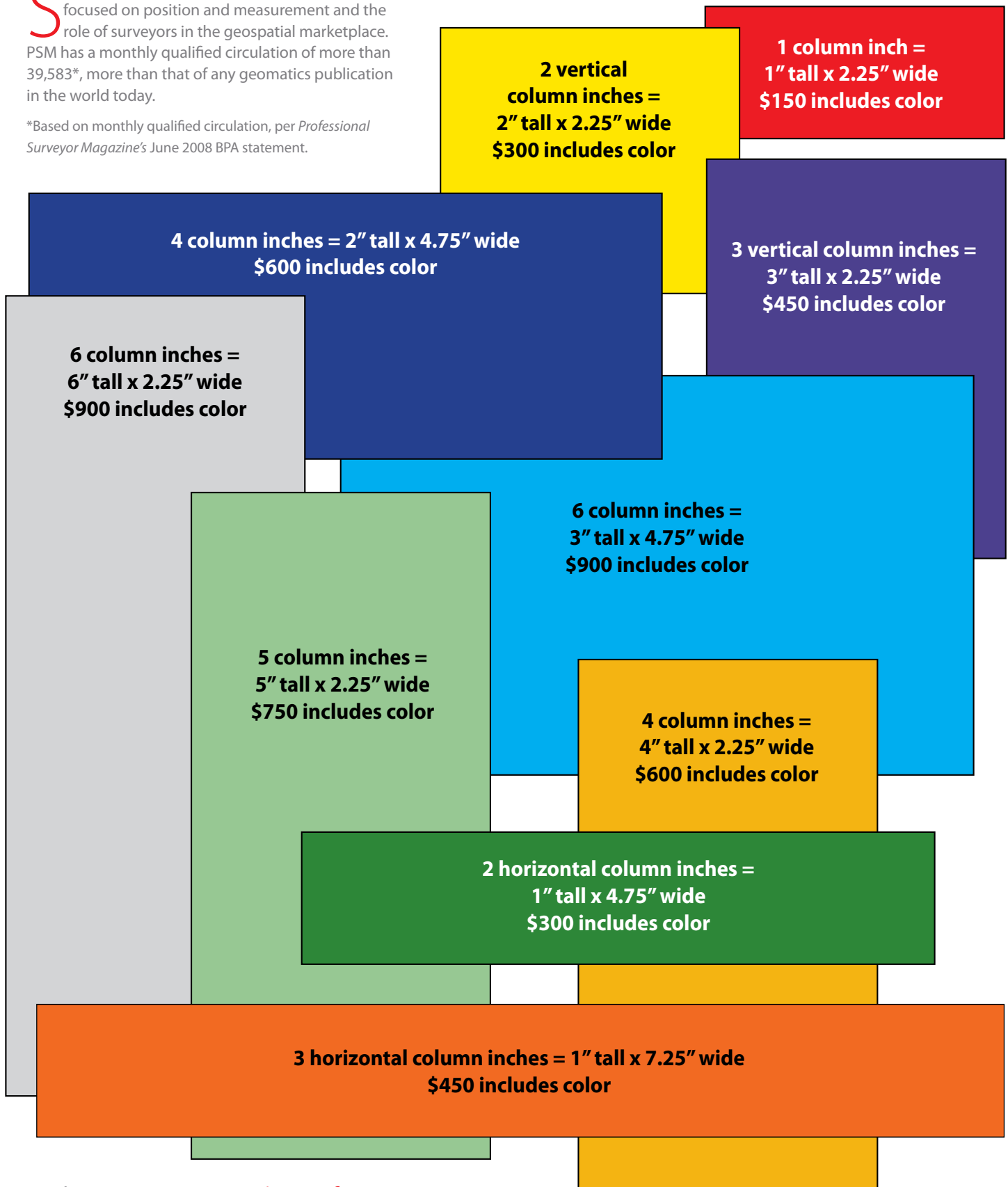
**Logo only:** attach as a pdf, jpeg, or tif file

# Display Rates & Specs

Since 1981, *Professional Surveyor Magazine* has focused on position and measurement and the role of surveyors in the geospatial marketplace. PSM has a monthly qualified circulation of more than 39,583\*, more than that of any geomatics publication in the world today.

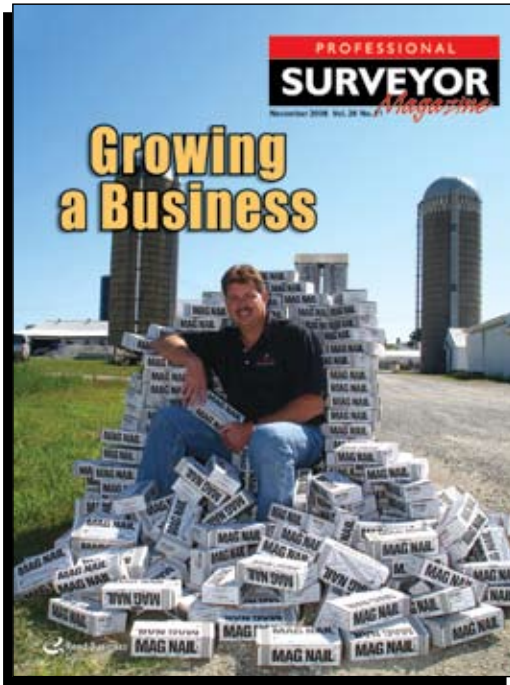
\*Based on monthly qualified circulation, per *Professional Surveyor Magazine's* June 2008 BPA statement.

## Actual size shown



Email Angie Duman at: [angie@profsurv.com](mailto:angie@profsurv.com)

# Deadlines, Terms & Conditions



## Classified Deadlines

|                     |                       |
|---------------------|-----------------------|
| Issue .....         | Material Deadline     |
| January 2009.....   | Thursday, Dec 4, 2008 |
| February 2009 ..... | Thursday, Jan 6, 2009 |
| March 2009.....     | Thursday, Feb 3, 2009 |
| April 2009.....     | Thursday, Mar 3, 2009 |
| May 2009.....       | Thursday, Apr 7, 2009 |
| June 2009.....      | Thursday, May 5, 2009 |
| July 2009.....      | Thursday, Jun 2, 2009 |
| August 2009.....    | Thursday, Jul 7, 2009 |
| September 2009..... | Thursday, Aug 4, 2009 |
| October 2009.....   | Thursday, Sep 1, 2009 |
| November 2009 ..... | Thursday, Oct 6, 2009 |
| December 2009 ..... | Thursday, Nov 3, 2009 |
| January 2010.....   | Thursday, Dec 1, 2009 |

For additional information, please contact:  
Angie Duman at [angie@profsurv.com](mailto:angie@profsurv.com)

For a 2008 Display Ad Marketing Guide, please contact:  
Rachael Mock at [rachael@profsurv.com](mailto:rachael@profsurv.com)



100 Tuscanny Drive, Suite B-1 • Frederick, MD 21702-5958  
Ph 301-682-6101 • Fax 301-682-6105  
[www.profsurv.com](http://www.profsurv.com)

## 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

**Publisher** Neil Sandler  
301-682-6101  
neil@profsurv.com

**Editor** Tom Gibson  
301-682-6101  
tom@profsurv.com

**Managing Editor** Shelly Cox  
301-682-6101  
shelly@profsurv.com

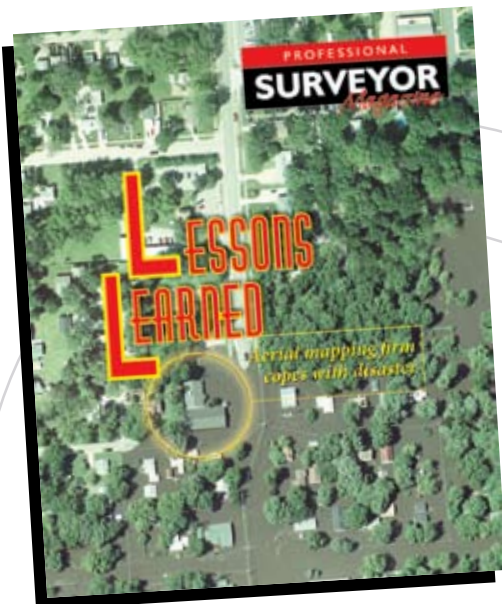
**Art Director** JoAnne Howland  
301-682-6101  
joanne@profsurv.com

**Account Manager/  
Advertising Sales** Rachael Mock  
301-682-6101  
rachael@profsurv.com

**Circulation Manager** Karen Seldon  
301-682-6101  
karen@profsurv.com

**Administrator/  
Classified Sales  
Reprints / PDF's** Angie Duman  
301-682-6101  
angie@profsurv.com

**Office Assistant** Kate O'Leary  
301-682-6101  
kate@profsurv.com



"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@profsurv.com