

SUCCESS Ideas

Solutions



PROFESSIONAL
SURVEYOR
Magazine

2010 CLASSIFIED MARKETING GUIDE

20 West Third Street, Frederick, MD 21701
301-682-6101 phone | 301-682-6105 fax

www.profsurv.com

Value Leader

No Rate Increase!

Unlike our competition, we have NOT raised ad rates for 2010. We know all our customers and potential customers are working harder and longer and counting every dollar or euro they spend on advertising. We face the same challenges, and therefore, unlike our competition, we have NOT raised ad rates for 2010.

But price is not the only reason to choose *Professional Surveyor Magazine* over its competition. For over 28 years, we have prided ourselves on being more closely attuned to what's going on in our industry than the competition, and our subscribers agree.

We have a strong following of devoted subscribers who look to us for their industry news and latest technologies. To do this more efficiently, we recently launched our e-newsletter *Pangaea*. Named after the supercontinent from which the seven continents were formed, our *Pangaea* serves as a unifying icon for converging geo-technologies, such as new advances in land surveying, GIS, laser scanning, photogrammetry, and hydrographics. This is exactly the information our subscribers look to us to provide.

Professional Surveyor Magazine is the industry's value leader. We offer you the opportunity to target our valued subscribers while keeping within your budget. Give us an opportunity to create a campaign for you that ties all aspects of today's new media: E-Blasts, e-newsletters, specials (such as our *Aerial Mapping* and our *Red Pages* directory), and of course our widely read and respected *Professional Surveyor Magazine*.

Respectfully,
—PSM Staff

2010 Rates

Magazine Circulation

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

Distribution Analysis**

Average Total Distribution.....	39,593
Average Total Qualified Circulation.....	37,911
Average Total Non-Qualified Circulation:.....	1,682
• Advertising and agency	222
• Trade show and convention copies	503
• Other distribution.....	957

Geographical Breakout**

United States	98.3%	Other.....	1.7%
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**Publisher's projection based on BPAW circulation statement for six-month period ended June 2009.

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 begin immediately or run concurrently with the print ad.

[†]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

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

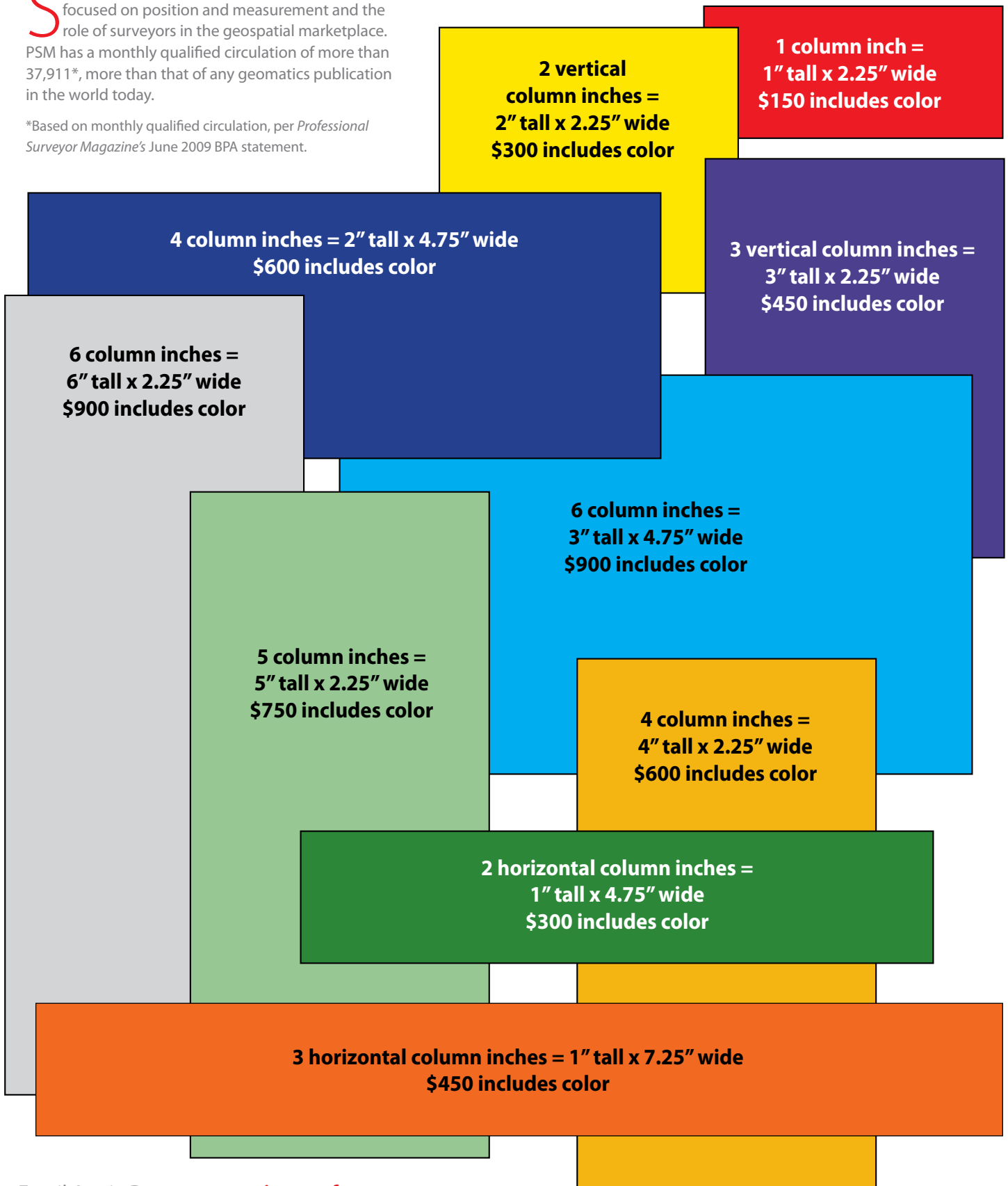
Logo only: attach as a pdf, jpeg, or tif file

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 37,911*, more than that of any geomatics publication in the world today.

*Based on monthly qualified circulation, per *Professional Surveyor Magazine's* June 2009 BPA statement.

Actual size shown



Deadlines, Terms & Conditions



Classified Deadlines

Issue	Material Deadline
January 2010.....	Thursday, Dec 3, 2009
February 2010	Thursday, Jan 7, 2010
March 2010.....	Thursday, Feb 4, 2010
April 2010.....	Thursday, Mar 4, 2010
May 2010.....	Thursday, Apr 8, 2010
June 2010.....	Thursday, May 6, 2010
July 2010.....	Thursday, Jun 10, 2010
August 2010.....	Thursday, Jul 8, 2010
September 2010.....	Thursday, Aug 5, 2010
October 2010.....	Thursday, Sep 2, 2010
November 2010.....	Thursday, Oct 7, 2010
December 2010	Thursday, Nov 4, 2010
January 2011.....	Thursday, Dec 2, 2010

For additional information, please contact:
Angie Duman at angie@profsurv.com

For a 2010 Display Ad Marketing Guide, please contact:
Rachael Mock at rachael@profsurv.com



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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

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

Editor Jim Fleming, CFedS
301-682-6101
jim@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



"Thank you for a truly professional and enjoyable magazine. Of the several periodicals I receive, Professional Surveyor is the one I enjoy reading the most. The articles are readable and relative. Not only to the ever advancing methods and means of surveying but also to the historical and smaller firm applications. Thanks again and please keep up the good work."

—Steven A. Tremblay
Steven A. Tremblay LLS, Belfast, Maine

We enjoy hearing from you!

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