

# 2011 CLASSIFIED MARKETING GUIDE



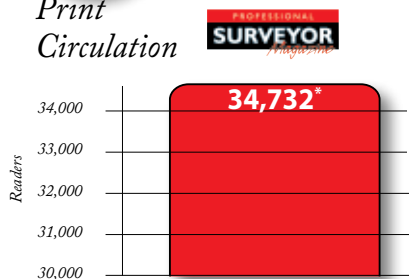
THE BEST VALUE FOR YOUR CLASSIFIED ADVERTISING DOLLAR.

**#1**

## in Print Circulation

**FACT: Readers still DEMAND print**

Print Circulation



A 2010 survey found that 77% of our readers prefer print versions of our magazine over e-editions. While we offer an e-edition of *Professional Surveyor Magazine* each month, we are not pushing our readers out of print. **When you buy the back cover of an online magazine, does anyone see it?**

POB

31,593\*

AM. SURV. \*\* ?

\*\*Not Audited.

\*Average qualified print circulation according to June 2010 BPA circulation statement

In Canada, partnerships with ACLS & Professional Surveyors Canada

**#1** in the Americas

**NEW!**  
Professional Surveyor Magazine  
En Español

## 2011 Rates

### Magazine Circulation

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

#### Distribution Analysis\*\*

|   |        |
|---|--------|
| Average Total Distribution.....               | 36,444 |
| Average Total Qualified Circulation.....      | 34,732 |
| Average Total Non-Qualified Circulation:..... | 1,712  |
| • Advertising and agency.....                 | 124    |
| • Trade show and convention copies.....       | 321    |
| • Other distribution.....                     | 1,267  |

#### Geographical Breakout\*\*

United States ..... 97.9%    Other..... 2.1%

\*\*Publisher's projection based on BPAW circulation statement for six-month period ended June 2010.

#### For circulation list rental contact:

Information Refinery, Inc.: 800.529.9020

### 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. Other sizes, formats and rates are available - please inquire!

### 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 12pt should be 100% black, attach as a pdf or tif file

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

The classified ad rate is \$150 per vertical column inch (minimum 1"). To determine the number of vertical column inches in your ad, multiply the vertical height (inches) by the number of columns wide.

## Display Classified Rates & Specs



Popular formats and rates are shown above at actual size, although you may create the size and format that works best for you.

A listing of popular sizes and rates, including multiple insertion rates are available on page 1. Please contact us if you do not see the size you need listed

