

## 2012 MARKETING GUIDE

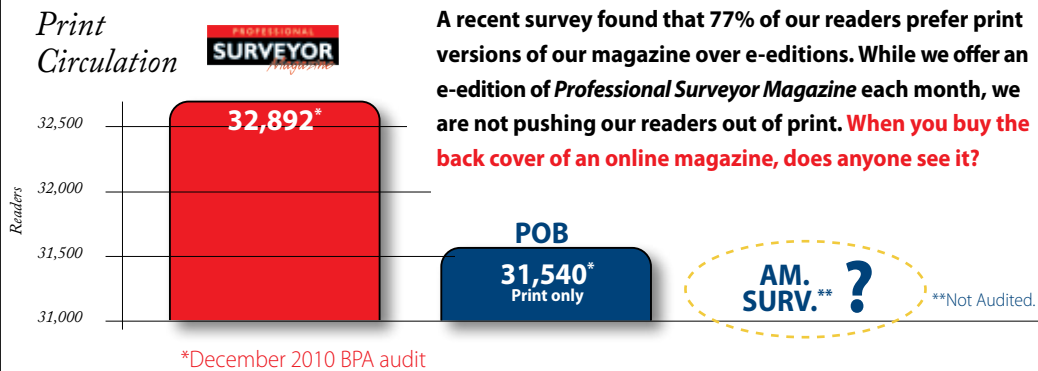


**#1**

THE BEST VALUE FOR YOUR ADVERTISING DOLLAR.

**in Print Circulation**

### FACT: Readers still DEMAND print



A recent 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?**

\*December 2010 BPA audit

### Website Traffic

Average 18,239 unique visitors per month

Users from over **196 countries** visit the site each month

## FIELD NOTES

Our newest publication, the monthly PSM *Field Notes* e-newsletter, brings you timely news in a convenient email format. Readers connect with editor T.J. Frazier to discuss the state of the profession, get updates from the latest industry events, and access the wide array of resources on our website.

*Field Notes* offers a unique exclusive sponsorship opportunity. The issue's email subject line and masthead will include your company name. In addition, your 100-150 word company or product profile will follow the main article, accompanied by a photo or logo.



### E-Blasts

**99.61% successful delivery rate**  
 Average total subscribers: 24,153  
 Average total opens: 5,528 per mailing  
 Average total clicks: 509 per mailing  
 9.7% average clicks per unique open

### Field Notes

Average total subscribers: 23,998  
 Average total opens: 5,690  
 Average total clicks: 510 per issue  
 8.0% average clicks per unique open

### Pangaea

Average total subscribers: 24,609  
 Average total opens: 5,512  
 Average total clicks: 712 per issue  
 12.0% average clicks per unique open

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

# Print Advertising



## Professional Surveyor

Full-color Rates (Rates listed are net)

Ad size	1x	3x	6x	12x
1 Page	\$5,892	\$5,619	\$5,238	\$4,965
2/3 Page	\$3,960	\$3,734	\$3,590	\$3,311
1/2 Page	\$3,111	\$2,936	\$2,848	\$2,616
1/3 Page	\$2,215	\$2,112	\$1,998	\$1,833
1/4 Page	\$1,792	\$1,694	\$1,627	\$1,494
1/6 Page	\$1,396	\$1,329	\$1,262	\$1,154

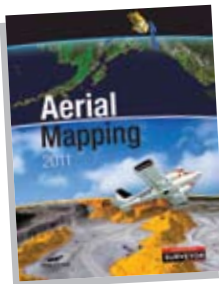
## ANNUAL SUPPLEMENTS

### Aerial Mapping 2012



The annual *Aerial Mapping* special focuses on the photogrammetry community and brings the latest advancements and innovations from the industry to our readers and those in related fields.

- Tell your company's story and the important details about your latest products and services through corporate profiles and case studies
- Target over 100,000 potential customers through three distribution channels:



- Our subscribers will receive a **print copy** with the March 2012 issue of *Professional Surveyor Magazine*
- An **electronic version** will be on our website throughout 2012
- The 2012 *Aerial Mapping* will be distributed to thousands of additional readers at major **international, national and state trade shows**

View our past editions on our website: [www.profsurv.com](http://www.profsurv.com)

### 2013 Surveyor's Red Pages:



The *Surveyor's Red Pages* highlights industry products and services for 2013, bringing all the facts together in one easy-to-use format for subscribers, the surveying community, and related industries.

- Target potential customers in a variety of fields in one year-round annual source, both in print and electronically
- A print copy will mail to our subscribers with the November 2013 issue of *Professional Surveyor Magazine*
- The 2013 *Surveyor's Red Pages* will be posted on our website throughout 2013
- This supplement will be distributed at numerous industry event shows during 2013



### Ad formats



### Available Premium Options



- **Corner Cover Position**  
Put your ad on the cover of the magazine for only \$2,500 when it runs with a full-page ad.

- INSIDE FRONT COVER
- BACK COVER
- 2-PAGE SPREAD
- BELLY BAND
- GATEFOLD
- COVER WRAP

### Classified Ads

For a complete Classifieds Marketing Guide and reprint services contact Angie Duman at 301-682-6101 or [angie@profsurv.com](mailto:angie@profsurv.com)

### Print Ad Art

We can accept your CMYK PDF, TIF, and EPS files, at a minimum of 300dpi, via email or our convenient FTP site.

For additional information, pricing, and specifications, contact Rachael Mock  
301-682-6101 | [rachael@profsurv.com](mailto:rachael@profsurv.com)



# Electronic Advertising

Location	6x	12x
Position A	\$885	\$835
Position B	\$490	\$440
Position C	\$490	\$440
Position D	\$885	\$835
Position E	\$440	\$400
Position F	\$700	\$650

Video	
1 time (2 weeks):	\$1,750
3 times (6 weeks):	\$1,400 net each
6 times (12 weeks):	\$1,100 net each
12 times (24 weeks):	\$850 net each

## NEW FEATURE!

Online Resource Map



- We enjoy a **99.61% successful** delivery rate on our Wednesday E-Blasts.
  - Target our **24,153** opt-in subscribers with your electronic message and get immediate results!
  - The results speak for themselves in the **tracking** and click-through rates that we will provide for you.
  - Our E-blasts are extremely popular; be sure to reserve your dates for 2012 now!
- 1 time = \$2,250 net      3 times = \$1,750 net each

## E-Blasts

## Field Notes

- *Field Notes* offers a unique, exclusive sponsorship opportunity. This newsletter is sent to our 24,000 subscribers on the first Thursday of every month, featuring one exclusive sponsor. As the sponsor, your company's name will be included in the newsletter subject line and the masthead. In addition, your 100 to 150-word company or product profile will follow the main article, accompanied by a photo or logo.
- The cost is \$1,500 net.



## e-Newsletter

*Pangaea* is our twice-a-month electronic newsletter created for professionals in GIS, land and hydro surveying, laser scanning and photogrammetry.



- As a unifying source of news about converging geospatial technologies, *Pangaea* explores exciting new advances and reaches new audiences.
- Target our 24,000+ opt-in subscribers

	120 x 600	468 x 60	468 x 60	120 x 90
6X	\$450	\$395	\$295	\$275
12X	\$400	\$345	\$265	\$250
24X	\$350	\$295	\$240	\$210

Rates listed are net per month

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