2004 media planner

GIS monitor

making sense of the geospatial marketplace

Mission

GIS Monitor covers the geospatial marketplace in a way no other publication can. Delivered electronically, every week since August 2000, *GIS Monitor* takes a fresh look at GIS software, data, GPS, location-based services, wireless, and other industries and technologies that touch the location technology arena. GIS users in public and private organizations, GIS and remote sensing software developers, GIS managers, and others count on *GIS Monitor*, often citing it as the only electronic GIS publication they read. These professionals know they'll learn about issues and new technologies not covered elsewhere through daily updates on the website and weekly in-depth stories in the newsletter.

GIS Monitor readers are the movers and shakers in the industry, worldwide, who seek information on the cutting edge of GeoIT and how it impacts them. As a former GIS user, developer, and marketer, and current independent consultant to the industry, my goal is to tackle the key issues in our industry in a focused, timely, easy to read format. We invite you to connect with *GIS Monitor* readers in 2004.

Adena Schutzberg
Editor

> *"Thanks again for your efforts with the GIS Monitor. It has always been a 'must read' for me, and apparently many others."*

Publishing Schedule

GIS Monitor is delivered every week on Thursday via e-mail. *GIS Monitor* covers breaking corporate announcements, new technologies, and important industry meetings in Internet, not print, timeframes. Readers therefore read every issue, looking for the latest insights.

Distribution

GIS Monitor is delivered, via e-mail, to more than 16,000 readers worldwide at no cost.

Website

Visitors hit the *GIS Monitor* website each day to read the latest *Points of Interest*. Other websites reprint press releases; *GIS Monitor* provides hand-picked, and often off-beat, news and analysis—every day. (Think of it as the geospatial version of Slashdot.) The website also hosts updated links to valuable GIS resources on a variety of topics, as well as a searchable index of every back issue of *GIS Monitor* since inception.

For more information: **ads@gismonitor.com** or **www.gismonitor.com**

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Advertising Opportunities

Newsletter

Sponsorships

- *GIS Monitor* Newsletter Sponsorship: One week sponsorship includes a square graphic near the table of contents, sponsorship recognition, and a text ad just above the lead article in one issue of *GIS Monitor*. You pick the week. $500 (1 available per week)

- *GIS Monitor* Points of Interest Sponsor: One week sponsorship includes a square graphic at the title location for the section, sponsorship recognition, and a text ad within the section, in one issue of *GIS Monitor*. You pick the week. $500 (1 available per week)

- *GIS Monitor* Week In Review Sponsorship: One week sponsorship includes a square graphic near the title location for the section, sponsorship recognition, and a text ad within the section, in one issue of *GIS Monitor*. You pick the week. $500 (1 available per week)

> *"I find I read more details of your newsletter than the other GIS-related newsletters that I receive, despite the fact that yours is often the longest!"*

Banner Advertising

- *GIS Monitor* Newsletter banner ad: A banner style graphic between articles in the newsletter for one week. You pick the week. $350 (7 available per week)

Website Advertising

- Website ad: A medallion (square, 6 available) on main page of *GIS Monitor* page of website and each page of website for one week. $350 (Note that website main page content is updated daily with original content, not press releases.)

E-mail Distribution

- *GIS Monitor* E-Blast: We will e-mail your ad (in HTML) to more than 16,000 *GIS Monitor* subscribers. You choose the week. $1500 (1 available per week)

- *Professional Surveyor* E-Blast: We will e-mail your ad (in HTML) to 24,000 *Professional Surveyor* subscribers. You choose the week. $2,500 (1 available per week)

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Details

Newsletter

Newsletter materials (graphics and URL information, and text ad details for sponsorships) must be received by 9 am EST the Wednesday before the advertisement is to run.

Sponsorships

GIS Monitor newsletter sponsorship banners are 125 x 125 square graphics with a URL link to a webpage of your choice. The graphics are highlighted with the text "This issue/section sponsored by: Your Company."

Each sponsorship banner includes a text ad, set off by horizontal bars. This may be up to 25 words and include one link. It will be included in the sponsored section.

GeoSearch is the leading placement agency for GIS professionals. Is there a new job for you out there? Have a look right now!

Banner Ads

GIS Monitor newsletter banners are 468 x 60 horizontal graphics with a URL link to a webpage of your choice. These appear between articles in each issue. We select the location. An average issue has seven banners.

Many websites don't provide RSS feeds yet. But, there are tools to "fake" feeds from websites that do not provide them. I read one blogger's note that explained he couldn't fine GIS feeds, so created his own using such a tool.

DO MORE WITH WHAT YOU HAVE

Following Up on Some Promised Products

Wired does a feature annually on the "vaporware" of the year—those promised products that, alas, have never appeared. sometimes you don't notice if something

For more information: *ads@gismonitor.com* or *www.gismonitor.com*

Website Advertising

GIS Monitor website graphics are 125 x 125 square graphics (six or seven on the main page and across website). Each graphic may point to a webpage of your choice.

Website advertising materials (graphics and URL information) must be received by 9:00 am EST the Wednesday before the advertisement is to run.

E-mail Distribution

E-blasts are typically scheduled for Wednesday between 12:00-4:00 pm EST.

GITC America will test the mailing by sending it to the advertiser for approval, the Tuesday before the scheduled blast. E-Blast materials (HTML) must be received by the Monday preceding a blast.

"Just let me say thank you for a year of services that really helps me do my job and keep me up to date!"

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Advertising Summary and Graphics Specifications

	Newsletter		Website	E-mail Distribution	
	Sponsorship	Banner	Medallion (square)	GIS Monitor E-Blast	Professional Surveyor E-Blast
Cost/week or cost/e-blast	$500	$350	$350	$1,500	$2,500
Distribution	16,000+	16,000+	-	16,000+	24,000+
Includes text ad?	Yes - 25 words/one link	No	No	No	No
Graphics formats accepted	GIF, JPG, GIF89a	GIF, JPG, GIF89a	GIF, JPG, GIF89a	GIF, JPG, GIF89a	GIF, JPG, GIF89a
Graphic specs	125x125	468x60	125x125	open	open
Maximum graphics size	20K	25K	20K	2 images, combined size < 200K	2 images, combined size < 200K
Materials due	Wednesday 9 am EST for Thursday issue	Wednesday 9 am EST for Thursday issue	Wednesday 9 am EST for Thursday through Wednesday	Monday 9 am EST	Monday 9 am EST
Sample	Sample Issue: www.gismonitor.com/mediakit/gm_ad_sample.php		Website: www.gismonitor.com	Sample E-Blast: http://images.profsurv.com/maptechprof.htm	

For more information, other options,

or to place an order, please contact

ads@gismonitor.com

"I've stopped reading the newsletters that just sandwich press releases together undigested and now just read yours. Great job!"