



# Marketing Guide 2006

## DETAILS

More than 23,000 subscribers receive this weekly electronic newsletter which takes a fresh look at the GIS community, GIS software, data, and applications; at GPS, aerial photogrammetry, satellite imagery, wireless networks, and other related technologies; and at location-based services, mobile computing, and other relevant industries.

## SIZES AND PRICING

**Newsletter  
Sponsorship**  
\$500  
per week  
125 x 125

**Website  
Banner**  
\$350  
per month  
125 x 125

*“GIS Monitor is a great pub,  
and it is great to have someone  
as knowledgeable as you sorting  
through the flood of informa-  
tion in the GIS World.”*

— Cartographer

**Newsletter Banner**  
\$350 per week  
468 x 60

## DEADLINES

9 a.m. every Wednesday. Send GIF or JPG.

## E-BLASTS

- *GIS Monitor* E-Blast: We will email your ad (in html) to more than 23,000 GIS Monitor subscribers. You choose the week. \$1,500 (1 available per week).
- *Professional Surveyor* E-Blast: We will email your ad (in html) to 32,000 *Professional Surveyor* subscribers. You choose the week. \$1,500 (1 available per week)

## CONTACT/ QUESTIONS

Check out our most recent issue at [www.gismonitor.com](http://www.gismonitor.com).  
Contact Rachael Mock at [rachael@gismonitor.com](mailto:rachael@gismonitor.com) or call 301-682-6101 for more information or to reserve your ad.



# Editorial Calendar '06

In order to better coordinate editorial content and advertising, this editorial calendar is an advisory as to the topics on which I plan to focus during the coming months. Each issue, of course, will also cover whatever topics are most timely, relevant, interesting, and useful for our readers. — *Matteo*

## FEBRUARY

**Remote sensing:** satellite imagery, aerial photography, LiDAR, and image processing

## MARCH

**Industry conferences:** previews of upcoming technical conferences and tradeshows

## APRIL

**GIS in Europe:** including reporting from GIS projects in Italy and, possibly, Germany (Munich)

## MAY

**GIS for public safety:** communication, dispatch, response, and coordination

## JUNE

**GIS for field research:** biology, geology, archeology, climate change, etc.

## JULY

**GIS for local government:** trends in cities and counties; profiles of GIS shops

## AUGUST

**GIS for consumers:** LBS via cell phones, PDAs, car navigation systems, and Web sites

## SEPTEMBER

**Geospatial education:** GIS courses in universities, community colleges, and high schools

## OCTOBER

**Open Source GIS**

## NOVEMBER

**GPS:** data collection for GIS

## DECEMBER

**GIS & Surveying**