

PE&RS MEDIA KIT 2020

PHOTOGRAMMETRIC ENGINEERING & REMOTE SENSING
*The official journal for imaging and geospatial
information science and technology*

asprs.org





PE&RS Readership Highlights

ASPRS is in the Top 20!

From July 1 to 31, 2019, PE&RS ranked 19th out of over 11,000 journals for content downloads with Ingenta Connect.

“We are very proud of this accomplishment” says Jesse Winch, Acting Executive Director. “When ASPRS was organized in 1934 our primary mission was to advance the knowledge and improve the understanding of the mapping sciences. PE&RS is of tremendous value to the geospatial community. Not only does it provide an important avenue for researchers to publish their findings but it also provides an area where corporations can highlight areas in which their products are being used.”

Circulation: 3,200

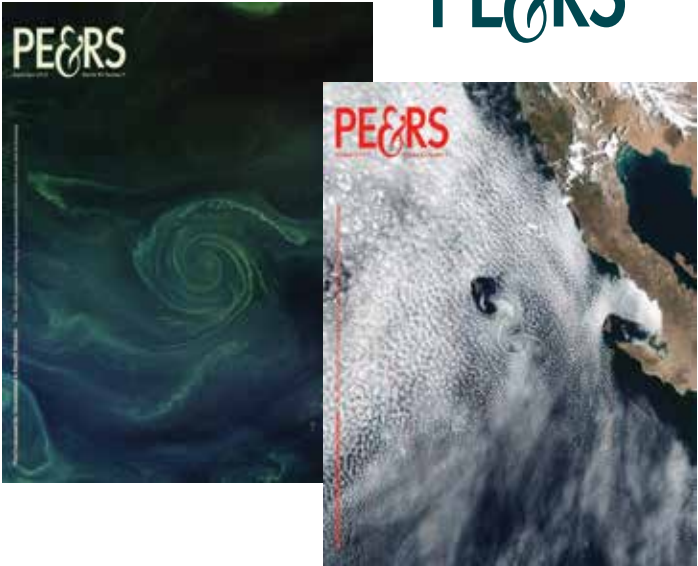
Total audience: 6,400*

Digital Edition Monthly Unique Views: 2,000+

Professional Demographics

Years in profession (mean): 16.7 years

| | % Composition |
|--|---------------|
| Work Setting | |
| Corporate | 38.5% |
| Academia | 26.9% |
| Government | 26.9% |
| Sole Proprietor LLC | 3.8% |
| Education | |
| Post graduate+ Doctorate degree | 26.9% |
| 4-year college degree | 30.8% |
| ASPRS Certifications | |
| ASPRS Certified Photogrammetrists | 330+ |
| ASPRS Certified Mapping Scientists* | 110+ |
| Certified Metrologists | 30+ |
| ASPRS Certified Technologists | 20+ |
| *Includes our new and fast-growing Lidar certification | |





Founded in 1934, the American Society for Photogrammetry and Remote Sensing (ASPRS) is a scientific association serving professional members throughout the world. Our mission is to advance knowledge and improve understanding of mapping sciences to promote the responsible applications of photogrammetry, remote sensing, geographic information systems (GIS), and supporting technologies.

Our members are analysts/specialists, educators, engineers, managers/administrators, manufacturers/ product developers, operators, technicians, trainees, marketers, and scientists/ researchers. Employed in the disciplines of the mapping sciences, they work in the fields of Agriculture/Soils, Archeology, Biology, Cartography, Ecology, Environment, Forestry/Range, Geodesy, Geography, Geology, Hydrology/Water Resources, Land Appraisal/Real Estate, Medicine, Transportation, and Urban Planning/Development.

*Based on 2 readers per copy as well as online views | Source: PE&RS Readership Survey, Fall 2012
 For more information, contact Bill Spilman at bill@innovativemediasolutions.com | (877) 878-3260 toll-free | (309) 483-6467 direct | (309) 483-2371 fax

PE&RS readers make the purchasing decisions for their organizations and have interest and budgets to buy what you sell!



PE&RS is well-read, influential and of great value to its high-powered readership.



Readership Habits

| | % Composition |
|--|---------------|
| Read regularly (at least 3 out of 4 issues) | 69.2% |
| Took action as a result of reading | |
| Clipped or copied article(s) of interest | 80.8% |
| Discussed an article with a colleague | 80.8% |
| Saved the issue for future reference | 73.1% |
| Visited an advertiser's website | 69.2% |
| Pointed out a product to a colleague | 61.5% |
| Contacted an author/key figure for information | 46.2% |
| Adopted/modified a process or procedure | 42.3% |
| Contacted an advertiser by email or phone | 30.8% |
| Purchased an advertised product | 19.2% |

PURCHASING POWER

45% of PE&RS readers have an annual geospatial information technology budget of more than

\$500,000

69% of PE&RS readers visit an advertisers website for more information

3 out of 4

PE&RS readers save their issues for future reference

90% of PE&RS readers recommend/select products and services

77% of PE&RS readers make *purchasing decisions* for their company

Time spent reading PE&RS (average)



Source: PE&RS Readership Survey, Summer 2017

PE&RS 2020 Advertising Rates & Specs

THE MORE YOU ADVERTISE THE MORE YOU SAVE! PE&RS offers frequency discounts. Invest in a three-times per year advertising package and receive a 5% discount, six-times per year and receive a 10% discount, 12-times per year and receive a 15% discount off the cost of the package.

| | Corporate Member Exhibiting at a 2020 ASPRS Conference | Corporate Member | Exhibitor | Non Member |
|--|---|--------------------------|-----------|------------|
| <i>All rates below are for four-color advertisements</i> | | | | |
| Cover 1 | \$1,850 | \$2,000 | \$2,350 | \$2,500 |
| <i>In addition to the cover image, the cover sponsor receives a half-page area to include a description of the cover (maximum 500 words). The cover sponsor also has the opportunity to write a highlight article for the journal. Highlight articles are scientific articles designed to appeal to a broad audience and are subject to editorial review before publishing. The cover sponsor fee includes 50 copies of the journal for distribution to their clients. More copies can be ordered at cost.</i> | | | | |
| Cover 2 | \$1,500 | \$1,850 | \$2,000 | \$2,350 |
| Cover 3 | \$1,500 | \$1,850 | \$2,000 | \$2,350 |
| Cover 4 | \$1,850 | \$2,000 | \$2,350 | \$2,500 |
| Advertorial | 1 Complimentary Per Year | 1 Complimentary Per Year | \$2,150 | \$2,500 |
| Full Page | \$1,000 | \$1,175 | \$2,000 | \$2,350 |
| 2 page spread | \$1,500 | \$1,800 | \$3,200 | \$3,600 |
| 2/3 Page | \$1,100 | \$1,160 | \$1,450 | \$1,450 |
| 1/2 Page | \$900 | \$960 | \$1,200 | \$1,200 |
| 1/3 Page | \$800 | \$800 | \$1,000 | \$1,000 |
| 1/4 Page | \$600 | \$600 | \$750 | \$750 |
| 1/6 Page | \$400 | \$400 | \$500 | \$500 |
| 1/8 Page | \$200 | \$200 | \$250 | \$250 |
| Other Advertising Opportunities | | | | |
| Wednesday Member Newsletter Email Blast | 1 Complimentary Per Year | 1 Complimentary Per Year | \$600 | \$600 |

A 15% commission is allowed to recognized advertising agencies

| Ad Size | Width | Height |
|---------------------|----------|---------|
| Cover (bleed only) | 8.625" | 11.25" |
| Full Page (bleed) | 8.625" | 11.25" |
| Full Page (trim) | 8.375" | 10.875" |
| 2/3 Page Horizontal | 7.125" | 6.25" |
| 2/3 Page Vertical | 4.58" | 9.625" |
| 1/2 Page Horizontal | 7.125" | 4.6875" |
| 1/2 Page Vertical | 3.4375" | 9.625" |
| 1/3 Page Horizontal | 7.125" | 3.125" |
| 1/3 Page Vertical | 2.29" | 9.625" |
| 1/4 Page Horizontal | 7.125" | 2.34" |
| 1/4 Page Vertical | 3.4375" | 4.6875" |
| 1/8 Page Horizontal | 7.125" | 1.17" |
| 1/8 Page Vertical | 1.71875" | 4.6875" |

- Publication Size: 8.375" × 10.875" (W x H)
- Live area: 1/2" from gutter and 3/8" from all other edges
- No partial page bleeds.
- Publication Style: Perfect bound
- Printing Method: Web offset press
- Software Used: PC InDesign CS6
- Supported formats:
 - TIFF
 - EPS
 - BMP
 - JPEG
 - PDF
 - PC InDesign, Illustrator, and Photoshop

Send ad materials to:
 ASPRS/PE&RS Production
 425 Barlow Place, Suite 210
 Bethesda, Maryland 20814
 505-819-3599
 rkelley@asprs.org

Ship inserts to:
 Alicia Coard
 Walsworth
 2180 Maiden Lane
 St. Joseph, MI 49085
 888-563-3220 (toll free)
 269-428-1021 (direct)
 269-428-1095 (fax)
 alicia.coard@walsworth.com

Special Advertising Opportunities

FRONT COVER SPONSORSHIP

A *PE&RS* cover sponsorship is a unique opportunity to capture the undivided attention of your target market through three premium points of contact.

1— *PE&RS* FRONT COVER

(Only twelve available, first-come, first-served)

PE&RS is world-renowned for the outstanding imagery displayed monthly on its front cover—and readers have told us they eagerly anticipate every issue. This is a premium opportunity for any company, government agency, university or non-profit organization to provide a strong image that demonstrates their expertise in the geospatial information industry.

2— FREE ACCOMPANYING “HIGHLIGHT” ARTICLE

A detailed article to enhance your cover image is welcome but not a condition of placing an image. Many readers have asked for more information about the covers and your article is a highly visible way to tell your story in more depth for an audience keenly interested in your products and services. No article is guaranteed publication, as it must pass ASPRS editorial review. For more information, contact Rae Kelley at rkelley@asprs.org.

3— FREE TABLE OF CONTENTS COVER DESCRIPTION

Use this highly visible position to showcase your organization by featuring highlights of the technology used in capturing the front cover imagery. Limit 200-word description.

Terms: Fifty percent nonrefundable deposit with space reservation and payment of balance on or before materials closing deadline.

Cover Specifications:

Bleed size: 8 5/8" × 11 1/4" Trim: 8 3/8" × 10 7/8"

Offprints of the cover, Table of Contents page, and highlight article are available at the time of publication. These must be ordered and paid for in advance.

For front cover offprints or other quantities, contact Rae Kelley, ASPRS Assistant Director – Publications 505-819-3599
e-mail rkelley@asprs.org.

PRICING

| | Corporate Member Exhibiting at a 2019 ASPRS Conference | Corporate Member | Exhibitor | Non Member |
|---------|--|------------------|-----------|------------|
| Cover 1 | \$1,850 | \$2,000 | \$2,350 | \$2,500 |

Belly Bands, Inserts, Outserts & More!

Make your material the first impression readers have when they get their copy of *PE&RS*. Contact Bill Spilman at bill@innovativemediasolutions.com

VENDOR SEMINARS

ASPRS Sustaining Members now have the opportunity to hold a 1-hour informational session as a Virtual Vendor Seminar that will be free to all ASPRS Members wishing to attend. There will be one opportunity per month to reach out to all ASPRS Members with a demonstration of a new product, service, or other information. ASPRS will promote the Seminar through a blast email to all members, a notice on the ASPRS web site home page, and ads in the print and digital editions of *PE&RS*.

The Virtual Seminar will be hosted by ASPRS through its Zoom capability and has the capacity to accommodate 500 attendees.

| Vendor Seminars | |
|-----------------|------------------------|
| Fee | \$2,500 (no discounts) |

EMPLOYMENT PROMOTION

When you need to fill a position right away, use this direct, right-to-the-desktop approach to announce your employment opportunity. The employment opportunity will be sent once to all ASPRS members in our regular Wednesday email newsletter to members, and will be posted on the ASPRS Web site for one month. This type of advertising gets results when you provide a web link with your text.

| Employment Opportunity | Net Rate |
|------------------------|-------------------|
| 30-Day Web + 1 email | \$500/opportunity |
| Web-only (no email) | \$300/opportunity |

Do you have multiple vacancies that need to be filled? Contact us for pricing details for multiple listings.

NEWSLETTER DISPLAY ADVERTISING

Your vertical ad will show up in the right hand column of our weekly newsletter, which is sent to more than 3,000 people, including our membership and interested parties. **Open Rate: 32.9%**

| Newsletter vertical banner ad | Net Rate |
|-------------------------------|-------------------|
| 180 pixels x 240 pixels max | \$500/opportunity |

PE&RS Digital Edition

Digital Edition E-mail Blast: 5,800+

PE&RS is available online in both a public version that is available to anyone but does not include the peer-reviewed articles, and a full version that is available to ASPRS members only upon login.

The enhanced version of *PE&RS* contains hot links for all ASPRS Sustaining Member Companies, as well as hot links on advertisements, ASPRS Who's Who, and internet references.

Become a sponsor today!

The e-mail blast sponsorship opportunity includes a **180 x 240 pixel ad** in the email announcement that goes out to our membership announcing the availability of the electronic issue.

| Digital Edition Opportunities | Net Rate |
|-------------------------------|----------|
| E-mail Blast Sponsorship* | \$1,000 |

2020 PE&RS Advertising Deadlines

| Issue | Deadlines | |
|-----------|--------------|--------------|
| | Space | Artwork |
| January | November 15 | November 25 |
| February | December 13 | December 20 |
| March | January 15 | January 24 |
| April | February 14 | February 25 |
| May | March 13 | March 25 |
| June | April 15 | April 24 |
| July | May 15 | May 22 |
| August | June 15 | June 25 |
| September | July 15 | July 24 |
| October | August 14 | August 25 |
| November | September 15 | September 25 |
| December | October 15 | October 23 |

ASPRS CURRENT CORPORATE MEMBERS

ACI USA Inc.
Member Since: 1/2018

Airbus Defense and Space
Member Since: 6/2016

Axis GeoSpatial, LLC
Member Since: 10/2002

Ayres Associates, Inc.
Member Since: 1/1953

Bohannon Huston, Inc.
Member Since: 11/1992

CompassData, Inc.
Member Since: 1/2012

DAT/EM Systems International
Member Since: 1/1974

Dewberry
Member Since: 1/1985

DigitalGlobe, Inc.
Member Since: 6/1996

Environmental Research Incorporated
Member Since: 8/2008

Esri
Member Since: 1/1987

Extensis
Member Since: 1/1997

GeoBC
Member Since: 12/2008

GeoCue Group
Member Since: 10/2003

Geojano
Member Since: 05/2019

Geomni, Inc.
Member Since: 03/2018

Global Science & Technology, Inc.
Member Since: 10/2010

GPI Geospatial Inc.
Member Since: 10/1994

Harris Corporation
Member Since: 6/2008

Keystone Aerial Surveys, Inc.
Member Since: 1/1985

Kucera International
Member Since: 1/1992

Lead'Air, Inc.
Member Since: 5/2001

MDA Information Systems LLC
Member Since: 1/1983

Merrick & Company
Member Since: 4/1995

Observera, Inc.
Member Since: 8/2002

PCI Geomatics
Member Since: 1/1989

Pickett and Associates, Inc.
Member Since: 4/2007

PixElement
Member Since: 1/2017

Quantum Spatial, Inc.
Member Since 1/1974

Riegl USA, Inc.
Member Since: 11/2004

Robinson Aerial Survey, Inc. (RAS)
Member Since: 1/1954

Routescene, Inc.
Member Since: 12/2007

Sanborn Map Company
Member Since: 10/1984

Teledyne Optech
Member Since: 1/1999

Terra Remote Sensing (USA) Inc.
Member Since: 10/2016

The Airborne Sensing Corporation
Member Since: 7/2003

Towill, Inc.
Member Since: 1/1952

**University of Twente/
Faculty ITC**
Member Since: 1/1992

U.S. Geological Survey
Member Since: 4/2002

Woolpert LLP
Member Since: 1/1985

CONTACT INFORMATION

ASPRS ADVERTISING & EXHIBIT SALES:

Bill Spilman
ASPRS Advertising, Exhibit Sales &
Sponsorships
320 W. Chestnut St., P.O. Box 399
Oneida, IL 61467
(877) 878-3260 toll-free
(309) 483-6467 direct
(309) 483-2371 fax
bill@innovativemediasolutions.com

SEND ARTWORK TO:

ASPRS/PE&RS Production
425 Barlow Place, Suite 210
Bethesda, Maryland 20814
(301) 493-0290
rkelly@asprs.org
CC: bill@innovativemediasolutions.com

SEND PAYMENT TO:

Priscilla Weeks
425 Barlow Place, Suite 210
Bethesda, Maryland 20814
(301) 493-0290 ext. 109
pweeks@asprs.org
Important: If sending payment via wire
transfer, you must add a US \$25 wire transfer
fee to your total. Contact Priscilla Weeks at
the contact information above for instructions
on wire transfers.

2020 ASPRS ADVERTISING ORDER FORM

Company _____

Ad Type _____ Frequency _____

Rate _____

Purchase Order Number _____

Contract Authorized by (print) _____

Authorized Signature _____ Date _____

ADVERTISING CONTACT

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

BILL TO (if different from advertising contact)

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

PE&RS AD TYPE

- | | |
|--|--|
| <input type="checkbox"/> Cover 1 | <input type="checkbox"/> 1/3 Page |
| <input type="checkbox"/> Cover 2 | <input type="checkbox"/> 1/4 Page |
| <input type="checkbox"/> Cover 3 | <input type="checkbox"/> 1/6 Page |
| <input type="checkbox"/> Cover 4 | <input type="checkbox"/> 1/8 Page |
| <input type="checkbox"/> Advertorial | <input type="checkbox"/> Belly band |
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Insert |
| <input type="checkbox"/> 2 page spread | <input type="checkbox"/> Outsert |
| <input type="checkbox"/> 2/3 Page | <input type="checkbox"/> Digital Edition Email Blast |
| <input type="checkbox"/> 1/2 Page | |

Ad Placement

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July |
| <input type="checkbox"/> February | <input type="checkbox"/> August |
| <input type="checkbox"/> March | <input type="checkbox"/> September |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | <input type="checkbox"/> November |
| <input type="checkbox"/> June | <input type="checkbox"/> December |

Specialty Ad Opportunities

- Newsletter vertical banner ad
Date _____
- Employment Opportunity
Date _____
- Vendor Seminar
Date _____

IMPORTANT

- Advertiser and advertising is subject to approval by ASPRS
- Individual ads cannot be canceled after space close deadline.
- Any files that do not follow the requirements are subject to an additional production charge.

ADVERTISING REPRESENTATIVE

Bill Spilman, President
 Innovative Media Solutions
 320 W. Chestnut St.
 P.O. Box 399, Oneida, IL 61467
 (877) 878-3260 toll-free
 (309) 483-6467 direct
 (309) 483-2371 fax
 bill@innovativemediasolutions.com