

# PE&RS MEDIA KIT 2021

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



[asprs.org](https://asprs.org)

## PE&RS Readership Highlights

### ASPRS is in the Top 20!

From May 1 to 31, 2020, PE&RS ranked 15th 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
<b>Work Setting</b>	
Corporate	38.5%
Academia	26.9%
Government	26.9%
Sole Proprietor LLC	3.8%
<b>Education</b>	
Post graduate+ Doctorate degree	26.9%
4-year college degree	30.8%
<b>ASPRS Certifications</b>	
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

**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%
<b>Took action as a result of reading</b>	
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 2021 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 2021 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

## 2021 PE&RS Advertising Deadlines

Issue	Deadlines	
	Space	Artwork
January	November 13	November 25
February	December 11	December 18
March	January 15	January 22
April	February 12	February 19
May	March 12	March 19
June	April 15	April 22
July	May 14	May 21
August	June 11	June 18
September	July 16	July 23
October	August 13	August 20
November	September 17	September 24
December	October 15	October 22

## ASPRS CURRENT CORPORATE MEMBERS

### Aerial Services, Inc.

Member Since: 5/2001

### Airbus Defense and Space

Member Since: 11/2018

### Ayres Associates

Member Since: 1/1953

### Cardinal Systems, LLC

Member Since: 1/2001

### Dewberry

Member Since: 1/1985

### Esri

Member Since: 1/1987

### F.R. Aleman & Associates, Inc.

Member Since: 7/2020

### GeoWing Mapping, Inc.

Member Since: 12/2016

### GPI Geospatial Inc.

Member Since: 10/1994

### Green Grid Inc.

Member Since: 1/2020

### Kucera International

Member Since: 1/1992

### L3Harris Corporation

Member Since: 6/2008

### Pickett and Associates, Inc.

Member Since: 4/2007

### Quantum Spatial, Inc.

Member Since: 1/1974

### Sanborn Map Company

Member Since: 10/1984

### Surveying And Mapping, LLC (SAM)

Member Since: 12/2005

### T3 Global Strategies, Inc.

Member Since: 6/2020

### Towill, Inc.

Member Since: 1/1952

### Trimble

Member Since: 4/1942

### Wingtra

Member Since: 6/2020

### 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

rkelley@asprs.org

CC: bill@innovativemediasolutions.com

### SEND PAYMENT TO:

ASPRS Finance Office

2151 Quail Run Drive, Ste. B

Baton Rouge, LA 70808

office@asprs.org

Important: If sending payment via wire transfer, you must add a US \$25 wire transfer fee to your total. Contact office@asprs.org for instructions on wire transfers.

## 2021 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