

# PE&RS MEDIA KIT 2022

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 10!**

From August to September, 2021, PE&RS ranked in the top 10 out of over 11,000 journals for full-text downloads with Ingenta Connect.

**Circulation: 3,200**

**Total audience: 6,400\***



**Digital Edition Monthly Unique Views: 2,000+**

**Professional Demographics**


76.2% of PE&RS readers have 15+ years experience in their profession  
% Composition

Work Setting	
Corporate	36.4%
Academia	23.3%
Government	21.4%
Sole Proprietor LLC	18.9%

Education	
Doctorate degree	33.8%
Post graduate degree	34.5%
4-year college degree	24.52%

ASPRS Certifications	Amount
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 2021

# Readership Habits

The majority of our readers agree that *PE&RS* is their **PRIMARY, TRUSTED SOURCE** of information about their profession

**3** out of **4**

*PE&RS* readers save their issues for future reference

**58%**

of *PE&RS* readers select, authorize or approve the products of products and services

**Time spent reading *PE&RS* (average)**

**54**  
minutes

**Our readers are regular attendees of the ASPRS Annual Conference as well as:**

- ILMF
- Esri
- URISA
- SPAR/AEC
- GEOINT
- Commercial UAV Expo
- AUVSI

**% Composition**

Read regularly (at least 3 out of 4 monthly issues)	51.9%
Products and services used or purchased in past 12 months	
Computer Workstations	67.8%
Data Storage Devices	62.6%
Software - GIS	60.9%
Aerial Photography	51.3%
Software - Imaging Processing	50.4%
GNSS Receivers and/or Correction Services	47%
Unmanned Aerial Systems	46%
Software - Photogrammetric	43.5%
Cameras	43.5%

**35%** of readers rate advertisements appearing in *PE&RS* as

**HIGHEST QUALITY**  
or  
**ABOVE AVERAGE**

Source: *PE&RS* Readership Survey, Fall 2021

## PE&RS 2022 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.

	Sustaining Member Exhibiting at a 2022 ASPRS Conference	Sustaining 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 (see page 5 for full descriptions)				
Employment Promotion	\$500 (30 day web + 1 email) \$300 (30 day web)	\$500 (30 day web + 1 email) \$300 (30 day web)	\$500 (30 day web + 1 email) \$300 (30 day web)	\$500 (30 day web + 1 email) \$300 (30 day web)
Dedicated Content Email blast	\$3000	\$3000	\$3000	\$3000
Newsletter Display Advertising	1 Complimentary Per Year	1 Complimentary Per Year	\$500	\$500
PE&RS Digital Edition Announcement E-Mail	\$1000	\$1000	\$1000	\$1000

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
- Supported formats: TIFF, EPS, BMP, JPEG, PDF, PNG
- PC InDesign, Illustrator, and Photoshop

### Send ad materials to:

Rae Kelley  
rkelly@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" x 11 1/4", Trim: 8 3/8" x 10 7/8"

## PRICING

	Sustaining Member Exhibiting at a 2022 ASPRS Conference	Sustaining 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)

## DIGITAL ADVERTISING OPPORTUNITIES

### 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

### DEDICATED CONTENT EMAIL BLAST

Send a dedicated email blast to the ASPRS email list. Advertiser supplies HTML (including images). Lead time: 14 days.

Materials	Net Rate
Advertiser supplies HTML, including images.	\$3000/opportunity

## PE&RS Digital Edition

### Digital Edition Announcement E-Mail: 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

## 2022 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 SUSTAINING MEMBERS

### ACI USA Inc.

<https://acicorporation.com/>  
Member Since: 2/2018

### Aerial Services, Inc.

[www.AerialServicesInc.com](http://www.AerialServicesInc.com)  
Member Since: 5/2001

### Ayres Associates

[www.AyresAssociates.com](http://www.AyresAssociates.com)  
Member Since: 1/1953

### Dewberry

[www.dewberry.com](http://www.dewberry.com)  
Member Since: 1/1985

### Environmental Research Incorporated

[www.eri.us.com](http://www.eri.us.com)  
Member Since: 8/2008

### Esri

[www.esri.com](http://www.esri.com)  
Member Since: 1/1987

### GeoCue Group

<http://www.geocue.com>  
Member Since: 10/2003

### Geographic Imperatives LLC

<http://geographicimperativesllc.com>  
Member Since: 9/2021

### GeoWing Mapping, Inc.

[www.geowingmapping.com](http://www.geowingmapping.com)  
Member Since: 12/2016

### GPI Geospatial Inc., formerly Aerial Cartographics of America, Inc. (ACA)

[www.aca-net.com](http://www.aca-net.com)  
Member Since: 10/1994

### Green Grid Inc.

[www.greengridinc.com](http://www.greengridinc.com)  
Member Since: 1/2020

### Keystone Aerial Surveys, Inc.

[www.kasurveys.com](http://www.kasurveys.com)  
Member Since: 1/1985

### Kucera International

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

Member Since: 1/1992

### L3Harris Corporation

[www.harris.com](http://www.harris.com)  
Member Since: 6/2008

### NV5 Geospatial

[www.quantumspatial.com](http://www.quantumspatial.com)  
Member Since: 1/1974

### Pickett and Associates, Inc.

[www.pickettusa.com](http://www.pickettusa.com)  
Member Since: 4/2007

### Riegl USA, Inc.

[www.rieglusa.com](http://www.rieglusa.com)  
Member Since: 11/2004

### Robinson Aerial Surveys, Inc. (RAS)

[www.robinsonaerial.com](http://www.robinsonaerial.com)  
Member Since: 1/1954

### Sanborn Map Company

[www.sanborn.com](http://www.sanborn.com)  
Member Since: 10/1984

### Scorpius Imagery Inc.

[aerial@scorpiusimagery.com](mailto:aerial@scorpiusimagery.com)  
Member Since: 6/2021

### Surdex Corporation

[www.surdex.com](http://www.surdex.com)  
Member Since: 12/2011

### Surveying And Mapping, LLC (SAM)

[www.sam.biz](http://www.sam.biz)  
Member Since: 12/2005

### T3 Global Strategies, Inc.

<https://t3gs.com/>  
Member Since: 6/2020

### Towill, Inc.

[www.towill.com](http://www.towill.com)  
Member Since: 1/1952

### Woolpert LLP

[www.woolpert.com](http://www.woolpert.com)  
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](mailto:bill@innovativemediasolutions.com)

### SEND PAYMENT TO:

ASPRS Finance Office

2151 Quail Run Drive, Ste. B

Baton Rouge, LA 70808

[office@asprs.org](mailto: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](mailto:office@asprs.org) for instructions on wire transfers.

## 2022 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     |
| <input type="checkbox"/> 1/2 Page      | <input type="checkbox"/> Announcement E-Mail |

#### 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 \_\_\_\_\_
- Dedicated Content Email Blast  
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