

PE&RS MEDIA KIT 2023

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 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:

Geo Week

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 2023 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 2023 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	See Sustaining Member Brochure for explanation of benefit	\$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	1 Complimentary Per Year ¹	See Sustaining Member Brochure for explanation of benefit	\$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	See Sustaining Member Brochure for explanation of benefit	\$500	\$500
PE&RS Digital Edition Announcement E-Mail	\$1000	\$1000	\$1000	\$1000

A 15% commission is allowed to recognized advertising agencies

¹ This is in addition to the benefit listed in the Sustaining Member brochure

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:

Bill Spilman
bill@innovativemediasolutions.com

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 2023 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

2023 PE&RS Advertising Deadlines

Issue	Deadlines	
	Space	Artwork
January	November 11	November 18
February	December 9	December 16
March	January 13	January 20
April	February 10	February 17
May	March 10	March 17
June	April 14	April 21
July	May 12	May 19
August	June 9	June 16
September	July 14	July 21
October	August 11	August 18
November	September 15	September 22
December	October 13	October 20

ASPRS CURRENT SUSTAINING MEMBERS

ACI USA Inc.

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

Airworks Solutions Inc.

Boston, Massachusetts
Member Since: 3/2022

Aerial Services, Inc.

www.AerialServicesInc.com
Member Since: 5/2001

Applanix

Richmond Hill, Ontario, Canada
<http://www.applanix.com>
Member Since: 7/1997

Ayres Associates

www.AyresAssociates.com
Member Since: 1/1953

CT Consultants

Mentor, Ohio
Member Since: 3/2022

Dewberry

www.dewberry.com
Member Since: 1/1985

Esri

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
Member Since: 12/2016

Half Associates, Inc.

Richardson, Texas
www.halff.com
Member Since: 8/2021

Keystone Aerial Surveys, Inc.

www.kasurveys.com
Member Since: 1/1985

Kucera International

www.kucerainternational.com
Member Since: 1/1992

L3Harris Corporation

www.harris.com
Member Since: 6/2008

Merrick & Company

Greenwood Village, Colorado
www.merrick.com/gis
Member Since: 4/1995

Nearmap

South Jordan, Utah
www.nearmap.com
Member Since: 7/2022

NV5 Geospatial

www.quantumspatial.com
Member Since: 1/1974

Pickett and Associates, Inc.

www.pickettusa.com
Member Since: 4/2007

Riegl USA, Inc.

www.rieglusa.com
Member Since: 11/2004

Robinson Aerial Surveys, Inc. (RAS)

www.robinsonaerial.com
Member Since: 1/1954

Sanborn Map Company

www.sanborn.com
Member Since: 10/1984

Surdex Corporation

www.surdex.com
Member Since: 12/2011

Surveying And Mapping, LLC (SAM)

www.sam.biz
Member Since: 12/2005

Terra Remote Sensing (USA) Inc.

Bellevue, Washington
www.terraremove.com
Member Since: 11/2016

T3 Global Strategies, Inc.

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

Towill, Inc.

www.towill.com
Member Since: 1/1952

Woolpert LLP

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

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.

2023 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

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 Innovative Media Solutions
 320 W. Chestnut St.
 P.O. Box 399, Oneida, IL 61467
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 bill@innovativemediasolutions.com