NEW FOR 2012!

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NEW OPPORTUNITIES IN 2012

NEW FOR 2012
Sneak Peek
Engage POB subscribers before the print issue mails by sponsoring a Sneak Peek subscriber eblast covering an upcoming feature article. As sole-sponsor, your logo and a 160 x 600 skyscraper are the exclusive ads in the Sneak Peek email notification. You receive lead details from subscribers who click on your logo or skyscraper ad.
- Sole-sponsored for greater visibility
- Limited two sneak peeks per month
- We blast it out for you to our subscribers
- Lead generation priority
- Engage readers before a hot story breaks

NEW FOR 2012
GeoDataPoint
Some of today’s most successful firms have expanded beyond traditional boundary surveying roles into areas such as laser scanning, mobile mapping, aerial photogrammetry, 3D design and modeling, data management, BIM and more. POB’s new multimedia brand will reach these firms with valuable technical information, case studies, technology highlights and insightful interviews presented through a combination of highly targeted digital channels and a quarterly print section in POB. Sponsors will receive valuable electronic and print exposure to this forward-thinking, technology-oriented target audience. Contact your sales rep today for more details.
NEW OPPORTUNITIES IN 2012

NEW FOR 2012

Video Showcase

Online video is a HUGE marketing channel. Every month, nearly 150 Million Americans are watching videos online.* Take advantage of this opportunity to showcase your corporate videos to POB’s print readers AND our online audience. We host your video on pobonline.com. Print readers scan the mobile tag with their smartphone. E-news subscribers will click on the video showcase link to watch. Website visitors simply click on videos. Social media friends and followers will be notified in their newsfeeds. Includes your video file in .mov or .mp4 format, sized to 1280x720 HD, 25 word description (included in print showcase page) and your company logo (also included in print showcase page).

NEW FOR 2012

Side Shots

POB’s new twice-monthly video newscast features Publisher Dan Murfey & Editor Kristi Grahl providing unique insights on current topics. Sponsorship includes:

- 5 to 10 second intro video ad
- Logo outro. “Brought to you by...” with your logo on the screen as the video ends
- Your logo in POB’s eNews with our Side Shots promotion, reaching more than 25,000 subscribers
- Leaderboard ad displayed in video window while episode of Side Shots is played
- Company mention in social media pushes including Twitter, Facebook and LinkedIn

CUSTOM ENEWSLETTERS

Become a news leader for the industry by developing your own eNewsletter. Stay in touch with your past, present and future customers, educate geomatics professionals with valuable content that is delivered on a consistent basis and show your products and/or services as solutions to industry problems.

Use video, white papers, and case studies within your eNewsletter to reach subscribers qualified to fit the demographics of your email message.

Contact Christin Schrei today for a quote!

WEBINARS

Generate Leads While Educating Industry Decision-Makers

POB Webinars are turn-key products that successfully generate leads for our sponsors. Our Online Events Coordinator will promote, register and manage your webinar.

Single-Sponsor Webinars Provide the Following Benefits:

- Registration list providing high-quality sales prospects, including: names, companies, phone numbers and e-mail addresses.
- Credibility with customers/prospects
- Extended ad dollars with on-demand viewing
- Brand building and unmatched exposure
- Educate your customers/prospects
- No travel costs associated with sales calls or trade shows
- Sole sponsorship — You choose the content/speakers/date, and POB will market and execute your event.

Multiple-sponsor webinars enjoy the same benefits, but the content development is shared among sponsors and POB.

For the past few years, POB has averaged 360 registrants, and the average attendance ratio is 69%.

Contact Christin Schrei for more information about webinars that will generate leads for your company.
Behind Every Successful Brand is an Engaged Audience!
Content marketing is a technique that captures the eyes and attention of current and potential customers through high-quality, relevant content. In addition to earning your brand credibility as an industry thought leader, content marketing creates brand awareness, enhances search engine optimization, and enables lead generation.

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the process as easy as possible for you — we’ll take on the tough stuff while you focus solely on your brand’s most important assets: your customers.

Deliverable As:
» Blog
» Directory/show guide
» Magazine
» Podcast
» Website
» Book
» eBook
» Media kit
» Video
» White paper
» Case study
» eNewsletter
» Newsletter/insert
» Webinar

For more information and samples of the ad types above, please visit portfolio.bnpmedia.com.

Content Development
Relevant content attracts an engaged audience. BNP Custom Media Group taps into the editorial resources of BNP Media to create superior content for you to use in your marketing practices. We develop content specific to our partners’ individual needs, maximizing engagement across your target audience.

Custom Publishing
We equip your marketing team with the full range of publishing capabilities that our own internal brands use to produce magazines, websites, and e-media products. Your custom publishing project begins with the development of a comprehensive timeline created by your assigned BNP Project Manager. Our staff will then oversee the entire production of your project, offering you the added value of peace of mind.

Strategic Delivery
Marketing to the right audience is critical to your campaign. We help you reach your niche within our distinguished database of more than one million subscribers across a wide range of markets, including:
» Architecture, Engineering & Construction
» Food & Beverage
» Gaming
» Manufacturing
» Mechanical Systems
» Packaging
» Security

DID YOU KNOW?
In 2011, BNP Media is on pace to produce
MORE THAN 200 custom eNewsletters, averaging
UP TO 200 leads each.

10 Point of Beginning : 2012 Media Guide
> WEBSITE AND ENEWS ADVERTISING SPECIFICATIONS

> ENEWS ADVERTISING
1 Tile Ad: 160 x 60 pixels
2 Product Highlight Ad: 144 x 144 pixels + 50 words
3 Banner Ad: 468 x 60 pixels

> POBONLINE ADVERTISING
4 Leaderboard Ad: 728 x 90 pixels
5 Skyscraper Ad: 160 x 600 pixels
6 Tile Ad: 160 x 60 pixels

> POB'S ENEWSLETTER IN 2011*
POB's eNews boasts 22,000 subscribers. 100% are opt-in!

> POBONLINE.COM REMAINS THE ONLY INDUSTRY WEBSITE THAT IS BPA AUDITED**
Average page impressions = 73,017
Average user sessions = 26,631
Average unique browsers = 19,632

* Publisher’s own data
** June 2011 Point of Beginning BPAWW Interactive Statement (January-June 2011 Monthly Averages)
At RPLS.com we are turning to our existing network of over 25,000 registered users through social media solutions to actively engage with them via user-generated product reviews, sponsored forums, resource files, blogs, photos and videos. By creating this tremendously enhanced environment for the close knit RPLS.com community, we have better enabled members to share knowledge and experience to help their fellow professionals succeed. At RPLS.com, we offer you the opportunity to reach an engaged audience of forward-thinking professionals, making RPLS.com the best environment for your marketing message.

**Sponsored Forum: Sole Sponsorship**
Reach a highly targeted segment of the popular RPLS.com community through a customizable forum. Engage existing and prospective customers while providing easy access to files, photos and company news.

Leaderboard: 728 x 90
Box ad: 240 x 400
Skyscraper: 160 x 600
Respondents who receive \textit{POB (Point of Beginning)} plus at least one additional trade magazine, prefer to read \textit{POB (Point of Beginning)} – 67% preference, compared to 15% of the next closest magazine.

\textbf{THAT'S A 4:1 RATIO!}

Just under two-thirds of survey participants authorize/make purchases for surveying/mapping equipment. Other readers are involved by recommending brands/suppliers, are asked for their opinions, or specifying brands/suppliers.

\textbf{97\% OF READERS ARE INVOLVED IN PURCHASING DECISIONS!*}

\* \textit{Surveying & Mapping Industry Equipment Study, October 2010}
\* \textit{Copyright © Clear Seas Research/BNP Media. All Rights Reserved.}
POB has 12,802 MORE direct request subscribers than Professional Surveyor.

**THAT’S ALMOST 51% MORE than Professional Surveyor**

POB’s Total Qualified Direct Request Circulation: 38,005
Professional Surveyor’s Total Qualified Direct Request Circulation: 25,203
American Surveyor is not BPA audited.
### January
- **Ad close:** 12/02
- **Editorial Features:**
  - Mapping/Photogrammetry/Aerial LiDAR
  - Construction Surveying
  - MAPPS Special Section - Including the Geospatial Excellence Awards
- **Focused Departments:**
  - The Big Picture: Integrating GIS
  - Solo Notes: Marketing Strategies
- **Added Value/Bonus Tradeshow Distribution:**
  - Editorial Spotlight
  - MAPPS Winter Conference, Jan 22-26, Phoenix
  - International LiDAR Forum, Jan 23-25, Denver
  - World of Concrete, Jan 24-27, Las Vegas

### February
- **Ad close:** 01/03
- **Editorial Features:**
  - GNSS Surveying
  - Cadastral/Boundary Surveying
  - Safety Issues
- **Focused Departments:**
  - The Big Picture: BIM
  - Solo Notes: Education
- **Added Value:**
  - FREE AdScore Readership Study
  - Discounted Video Showcase

### March
- **Ad close:** 02/07
- **Editorial Features:**
  - Remote Sensing
  - Digital Terrain Modeling/Mapping
  - International Surveying/Mapping
- **Focused Departments:**
  - The Big Picture: Cloud Computing
  - Solo Notes: Diversification
- **Bonus Tradeshow Distribution:**
  - Geoform, March 20-22, Moscow
  - NACE Annual Conference, April 1-5, Lexington, Ky.
  - ASPRS Annual Conference, March 19-23, Sacramento, Calif.
- **Special Section:** GeoDataPoint
  - Subsurface Utility Engineering
  - GIS
  - Point Cloud Data Management/Software

### April
- **Ad close:** 03/06
- **Editorial Features:**
  - Mobile/Aerial/Terrestrial LiDAR
  - 3D Modeling/Animation
  - Software Solutions/Data Management
  - Hydrographic Surveying
- **Focused Departments:**
  - The Big Picture: Leveraging Data
  - Solo Notes: Upgrading Software
- **Bonus Tradeshow Distribution:**
  - SPAR International, April 15-18, Houston
  - ACEC, Apr. 15-18, Washington, DC
  - Offshore Tech Conference, April 30-May 3, Houston
2012 Editorial Calendar

**MAY**

Ad close 04/03

Editorial Features:
- Salary & Benefits Trend Analysis
- Geodetic and Control Surveying
- Software Solutions

Focused Departments:
- The Big Picture: Cutting-Edge Technology
- Solo Notes: Safety

Added Value:
- Discounted Video Showcases

**JUNE**

Ad close 05/03

Editorial Features:
- Data Collection Hardware/Software
- Radios/Communications
- Integrated Systems
- MAPPS Special Section

Focused Departments:
- The Big Picture: Fast-Track Projects
- Solo Notes: Value-Added Deliverables

Added Value/Bonus Tradeshow Distribution:
- MAPPS Summer Conference, July 10-14, Snowmass/Aspen, CO

Special Section: GeoDataPoint
- Industrial Surveys
- Insurance Claim Surveys
- Building Information Management (BIM)

**JULY**

Ad close 06/07

Editorial Focus:
- Geo Locator - Annual Buyers Guide
- GIS
- Surveying for Infrastructure

Focused Departments:
- The Big Picture: Managing Complex Projects
- Solo Notes: Strategic Alliances

Added Value/Bonus Tradeshow Distribution:
- Geo Locator Listing Upgrades
- NACo, July 13-17, Pittsburgh
- Survey Summit, July 20-23, San Diego

**AUGUST**

Ad close 07/03

Editorial Focus:
- GPS/GNSS Surveying
- Mobile Mapping
- Surveying for Energy

Focused Departments:
- The Big Picture: Trends in Deliverables
- Solo Notes: Portraying a Professional Image

Added Value/Bonus Tradeshow Distribution:
- Discounted Video Showcases
- APWA, Aug. 26-29, Anaheim, Calif.
2012 Editorial Calendar

September
Ad close 08/07
Editorial Focus:
- International Surveying
- Satellite Imaging & Orthophotography
- GIS/Mapping
- UAVs & Photogrammetry
Focused Departments:
- The Big Picture: Expanding Globally
- Solo Notes: Diversification
Added Value/Bonus Tradeshow Distribution:
- Intergeo, Oct. 9-11, Hannover, Germany
Special Section: GeoDataPoint
- 3D Modeling/Structural Surveying
- VFX Surveying
- Mining
- Corridor Planning/Design

October
Ad close 09/05
Editorial Focus:
- Cadastral/Boundary Surveying
- Laser Scanning and Imaging
- Tablets and Field Software
Focused Departments:
- The Big Picture: Safety
- Solo Notes: Vehicle Organizers
Bonus Tradeshow Distribution:
- ASPRS Fall Conference, Oct. 29-Nov. 1, Tampa, Fla.
- GITA Oil & Gas

November
Ad close 10/02
Editorial Focus:
- RTK Networks
- Data Processing and Analysis
- Aerial LiDAR
- Intergeo Wrap-Up and Interactive Product Poll
- 2012 Conference Schedule
Focused Departments:
- The Big Picture: Disaster Response, Recovery and Mitigation
- Solo Notes: Software Solutions
Added Value:
- Discounted Video Showcases

December
Ad close 11/06
Editorial Focus:
- Mapping Tools
- GPS/GNSS Surveying
- Industrial/Plant Surveying
Focused Departments:
- The Big Picture: Data Processing and Analysis
- Solo Notes: Productivity Tools
Special Section: GeoDataPoint
- Pipeline Surveying
- Asset Management
- Digital Topographic Mapping
- Forestry/Environmental
## 2012 Rate Card (Includes Color):

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File Instructions:
POB – Lindsay Nagy, Production Manager
2401 W. Big Beaver Rd., Suite 700, Troy, Michigan 48084

Please submit ads by:
• FTP (preferred): Upload files to http://upload.bnpmedia.com
• Mail: Saved on CD or DVD (with Kodak approved proof)

We accept files in the following formats: Mac programs: Quark 7 or lower, Adobe InDesign, Illustrator and Photoshop CS3 or lower and high-res PDFs. Please Note: The same PC-compatible software is acceptable; however, the fonts will be replaced with Mac-compatible versions.

Graphic/photo formats accepted: Illustrator EPS, Photoshop TIFF. Please Note: Color graphics and photos should be CMYK. Images must be 300 dpi.

Payment Instructions: Invoices are payable in U.S. funds only, net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside the U.S. must be prepaid. Extension of credit is subject to approval of the credit department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

The publisher reserves the right to hold advertiser and/or agency jointly responsible and liable for money due and payable to the publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.
See our full media kit including: advertising packages, current editorial information and more! pobonline.com/mediakit

Find us on Facebook, LinkedIn and Twitter: pobonline.com/connect

Making the Complex Clear
Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

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BNP Media helps people succeed in business with superior information.