

# POB 2013 MEDIA GUIDE

POINT OF BEGINNING



EDITORIAL CALENDAR



CLEAR SEAS, REPRINTS & SPECIFICATIONS

ORANGETAP

Unique Custom Marketing Solutions



geodatapoint



WHY POB

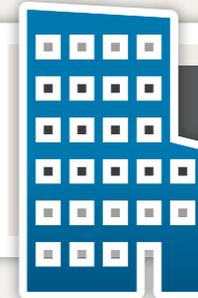
Compelling video messages from our CEOs and Publisher



POB READER PROFILES



CONTACT OUR OFFICES



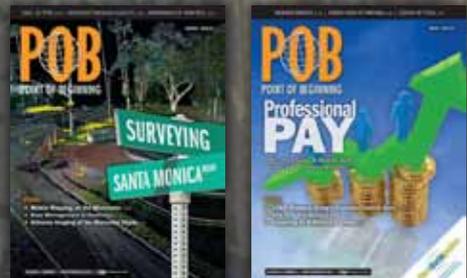
DIGITAL MARKETING



PRINT MARKETING



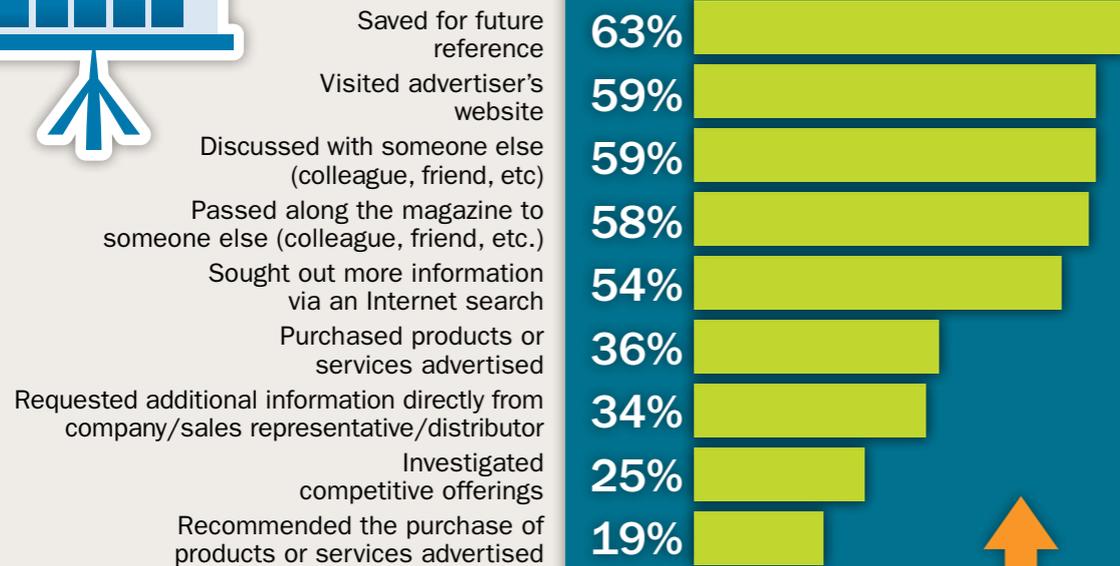
LEAD GENERATION



# READER PROFILES\*



As a result of seeing an advertisement in *POB*, readers have done the following:



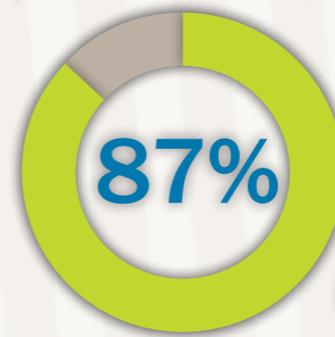
**91%** have taken one or more actions!

# NUMBER 1

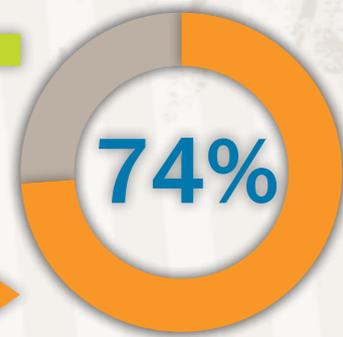


93% list *POB* first when asked which magazines come to mind about the surveying and mapping profession.

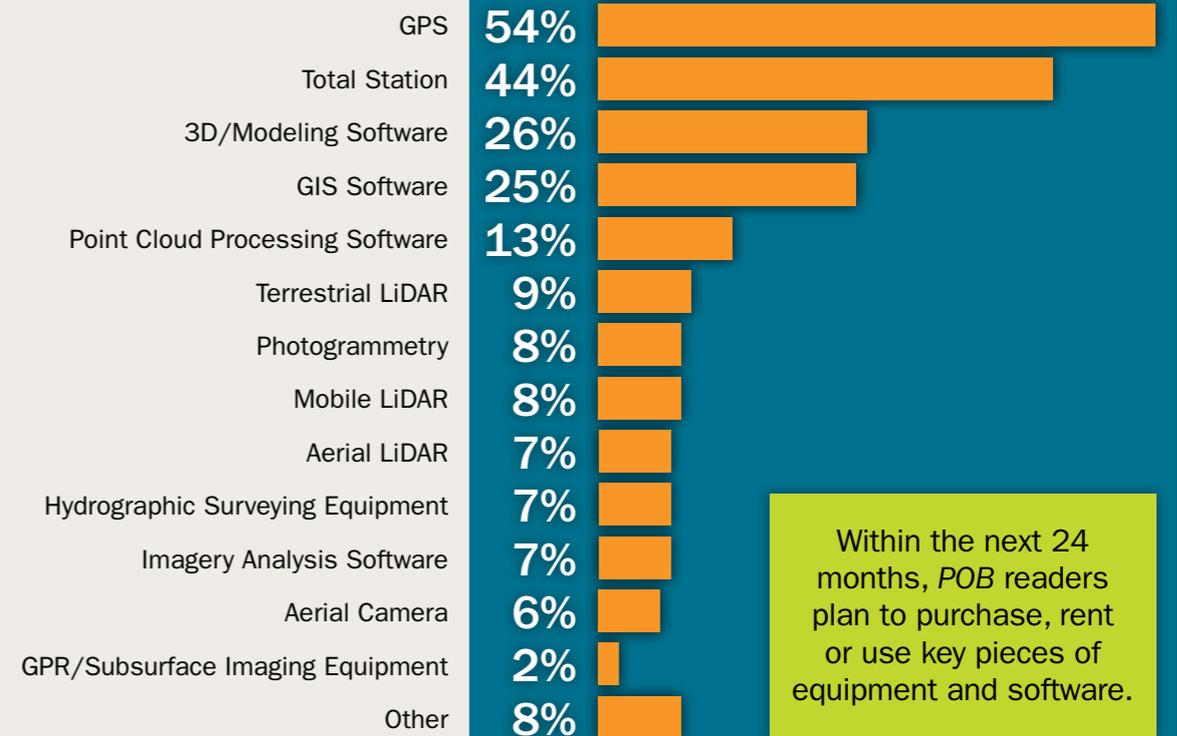
\* *POB* Reader Preference/Profile Study 2011



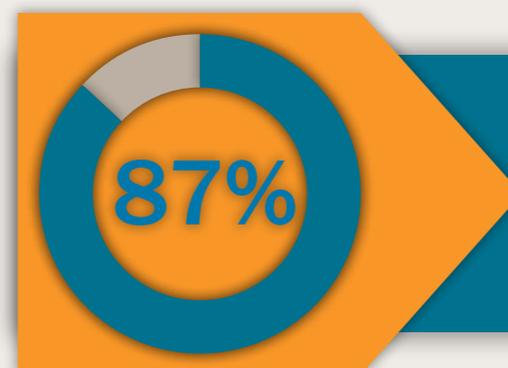
87% reference *Point of Beginning* for articles and features, while 74% check it out for new products and technologies.



# EQUIPMENT AND SOFTWARE USAGE/PURCHASE PLANS

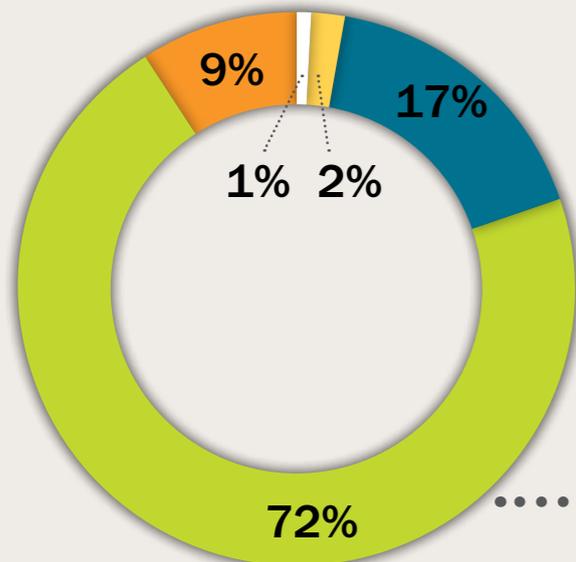
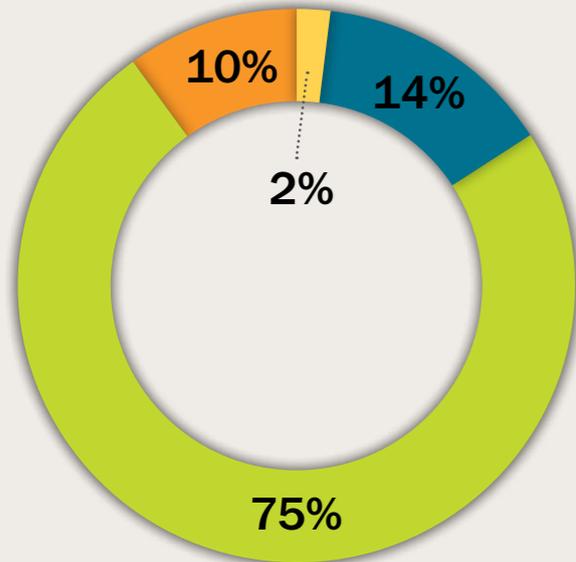


Within the next 24 months, *POB* readers plan to purchase, rent or use key pieces of equipment and software.



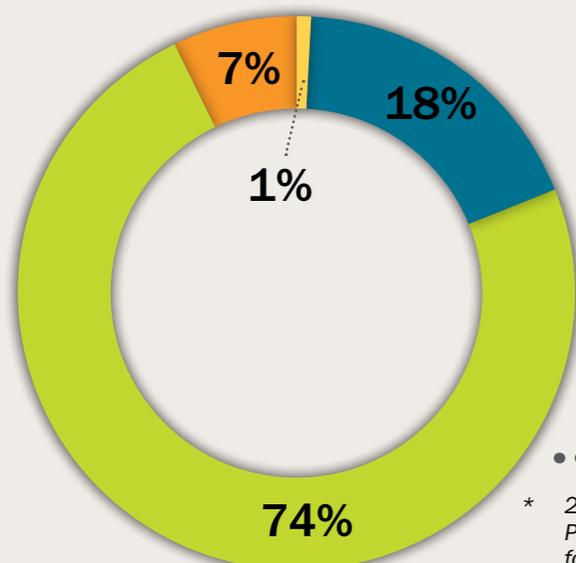
87% of *POB* readers have some sort of involvement in company purchases.

# READER PROFILES\*



85% agree that *POB* is an up-to-date source of information.

81% of readers see *POB* as a reliable source of information.



81% agree that *POB* magazine has advertisements that are relevant and useful to the profession.



\* 2011 *POB* Reader Preference/Profile Study. Due to rounding, total for graphs may not equal 100

# BPA-AUDITED CIRCULATION\*\*



PRIVATE CORPORATION/COMPANY		
Business & Industry	Total Qualified	Percentage of Total
Surveying	14,307	38.7%
Civil Engineering	3,280	8.9%
Both Surveying & Civil Engineering	8,963	24.2%
Imaging (Photogrammetry/LiDAR/RS)	322	0.9%
GIS/Mapping	579	1.6%
Construction	1,093	3.0%
Training/Education	174	0.5%
Consulting	1,282	3.5%
Utilities	237	0.6%
Other Private Corp/Company	268	0.7%



GOVERNMENT		
Business & Industry	Total Qualified	Percentage of Total
Surveying	1,765	4.8%
Civil Engineering	687	1.9%
Both Surveying & Civil Engineering	2,133	5.8%
Imaging (Photogrammetry/LiDAR/RS)	86	0.2%
GIS/Mapping	485	1.3%
D.O.T.	904	2.4%
Utilities	241	0.7%
Other	100	0.3%



TOTAL QUALIFIED CIRCULATION		
	37,005	100%

\*\* December 2012 BPA Brand Report

# New Opportunities: GeoDataPoint

GeoDataPoint is a fully interconnected website from *POB*. Featuring insightful interviews and contributions from thought leaders in the geospatial profession, GeoDataPoint provides a dynamic, knowledgeable resource on cutting-edge technology, trends and best practices for professionals involved in collecting, processing and managing geospatial data for complex and converging markets. Your ads on GeoDataPoint will reach a broad audience of forward-thinking, technology-oriented professionals who are actively seeking new solutions.

## AVAILABLE PROGRAMS INCLUDE:

### WEEKLY ENEWSLETTER

Banner: 468 x 60 pixels (2 per edition)

\$350/week

\$1,250/4 weeks

\$3,900/13 weeks

### WEBSITE WWW.GEODATAPOINT.COM

Leaderboard: 728 x 90 pixels

Medium Rectangle: 300 x 250 pixels

Rectangle: 180 x 150 pixels

\$695 per month

\$3,900 6/months

\$7,500/year

Customized packages available to meet your complete integrated marketing needs. Contact Christin for more!

geodatapoint



# 2013 EDITORIAL CALENDAR (JANUARY - JUNE)



**SPECIAL REPORT**



**SPECIAL SECTION**



**HARDWARE**



**SOFTWARE & SERVICES**



**MARKET FOCUS**



**BONUS TRADESHOW DISTRIBUTION**

## JANUARY

ISSUE CLOSE:  
11/30

- 2013 Market Outlook
- MAPPS Geospatial Excellence Awards
- Photogrammetry/Aerial LiDAR
- Drafting and Design Software
- Construction Surveying
- MAPPS Winter Conference, Jan 27-31, Sunny Isles Beach, Fla.
- International LiDAR Forum, Feb 11-13, Denver
- World of Concrete, Feb 5-8, Las Vegas

## FEBRUARY

ISSUE CLOSE:  
01/04

- 3D Trends in Surveying
- GNSS Surveying
- Data Collection
- Cadastral/Boundary Surveying
- Safety Issues
- NACo, Mar 2-6, Washington, DC

## MARCH

ISSUE CLOSE:  
02/05

- GeoDataPoint
  - » BIM
  - » GIS
  - » Sensor Technology
- Remote Sensing
- Aerial Photography/Digital Imagery
- Digital Terrain Modeling/Mapping
- International Surveying/Mapping
- ASPRS Annual Conference, Mar 24-28, Baltimore
- Carlson User Conference, Apr. 7-10, Cincinnati
- SPAR International, Apr 15-18, Colorado Springs, Colo.

## APRIL

ISSUE CLOSE:  
03/05

- Laser Scanning & Imaging Implementation
- Mobile/Aerial/Terrestrial LiDAR Photogrammetry
- 3D Modeling/Animation
- Data Management
- Hydrographic/Marine Surveying
- SPAR International, Apr 15-18, Colorado Springs, Colo.
- ACEC, Apr 21-24, Washington, DC
- NACE Annual Conference, Apr 21-25, Des Moines, Iowa
- Offshore Tech Conference, May 6-9, Houston

## MAY

ISSUE CLOSE:  
04/03

- Salary & Benefits Trend Analysis
- Geodetic and Control Surveying
- Cloud Technology/Web-Based Data Servers
- Surveying for Infrastructure
- Hexagon 2013, June 3-6, Las Vegas

## JUNE

ISSUE CLOSE:  
05/03

- GeoDataPoint
  - » Data Fusion
  - » Using LiDAR Data in GIS
  - » Augmented Reality
- Integrated Systems
- Post-Processing and Visualization Software
- GIS Data Management & Analysis
- Survey Summit/Esri UC, July 6-12, San Diego

**SUBMIT FILES FOR ADVERTISING**



► **POB** – Bryon T. Palmer, Production Manager  
2401 W. Big Beaver Rd., Suite 700, Troy, Michigan 48084  
P: 248.244.6435 • palmerbt@bnpmedia.com

► **FTP (preferred)**: Upload files: <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.

# 2013 EDITORIAL CALENDAR (JULY - DECEMBER)



**SPECIAL REPORT**



**SPECIAL SECTION**



**HARDWARE**



**SOFTWARE & SERVICES**



**MARKET FOCUS**



**BONUS TRADESHOW DISTRIBUTION**

## JULY

ISSUE CLOSE:  
06/04

- ▶ GeoLocator - Annual Buyers Guide
- ▶ MAPPS Special Section
- ▶ Aerial LiDAR
- ▶ Radios/Communications
- ▶ / ▶ Underwater Mapping & Imaging
- ▶ Surveying for Transportation
- ▶ MAPPS Summer Conference, July 22-26, Rockport, Maine

## AUGUST

ISSUE CLOSE:  
07/03

- ▶ GIS Integration
- ▶ GPS/GNSS Surveying
- ▶ Deformation Monitoring
- ▶ / ▶ Mobile Mapping
- ▶ Surveying for Energy
- ▶ APWA

## SEPTEMBER

ISSUE CLOSE:  
08/02

- ▶ GeoDataPoint
  - » UAVs
  - » BIM
  - » Data Management for Machine Control
- ▶ / ▶ Satellite Imagery & Orthophotography
- ▶ GIS/Mapping
- ▶ International Surveying
- ▶ Surveying for Environmental Applications
- ▶ Intergeo, Oct 8-10, Essen, Germany

## OCTOBER

ISSUE CLOSE:  
09/05

- ▶ Equipment Investment Forecast
- ▶ Laser Scanning and Imaging
- ▶ Rugged Tablets
- ▶ Field Solutions
- ▶ Point Cloud Processing & 3D Modeling
- ▶ Surveying for Forensic Applications
- ▶ ASPRS Fall Conference, Oct 29-31, Texas
- ▶ URISA??

## NOVEMBER

ISSUE CLOSE:  
10/03

- ▶ Intergeo Innovation Showcase
- ▶ 2013 Conference Schedule
- ▶ / ▶ RTK Networks
- ▶ Monitoring & Control
- ▶ BIM for Infrastructure

## DECEMBER

ISSUE CLOSE:  
11/04

- ▶ GeoDataPoint
  - » Mining Applications & Technologies
  - » Digital Terrain Modeling
  - » Streamlined Field to Office Workflows
- ▶ High-Tech Total Stations
- ▶ GPS/GNSS Surveying
- ▶ Mapping Tools
- ▶ Industrial/Plant Surveying

## 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.

**SUBMIT FILES FOR ADVERTISING**



# PRINT MARKETING OPPORTUNITIES



*POB* delivers the highest quality editorial coverage that 37,005\* geomatics professionals depend on to innovate their products in the marketplace. These professionals are also looking for products and services that will help them achieve success as they develop new items. Each issue of *POB* provides this sector of the geomatics industry with ideas for increasing productivity, maximizing efficiencies and enhancing profit margins. Having your company's marketing message appear in *POB* is essential.

\*Source: December 2012 BPA Brand Report

## 2013 GROSS RATE CARD (INCLUDES COLOR):

	1X	3X	6X	12X	18X	24X
Full Page	\$8,500	\$8,200	\$7,965	\$7,420	\$7,130	\$6,860
2/3	\$6,275	\$6,080	\$5,915	\$5,545	\$5,370	\$5,185
1/2	\$4,730	\$4,565	\$4,430	\$4,155	\$4,010	\$3,865
1/3	\$3,485	\$3,370	\$3,290	\$3,070	\$2,970	\$2,875
1/4	\$2,980	\$2,895	\$2,825	\$2,650	\$2,565	\$2,485
1/6	\$2,495	\$2,425	\$2,360	\$2,240	\$2,175	\$2,115
Interior Cover	\$9,530	\$9,230	\$8,995	\$8,450	\$8,160	\$7,890
Back Cover	\$10,045	\$9,745	\$9,510	\$8,965	\$8,675	\$8,405

## NET CLASSIFIED RATES

	1X	3X	6X	12X
<b>Line Ads - Print &amp; Online</b>	\$155	\$150	\$140	\$120
Per 30 words includes print and online placement for corresponding month				

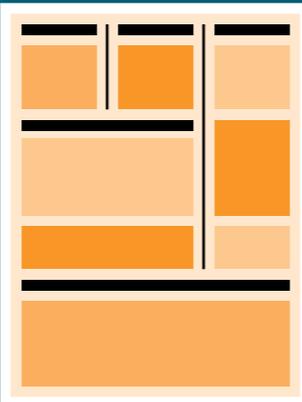
	1X	3X	6X	12X
<b>Line Ads - Online Only</b>	\$140	\$135	\$125	\$105
Per 30 words for one month				

	1X	3X	6X	12X
<b>Display Classifieds</b>	\$220	\$210	\$195	\$155
Per column inch - 2.25 x 1				

### Listing Package: Print and Online (12x packages only)

- ▶ College/University Programs \$625
- ▶ Instrument Repair, GPS Services, GIS Services, Photogrammetric Services, Dealers, 3D Laser, Scanning Services and Machine Control Data Prep Services \$930

## DIMENSIONS



- 1 column = 2.2083"
- 2 column = 4.6667"
- 3 column = 7.1250"

## PRINT AD SPECS

- 1 Full page with bleed  
8.375" x 11"  
Full Page Trim  
8.125" x 10.75"
- 2 2/3 Page Vertical  
4.5" x 10"
- 3 1/2 Page Vertical  
3.375" x 10"
- 4 1/2 Page Island  
4.5" x 7.5"
- 5 1/3 Page Vertical  
2.125" x 10"
- 6 1/2 Page Horizontal  
7" x 4.875"
- 7 1/3 Page Square  
4.5" x 4.875"
- 8 1/4 Page Vertical  
3.375" x 4.875"



## REPRINTS & EPRINTS

Print and electronic reprints are available in quantities of 500 or more. Print reprints ship in 3-4 weeks. Digital reprints email even faster.

Contact Jill for your custom, no-obligation quote:  
**Jill DeVries: (248) 244-1726 or devriesj@bnpmedia.com.**



# DIGITAL MARKETING OPPORTUNITIES



## PODCASTS

Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring an editorial podcast. For more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/podcasts>.



## VIDEO PLAYER SPONSORSHIP

*POB's* videos feature informative interviews and unique insights on current topics with Editor Christine Grahl and Associate Editor Alexis Brumm.

Get exclusive *POB* exposure on [pobonline.com](http://pobonline.com) with the following sponsorship options:

- ▶ Your logo in *POB's* eNews with our Video Sponsorship promotion, reaching more than 25,000\* subscribers
- ▶ Choose from the following ad sizes to be featured in the video window while the episode is aired:
  - » Leaderboard (728 x 90)
  - » Banner (468 x 60)
  - » Rectangle (234 x 60)
- ▶ Company mention in social media pushes including Twitter, Facebook, and LinkedIn
- ▶ Plus, receive click-through numbers and number of visits from viewers!



- » Introductory Rates Available
- » Add video intro ads or custom videos to your package for even more exposure.
- » Contact your sales rep for more details!

## DIGITAL EDITION SPONSORSHIP

Sponsoring *POB's* digital edition offers exclusive coverage of your marketing message to our subscribers. When you sponsor a digital edition you receive the following:

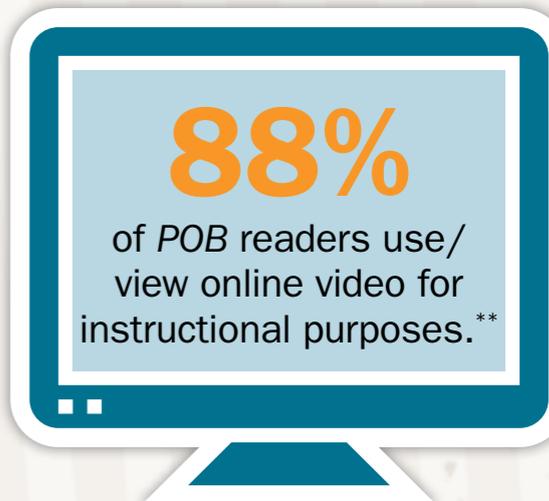
- ▶ A 468 x 60 banner ad across the top of the digital edition email notification
- ▶ A 160 x 600 skyscraper ad that appears on every page of the digital edition
- ▶ Left-of-cover sponsorship page to display your advertising message. Your message can even include videos that play automatically when viewing the page in the digital edition.



## VIDEO SHOWCASE

Online video is a **HUGE** marketing channel. Every month, nearly **150 million** Americans are watching videos online.\*

*POB's* video showcase opportunity is integrated across all our platforms for maximum reach. Your video is hosted online at [pobonline.com](http://pobonline.com), showcased in print with a scannable QR code, featured in the *POB* eNews, and promoted in our social media channels.



**1280 x 720 HD**

Includes your video file in .mov or .mp4 format, sized to 1280 x 720 HD, 25 word description (included in print showcase page) and your company logo (also included in print showcase page).

\* 2011 *POB* Reader Preference/Profile Study

# DIGITAL MARKETING OPPORTUNITIES

## CONNECT WITH US

Social media usage is now the number one activity on the web. It's no longer a fad; it's a fundamental shift in the way we communicate. Collaborate with *POB* to create a smart social media strategy that communicates with customers and prospects. *POB* offers a number of opportunities for audience engagement through Facebook, Twitter, YouTube, LinkedIn and QR codes/mobile tags. Partner with *POB* to build a social presence for your brand!



## SOCIAL MEDIA SPONSORSHIPS



**Twitter Widget:** Feed your tweets to pobonline.com. Place your logo as the sponsor with a link to your website. Tweets are visible to everyone who visits pobonline.com—not just those on Twitter. **Sponsored Tweets:** Send us your message, and we'll launch it to our followers. Tweets are broadcast to our entire follower base.



**Facebook Welcome Page:** Be front and center! When fans visit our Facebook page, this is the first page they see. **Facebook Notes:** Your note (includes link and image) on our Facebook page reaches the news feeds of all our fans! Provides maximum visibility on Facebook.



**YouTube Welcome Page:** Broadcast your video advertisement within *POB*'s YouTube Channel.

- » Advertiser clip played before or after a brand channel video.
- » 15 second video
- » 35 second video



### Analytics

- » Number of Views
- » Viewer Demographics
- » Traffic Sources
- » Audience Retention

## QR CODES

### Your print ad goes interactive!

Link your ad to a vCard, mobile website, video, webinar, podcast or other online content readers can access using their mobile device.

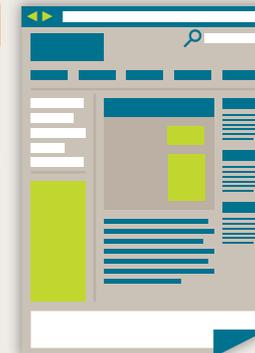


## LEAD GENERATING PRODUCTS



### CUSTOM NEWSLETTERS

Become a news leader for the profession by tapping into BNP Media's marketing resources to develop 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 common problems. Use video, white papers, and case studies within your eNewsletter to reach prospective customers. Contact Christin Schrei today for a quote!



### SNEAK PEEK

Engage *POB* subscribers before the print issue mails by sponsoring a Sneak Peek subscriber eBlast covering an upcoming feature article. When we eBlast the Sneak Peek, you receive all the leads from subscribers who click on the article or banner ad.

#### Benefits of sponsoring a Sneak Peek include:

- » Leads from subscribers who click on the article or banner ad
- » Sole-sponsorship for greater visibility
- » Engage readers before a story breaks



### WEBINARS – NOW WITH VIDEO CAPABILITIES!

Sponsor a live or prerecorded video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing a live video of the speaker, a demonstration of your product, and more. Of course, video webinars offer all the same features and benefits as our traditional webinar packages, including:



- » Dynamic audience interaction
- » Brand reinforcement
- » Measurable ROI
- » One-on-one prequalified sales
- » Market growth
- » And more!

60% of registrants attend video webinars,\* a 12% increase from BNP's current attendee average.\* For webinar tips and more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/webinars>. Single-sponsor and multi-sponsor packages are available, so contact Christin Schrei for more information about webinars with *POB*.

\*ON24 2010 Webcasting Report, Webcast Benchmarks and Best Practices for Lead Generation, Averages  
+2011 BNP Media corporate webinar averages

# WEBSITE & ENEWS ADVERTISING SPECIFICATIONS

## ENEWS ADVERTISING

Product Highlight Ad	144 x 144 pixels + 50 words
Banner Ad	468 x 60 pixels

## POBONLINE ADVERTISING

Leaderboard Ad	728 x 90 pixels
Skyscraper Ad	160 x 600 pixels
Tile Ad	160 x 60 pixels

## POB'S ENEWSLETTER IN 2012\*

POB's eNews boasts 23,800 subscribers. 100% are opt-in!

## POBONLINE.COM

### POBONLINE.COM IS BPA AUDITED

We invest in BPA audits so you can be confident with your online ad buys!\*\*

Average page impressions	32,658
Average user sessions	16,215
Average unique browsers	13,433

\* Publisher's own data

\*\* December 2012 BPA Brand Report

The screenshot shows the POB website homepage. At the top, there's a navigation bar with 'POB' logo and 'eNews'. Below that, a 'TOP STORY' section features an article titled 'Eight Tips for Better Team Management' by Milton Denry, ACS. To the right, there's a 'LATEST VIDEOS' section with two video thumbnails. Below the videos is an advertisement for 'DIRECT' equipment and accessories. The 'AUGUST ISSUE' section highlights 'A Faster Response', 'Taking Your Scan Potential to New Heights', and 'A Benchmark for Data Fusion'. At the bottom, there's a 'COMMUNITY' section with various articles and a 'FEATURED JOB OPENINGS' section listing positions like 'U.S. Surveyor' and 'Water Wyoming Rights Consulting'.

This screenshot shows a detailed article on the POB website. The main article is titled 'AVEVA Laser Modeller' and features a large image of a 3D model of a road. To the right, there's a sidebar with '3320 GNSS Survey Solution' and 'DIGITAL EDITION' sections. Below the main article, there's a 'Career Center' section with a 'What is your toughest recruiting challenge?' poll. The bottom of the page features a 'COMMENTS? QUESTIONS?' section with a 'CLICK HERE to send us feedback!' button and a 'goodatpoint' logo.

# ORANGETAP

Content marketing is a technique that captures the 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.



Orangetap, BNP's 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.

## CONTENT DEVELOPMENT

Relevant content attracts an engaged audience. Orangetap 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
- Manufacturing
- Gaming
- Packaging
- Mechanical Systems
- Security

## DID YOU KNOW?

In 2012, BNP Media is on pace to produce **MORE THAN 200** custom eNewsletters, averaging **UP TO 200** leads each.

## You are a B2B marketer.

Your role is more than just branding, product promotion, and ad placements. You are responsible for building and maintaining an industry thought-leadership position for your brand. You are tasked with establishing trust and engagement between your brand and your customers. You are the one providing the sales team with qualified leads and direct inquiries. You are the one exploring innovative and unique ways to communicate to your audience – all while making your brand more successful than it has ever been. **You are a B2B marketer. And we're here to help.**



Contact us for a free marketing consultation

[orangetap@bnpmedia.com](mailto:orangetap@bnpmedia.com) | [www.bnporangetap.com](http://www.bnporangetap.com)

content marketing strategy · content development · custom publishing · targeted delivery

## DELIVERABLE AS:

- Blogs
- Books
- Case studies
- eBooks
- Directory/show guides
- Media kits
- Videos
- eNewsletters
- Websites
- Magazines
- Podcasts
- Newsletters/inserts
- Webinars
- White papers



# CONTACT POB



## POINT OF BEGINNING



FIND US ON TWITTER, FACEBOOK, LINKEDIN AND YOUTUBE

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See our full media kit including advertising packages, current editorial information and more!  
[pobonline.com/mediakit](http://pobonline.com/mediakit)



BNP Media helps people succeed in business with superior information.

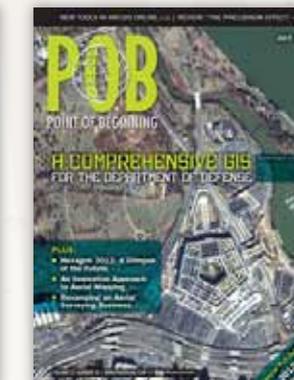
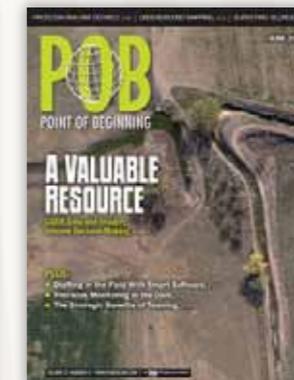
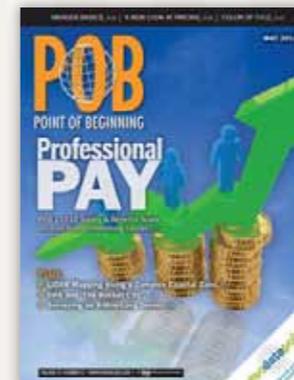
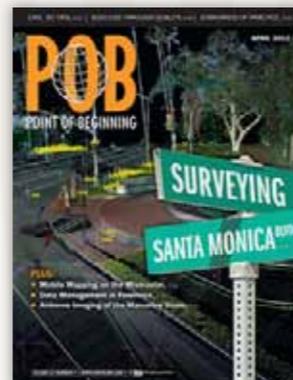
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