

GPS World

THE BUSINESS & TECHNOLOGY OF GNSS

MEDIA PLANNER 2015



**LARGEST AUDITED AUDIENCE:
ENGINEERS. INTEGRATORS. END-USERS.
MOST INDUSTRY-CONNECTED.
LONGEST INDUSTRY HISTORY.**

Delivering the world of GNSS:

GPS | Galileo | GLONASS | BeiDou | QZSS | IRNSS | WAAS | EGNOS and more!

Largest Audited Audience

Marketers reach the industry's best global audience, including **engineers, integrators** and **end-users** through *GPS World*... both in quantity and quality.

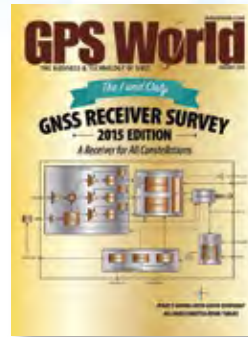


**Total Worldwide Audience:
210,508**

GPS WORLD MAGAZINE

- » Published monthly. Twice as often as our nearest competitor.
- » **40,118** average individual monthly subscribers.
- » We know name and title of **99.7%** of our subscribers.

Highest industry frequency!



ENEWSLETTERS:

- » Total Overall Reach: **128,380**
- » Total Unique Recipients: **107,206**
- » Only one in industry to publish 9 targeted e-newsletters!



GPSWORLD.COM

- » Total Users: **632,381**
- » Total Page Views: **1,370,622**
- » Average Monthly Users: **52,698**
- » Average Page Views: **114,329**

Referring Backlinks:

EDUCATIONAL

GPS World: 1,045

Inside GNSS: 141

GOVERNMENTAL

GPS World: 165

Inside GNSS: 35

Total Indexed Urls:

GPS World: 61,337

Inside GNSS: 15,406

Industry authority & thought leader!



GPS World is the only GNSS publication investing in a third-party audit of its audience.



Why is an audit important?

We can prove who we reach and that our subscribers requested the magazine.

We have name, title, location and more.

Our audience database is current—and we prove it by qualifying and re-qualifying the majority of our subscribers' contact information yearly.

Our database is fresh, current and filled with those active in the market!

Source: Audience numbers — *GPS World* June 2014 Verified Audit Circulation (VAC) Audit Report. Referring Domains and External Backlinks stats — Majestic, provider of link intelligence and domain metrics. Report pulled from Majesticseo.com on Jan. 27, 2015.

Most Industry-Connected

Webinars
Custom and editorial
MARKET INSIGHTS WEBINAR
Sponsor NAVCOM A John Deere Company

Magazine
Print and digital
GPS World
GNSS

E-Newsletters
9-market specific options
NAVIGATE! WEEKLY NEWSLETTER
GNSS DESIGN & TEST NEWSLETTER

Events
LEADERSHIP AWARDS DINNER

gpsworld.com
Most visited online source
GPS World

Videos
Customer created or custom

Social Media
Dominant industry presence
facebook
twitter
LinkedIn

Whitepapers
Great lead generators

GPS World
Offering more ways to connect with more industry people than any competitor!

Social Media Engagement Leader

- » **8,027** @GPSWorld Twitter followers
- » **5,473** GPS World Network members on LinkedIn
- » **5,087** GPS World Facebook likes

#1
Socially



Source: Twitter, LinkedIn and Facebook data pulled May 1, 2015. GPS World's closest competitor has an insignificant social media presence.

GPS World 2015 Editorial Calendar

	Special Section Unique Sponsorship Opportunities	Industry Focus	In Every Issue	Bonus Distribution	Digital Spotlights Website, Newsletters, Webinars
January 12/8 Ad close 12/12 Materials due	Receiver Survey	Professional OEM Defense GNSS Design & Test	<p>Hey You — AU! Autonomous unmanned vehicles and systems: news, technical stuff, and products in every issue.</p> <p>Innovation In-depth technical articles and tutorials spanning all industry sectors.</p> <p>The System GNSS modernization: technology, policy, new launches and signals.</p> <p>The Business Industry news: products, partnerships, acquisitions, and contracts.</p> <p>Expert Advice Opinions and news from industry and government experts.</p> <p>Product Showcase Photos and specifications of new product releases. Submissions invited!</p> <p>On the Edge Short features on innovative applications in the field.</p> <p>Out In Front Provocative statements and pointed questions from the editor-in-chief.</p>	ION International Technical Meeting	Receiver Design
February 1/7 Ad close 1/14 Materials due	Antenna Survey	Wireless Survey Location-Based Services		Mobile World Congress	Antenna Design
March 2/3 Ad close 2/10 Materials due	Simulation	GNSS Design & Test Transportation Professional OEM		Munich Satellite Navigation Summit	Simulators
April 3/4 Ad close 3/11 Materials due	Galileo	Survey Defense Consumer OEM		European Navigation Conference ION Pacific PNT	Galileo
May 4/6 Ad close 4/13 Materials due	Autonomous Vehicles	Transportation Survey Professional OEM		Unmanned Vehicles (AUVSI) Geo Business HxGN Live	AUV/AUS
June 5/1 Ad close 5/8 Materials due	GNSS Buyers Guide	Defense Wireless GeoIntelligence		Joint Navigation Conference (ION JNC)	Defense
July 6/3 Ad close 6/10 Materials due	Mobile Computing & Real-Time Data	Geospatial & GIS Survey Wireless		ESRI International User Conference	Geospatial Data
August 7/6 Ad close 7/13 Materials due	New Applications GNSS Almanac	Wireless Transportation Consumer OEM Location-Based Services		CTIA Super Mobility	Wireless
September 8/3 Ad close 8/10 Materials due	State of the Industry	GNSS Design & Test Defense Survey Professional OEM		ION GNSS+ InterGeo	Survey
October 9/4 Ad close 9/14 Materials due	New Product Showcase	Survey Transportation Defense			Transportation
November 10/5 Ad close 10/12 Materials due	ION & InterGeo Report	Timing Survey Professional OEM		IGNSS Pacific Precision Timing (PTTI) Trimble Dimensions	New Product Trends
December 11/2 Ad close 11/9 Materials due	Directions 2016	Consumer OEM GNSS Design & Test Wireless		CES 2016	2016

GPS World 2015 Print Advertising Rates

Four-Color Display

Space Unit	1x	3x	6x	12x
Spread	\$17,210	\$16,805	\$16,193	\$15,875
Full Page	8,460	8,403	8,229	7,935
2/3 Page	6,947	6,890	6,745	6,514
1/2 Page Island	6,947	6,890	6,745	6,514
1/2 Page	5,434	5,382	5,290	5,105
1/3 Page	4,308	4,279	4,187	4,054
1/4 Page	3,465	3,442	3,378	3,263

All rates NET unless otherwise specified. Premium positions add 20% (back cover), 15% (cover 2 & 3); 10% other preferred positions.

Additional multi-media discounts available.



Display Ad Mechanical Requirements

Ad Size	Width	Height
Full Page Spread (Trim)	15-1/2"	10-1/2"
Full Page (Trim)	7-3/4"	10-1/2"
2/3 Page Vertical	4-3/8"	9-3/4"
1/2 Page Horizontal	6-3/4"	4-5/8"
1/2 Page Vertical	3-1/4"	9-3/4"
1/2 Page Island	4-3/8"	7-1/8"
1/3 Page Horizontal	6-3/4"	3-1/4"
1/3 Page Vertical	2-1/16"	9-3/4"
1/3 Page Square	4-3/8"	4-5/8"
1/4 Page Square	3-1/4"	4-5/8"

Print Ad Material Submissions

All ad material must be submitted via the ad portal:

<https://northcoastmedia.sendmyad.com>.

View a brief tutorial video: SendMyAd.Demo.comw

Acceptable file formats: PDFs should conform to the PDF/X-1a specification.

No Crop Marks or Color Bars—If you must have them on for a client, be sure they are at least 18 Points OFFSET—then upon upload into the portal, click on REPOSITION AD and use the Trim & Save Tool to remove them BEFORE approving the ad. (If file has been trimmed correctly you will only see from the BLUE BLEED RULE inward, the approved file should not have anything visible outside of the BLUE BLEED RULE.)

Total Ink Density cannot exceed 300%—for all page elements, text, photos, artwork, etc.

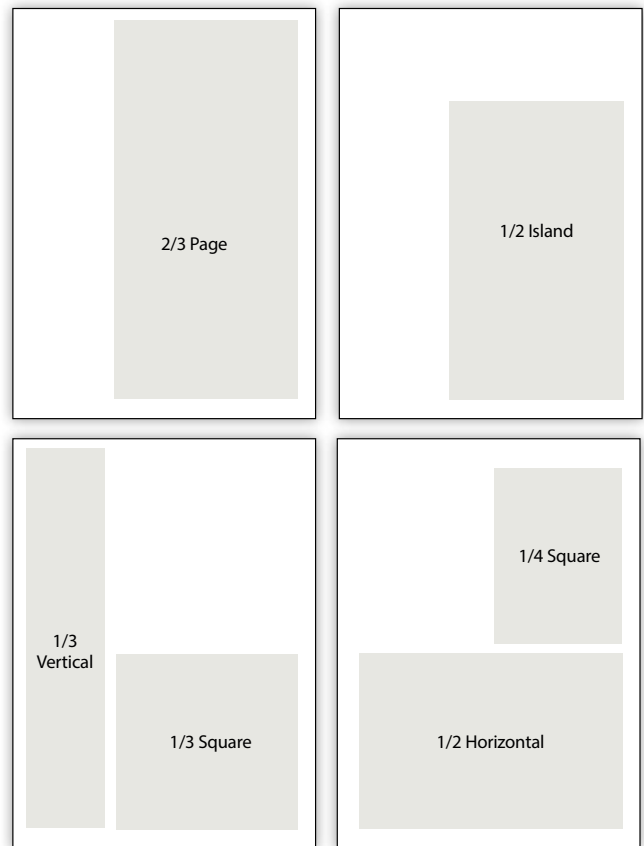
CMYK only—No RGB, LAB or PMS colors (unless you are actually printing a PMS color)

Image Resolution of at least 300 dpi—Low resolution images may not print as sharply as intended. If the images in your file were originally high resolution, and are being flagged low resolution in the ad portal, check your PDF settings to make sure the images are not being downsampled when converting to a PDF.

Build file to correct size—you can download an InDesign template from the Ad Portal.

Bleed—If your ad is to bleed, please be sure to include an EXTRA 0.125" of color or image on all sides of the ad that is to bleed. (Full page ads bleed on all 4 sides regardless of binding method).

Print Ad Material Submissions



All fonts must be embedded.

Error and Warning Messages—Once your file has finished processing you will see a list of errors and warnings on the right hand side. Place your cursor over these messages and it will highlight the area of the file in question. Click on messages that will explain how to fix the issues.

For help in using the Ad portal—please contact the Production Manager: Chris Anderson, canderson@northcoastmedia.net, 216-978-5341.

Visit the **ADVERTISE** section of gpsworld.com for our Standard Terms and Conditions for Advertisers.

Advertising contacts: Michelle Mitchell, 216-363-7922, mmitchell@northcoastmedia.net; Alan Cameron, 541-984-5312, acameron@northcoastmedia.net;

GPS World 2015 E-Newsletters & Rates



Defense PNT > AUDITED CIRCULATION: 12,046

Second Wednesday of every month **Don Jewell Contributing Editor** djewell@gpsworld.com
 Developments affecting GPS utilization for military and homeland security, as well as a range of government applications.



EAGER > AUDITED CIRCULATION: 10,597

Quarterly March, June, September & December **Tim Reynolds Contributing Editor** tim.reynolds@infacomm.net
 News of European industry, agency and scientific developments in satellite navigation, focusing on Galileo and EGNOS and European involvement in the other GNSSs.



GeoIntelligence Insider > AUDITED CIRCULATION: 11,091

Second Thursday of every month **Art Kalinski Contributing Editor** akalinski@gpsworld.com
 Timely news and analysis about the use of spatial technologies for homeland security and defense applications.



Geospatial Solutions Monthly > AUDITED CIRCULATION: 13,867

Third Thursday of every month **Eric Gakstatter Contributing Editor** egakstatter@gpsworld.com
 The latest news and views on developments and trends in geospatial and GIS every month.



GNSS Design & Test > AUDITED CIRCULATION: 14,623

Fourth Wednesday of every month **Alan Cameron Group Publisher** editor@gpsworld.com
 News on the design, deployment and testing of global navigation satellite systems (GNSS) technologies around the world.



Navigate! Weekly GNSS News > AUDITED CIRCULATION: 26,185

Appears every Tuesday **Tracy Cozzens Managing Editor** gpsworld@gpsworld.com
 Breaking news on GPS-related technology and business developments including new products, partnerships, events and more.



Professional OEM > AUDITED CIRCULATION: 11,681

Third Wednesday of every month **Tony Murfin Contributing Editor** tmurfin@gpsworld.com
 Use of global positioning technologies for OEM and system integrators servicing military, scientific, professional, industrial and enterprise markets.



Survey Scene > AUDITED CIRCULATION: 13,052

First Wednesday of every month **Dave Doyle Contributing Editor**
Dave Zilloski Contributing Editor
 The latest news and views in the GPS/GNSS survey and mapping industries.



Wireless LBS Insider > AUDITED CIRCULATION: 15,238

Fourth Thursday of every month **Janice Partyka Contributing Editor** jpartyka@gpsworld.com
Kevin Dennehy Contributing Editor kdennehy@gpsworld.com
 Coverage of the location-based services field, including in-vehicle services, personal navigation and tracking services, indoor positioning, recreation and gaming, and market research.



E-Newsletter Rates

Frequency and multi-media discounts available.

Monthly Newsletter		Weekly Newsletter		Custom Newsletters
Ad Unit	Rate/Broadcast	Ad Unit	Rate/Week	
Leaderboard 728 x 90	\$ 2,250	Leaderboard 728 x 90	\$ 2,750	Single Issue
Banner 468 x 60	1,950	Banner 468 x 60	2,500	Starting at \$ 6,500
Skyscraper 160 x 600	1,950	Skyscraper 160 x 600	2,250	Multiple Issue Series Starting at \$ 7,500
Button 160 x 160	1,150	Button 160 x 160	1,250	
Sponsored Products (50 words and images within editorial)			\$ 1,200	

GPS World 2015 GPSWorld.com Rates



Website	
Video	
Hosted on our home page for a month and on our YouTube channel in perpetuity. Audio and/or video up to five minutes in length. Dimensions of video box: 16:9 aspect ratio/ max file size 300 mb. Format: WMV, MOV or MP4.	
1 month	\$1,500
3+ months	1,000 per month
Leaderboard 728 x 90 – Above & below the fold ROS	
1 month	\$3,400
3+ months	3,000 per month
Skyscraper 300 x 600 – Above the fold ROS	
1 month	\$2,600
3+ months	2,200 per month
Skyscraper 300 x 600 – Below the fold ROS	
1 month	\$2,600
3+ months	2,200 per month
Web Banner 468 x 60 – Above fold on home, search & archive pages	
1 month	\$3,000
3+ months	2,600 per month
Box Ad 300 x 250 – Mid page, home page only	
1 month	\$2,600
3+ months	2,200 per month
Box Ad 120 x 120 – Mid page, home page only	
1 month	\$800
3+ months	650 per month
Interstitial Roadblock Appears 1x daily per visitor per browser	
	\$2,500 per month

All rates NET. Frequency and multi-media discounts available.

Digital Ad Material Submissions

- 1. Send materials for newsletters and site placements separately.**
 - 2. Naming Conventions:**
When submitting materials to Ad Manager, use the following naming conventions within the subject line:
 - > Site placements: ADVERTISER NAME, SITE, LIVE DATE
 - > Newsletter placements: ADVERTISER NAME, EMAIL NAME, LAUNCH DATE
 - 3. Material Deadlines:**
 - > Site placements: Five (5) days prior to campaign start date
 - > Newsletter placements: Five (5) days prior to campaign start date Note: Late materials may not be posted on time.
 - 4. File Formats:**
 - > Site placements: GIF, JPG, PNG, FLASH and other rich media formats
 - > Newsletter placements: GIF, JPG, PNG
 - 5. Animation:**
Videos are limited to one playback loop. Creative that is considered annoying or hampers the user experience (i.e. big bright, flashing colors) will not be accepted.
 - 6. Rich Media (Site Placements Only):**
Flash, DHTMLx, Java, third-party tags, streaming video, Enliven, image maps. Please call if the rich media you are using is not listed. Please request a Flash requirements spec sheet from your advertising representative ahead of time as there are some design considerations that need to be made in order for Flash ads to work.
- THE CLICK URL MUST BE RECEIVED SEPARATELY FROM THE SWF FILE. PLEASE DO NOT EMBED THE CLICK URL IN THE CODE.
- 7. Third-Party Ad Tags Are Accepted.** The click URL must be received separately from any third-party tag, even if it's embedded in the code. Please contact your advertising representative for more details.

Send All Digital Ad Materials To:

All ad material must be submitted via the ad portal:

<https://northcoastmedia.sendmyad.com> and/or email 5 business days in advance of activation.

GPS World

For additional information, please contact:



Group Publisher/
Editor in Chief
Alan Cameron
editor@gpsworld.com
Tel: 541-984-5312



International Account
Manager
Michelle Mitchell
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Tel: 216-363-7922

LEADING THE WAY SINCE 1990!

