

GEODATAPOINT



GeoDataPoint serves as a timely and innovative information resource where geospatial professionals of all types can come to learn, share and propel the industry forward. Information is delivered in a digital edition produced six times a year, a twice-monthly eNewsletter and a dedicated channel on the *POB* website. Your marketing messages will reach a broad audience of forward-thinking and technology-oriented professionals who are actively seeking new solutions.

BRAND REACH

DIGITAL EDITION*

55,300

AVERAGE RECIPIENTS

eNEWSLETTER*

8,503

AVERAGE DELIVERED

WEBSITE**

25,560

AVERAGE MONTHLY
UNIQUE BROWSERS

AUDIENCE PROFILE*

JOB FUNCTION

BUSINESS	Corporate/ Exec. Mgmt.	General Management	Engineering	Surveying/ Geomatics	Architecture/ Design	Consulting	Total
Surveying	6,467	1,364	213	3,010	1	218	11,273
Civil Engineering	702	287	863	222	-	53	2,127
Both Surveying and Civil Engineering	2,837	1,324	1,052	1,782	-	178	7,173
Construction (Heavy/Highway and General Building)	318	518	160	203	-	47	1,246
Engineering Firm/Consulting Engineering	668	345	7,329	1	6	-	8,349
Contracting Firm	101	41	13	1	6	1	163
Architecture/Design Firm	71	75	21	1	8,848	53	9,069
Utilities	994	299	736	114	-	10	2,153
Imaging (Photogrammetry/LiDAR/RS)	183	101	35	90	-	27	436
GIS/Mapping	202	161	75	361	-	76	875
Consulting	456	109	219	38	-	260	1,082
Mining	428	11	199	-	-	-	638
Government	266	245	519	380	1	21	1,432
Total	13,693	4,880	11,434	6,203	8,862	944	46,016*

*Publisher's Data, 2016

*An additional 10,390 circulation records are categorized as "other" in the Audience Profile chart

**June 2016 BPA Brand Report (POBonline.com)

GEODATAPOINT

2017 EDITORIAL CALENDAR

	FEBRUARY	APRIL	JUNE	AUGUST	OCTOBER	DECEMBER
Ad Close/Editorial Due	1/6/17	3/6/17	5/5/17	7/5/17	9/5/17	11/3/17
Materials Close	1/13/17	3/13/17	5/12/17	7/12/17	9/10/14	11/10/17
Issue Topics	BIM	LiDAR	Photogrammetry	GIS	Remote Sensing	UAS/UAV
	Marine Mapping	Precision Agriculture	Business Side and Education	Forensics	Data Management	Historical Preservation
GDP Product Showcase	GNSS Receivers	UAVs	3D Modelling	Mapping Software	Cloud Tools	Laser Scanners

ADVERTISING OPPORTUNITIES

Digital Edition

Sponsorship includes:

- A full-page interactive or standard ad in the digital edition
- Your logo and 25 words of text in the digital edition email notification
- LEADS! Provided to you from those who click on your logo/text in the email notification

eNewsletter

Deploys the first and third Thursday of every month

Available ad sizes include:

- Leaderboard: 728 x 90
- Medium Rectangle: 300 x 250
- Text Ad: 144 x 144 image, plus 50 words of text and URL

Website Channel

GeoDataPoint is a dedicated channel at POBonline.com/geodatapoint

Available ad sizes include:

- Leaderboard: 728 x 90
- Medium Rectangle: 300 x 250
- Rectangle: 180 x 150

