

SEPTEMBER 2017 HIGHLIGHTS

AD CLOSE: AUGUST 7

DID YOU KNOW?

- 35,005** AVERAGE CIRCULATION*
- 28,377** AVERAGE UNIQUE BROWSERS ON *POB* WEBSITES*
- 64%** TAKE DIRECT ACTION AFTER VIEWING AN AD*
- 54%** VISITED ADVERTISER'S WEBSITE AFTER VIEWING AN AD*
- 74%** PEOPLE WHO FIND ADVERTISEMENTS USEFUL TO THEIR INDUSTRY*

+ *POB BPA Report, December 2016*

* 2016 Point of Beginning Reader Preference/ Profile

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On The Mark



LiDAR Basics

LiDAR is becoming one of the standard tools for land surveyors and mapping professionals. How does it work, and what are some of the technology's strengths and weaknesses? In looking at some of the basics of this powerful tool, *POB* will also examine what's in store for the future.



Virtual & Augmented vs Reality

POB will look at the role geospatial expertise plays in creating Virtual Reality and Augmented Reality. How do they differ? What relevance do they have for geospatial professionals?



Product Focus - LiDAR Systems

What's current and new from manufacturers providing LiDAR systems? *POB*'s Product Focus looks at LiDAR this month.



Regular Features

From the legal side of land surveying and property rights to the everyday operations of a geospatial business, *POB* offers a mix of regular and guest columns and departments that deliver insightful and actionable information for land surveyors and geospatial professionals.



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