

# OCTOBER 2017 HIGHLIGHTS

AD CLOSE: SEPTEMBER 6

## DID YOU KNOW?

- 35,005** AVERAGE CIRCULATION\*
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- 64%** TAKE DIRECT ACTION AFTER VIEWING AN AD\*
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## ADVERTISER EXTRA

### eNews Product Highlight

Includes 500 words of text, two photos, URL and your contact information. Profiles are archived on *POBonline.com* for six months.

### On The Mark



### GIS 5th Annual Integration Study

What's happening with Geographic Information Systems (GIS)? *POB* takes its annual look at GIS integration and the land survey and geospatial fields. Market demand seems to be pulling more adoption of GIS in the survey and civil engineering segment. We'll examine the study and highlight results in this important and growing segment.



### Forensics and Surveyors

LIDAR scanners have been known to make cameo appearances in TV crime dramas. In real life, they can be an important tool to collect information at accident scenes as well. We'll take a quick look at the forensics segment and surveyors as expert witnesses. (Spoiler alert, there's more testimony about fences than criminals.)



### Topo Mapping in Afghanistan

The US Army Corps of Engineers deployed a UAS team to carry out some non-combat work developing topographical maps. We'll look at how peaceful drones helped the process.



### Product Focus

*POB's* Product Focus features topo and ortho mapping tools. To have a product featured in the section, contact *POB* editor Valerie King [kingv@bnpmedia.com](mailto:kingv@bnpmedia.com)



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