

PE&RS MEDIA KIT 2024

PHOTOGRAMMETRIC ENGINEERING & REMOTE SENSING
The official journal for imaging and geospatial
information science and technology



asprs THE IMAGING & GEOSPATIAL
INFORMATION SOCIETY

asprs.org

PE&RS READERSHIP HIGHLIGHTS

ASPRS is in the Top 10!

In July, August, and September 2023, *PE&RS* ranked 8th, 6th, and 7th, respectively, out of over 11,000 journals for full-text downloads with Ingenta Connect.

Circulation: 2,500

Total audience: 5,000*

Digital Edition Monthly Unique Views: 2,000+

Professional Demographics

Work Setting	% Composition
Corporate	30%
Academia	30%
Government	26%
Sole Proprietor	13%

Education	% Composition
Doctorate degree	32%
Post graduate degree	45%
4-year college degree	19%
2-year college degree	4%

ASPRS Certifications	Amount
ASPRS Certified Photogrammetrists	290+
ASPRS Certified Mapping Scientists†	130+
ASPRS Certified Technologists	40+

†Includes our new and fast-growing Lidar certification



Founded in 1934, the American Society for Photogrammetry and Remote Sensing (ASPRS) is a scientific association serving professional members throughout the world. Our mission is to advance knowledge and improve understanding of mapping sciences to promote the responsible applications of photogrammetry, remote sensing, geographic information systems (GIS), and supporting technologies.

Our members are analysts/specialists, educators, engineers, managers/administrators, manufacturers/ product developers, operators, technicians, trainees, marketers, and scientists/ researchers. Employed in the disciplines of the mapping sciences, they work in the fields of Agriculture/Soils, Archeology, Biology, Cartography, Ecology, Environment, Forestry/ Range, Geodesy, Geography, Geology, Hydrology/Water Resources, Land Appraisal/ Real Estate, Medicine, Transportation, and Urban Planning/Development.

*Based on 2 readers per copy as well as online views | Source: *PE&RS* Readership Survey, Summer 2023

Readership Habits

90%
of PE&RS readers have
10+ years experience
in their profession

89% of our readers agree
that PE&RS is their
TRUSTED SOURCE
of information about their profession

3 out of **4**

PE&RS readers save their issues for future reference

70%

of PE&RS readers
select, authorize or
approve the products of
products and services

Time spent
reading PE&RS (average)

45
minutes

Our readers are regular attendees of the ASPRS Annual Conference as well as:

ILMF, Esri, URISA,
SPAR/AEC, GEOINT,
Commercial UAV Expo, AUVSI

% Composition

Read regularly
(at least 3 out of 4 monthly issues) **54%**

Products and services used or
purchased in past 12 months

GPS **92%**

Computer Workstations **52%**

Lidar **50%**

Unmanned Aerial
Systems **45%**

GIS **45%**

Data Storage Devices **42%**

Aerial Photography **35%**

Cameras **35%**

Terrain Modeling **30%**

30%

of PE&RS readers have a
geospatial information technology
budget of

\$1 million or greater
for the current fiscal year.

PE&RS 2024 Advertising Rates & Specs

THE MORE YOU ADVERTISE THE MORE YOU SAVE! PE&RS offers frequency discounts. Invest in a three-times per year advertising package and receive a 5% discount, six-times per year and receive a 10% discount, 12-times per year and receive a 15% discount off the cost of the package.

	Sustaining Member Exhibiting at a 2024 ASPRS Conference	Sustaining Member	Exhibitor	Non Member
All rates below are for four-color advertisements				
Cover 1	\$1,850	\$2,000	\$2,350	\$2,500
In addition to the cover image, the cover sponsor receives a half-page area to include a description of the cover (maximum 500 words). The cover sponsor also has the opportunity to write a highlight article for the journal. Highlight articles are scientific articles designed to appeal to a broad audience and are subject to editorial review before publishing.				
Cover 2	\$1,500	\$1,850	\$2,000	\$2,350
Cover 3	\$1,500	\$1,850	\$2,000	\$2,350
Cover 4	\$1,850	\$2,000	\$2,350	\$2,500
Advertorial	1 Complimentary Per Year	1 Complimentary Per Year	\$2,150	\$2,500
Full Page	\$1,000	\$1,175	\$2,000	\$2,350
2 page spread	\$1,500	\$1,800	\$3,200	\$3,600
2/3 Page	\$1,100	\$1,160	\$1,450	\$1,450
1/2 Page	\$900	\$960	\$1,200	\$1,200
1/3 Page	\$800	\$800	\$1,000	\$1,000
1/4 Page	\$600	\$600	\$750	\$750
1/6 Page	\$400	\$400	\$500	\$500
1/8 Page	\$200	\$200	\$250	\$250
Other Advertising Opportunities (see page 5 for full descriptions)				
Employment Promotion	\$500 (30 day web + 1 email) \$300 (30 day web)	\$500 (30 day web + 1 email) \$300 (30 day web)	\$500 (30 day web + 1 email) \$300 (30 day web)	\$500 (30 day web + 1 email) \$300 (30 day web)
Dedicated Content Email blast	\$2,500	\$2,500	\$2,500	\$2,500
Newsletter Display Advertising	1 Complimentary Per Year	1 Complimentary Per Year	\$500	\$500
PE&RS Announcement E-Mail	\$1000	\$1000	\$1000	\$1000

A 15% commission is allowed to recognized advertising agencies

Ad Size	Width	Height
Cover	8.625"	11.25"
Full Page	8.375"	10.875"
2/3 Page Horizontal	7.125"	6.25"
2/3 Page Vertical	4.58"	9.625"
1/2 Page Horizontal	7.125"	4.6875"
1/2 Page Vertical	3.4375"	9.625"
1/3 Page Horizontal	7.125"	3.125"
1/3 Page Vertical	2.29"	9.625"
1/4 Page Horizontal	7.125"	2.34"
1/4 Page Vertical	3.4375"	4.6875"
1/8 Page Horizontal	7.125"	1.17"
1/8 Page Vertical	1.71875"	4.6875"

Send ad materials to:
 Rae Kelley
 rkelly@asprs.org

- Publication Size: 8.375" x 10.875" (W x H)
- Live area: 1/2" from gutter and 3/8" from all other edges
- Software Used: PC InDesign
- Supported formats: TIFF, EPS, BMP, JPEG, PDF, PNG
PC InDesign, Illustrator, and Photoshop

Special Advertising Opportunities

FRONT COVER SPONSORSHIP

A PE&RS cover sponsorship is a unique opportunity to capture the undivided attention of your target market through three premium points of contact.

1— PE&RS FRONT COVER

(Only twelve available, first-come, first-served)
 PE&RS is world-renowned for the outstanding imagery displayed monthly on its front cover—and readers have told us they eagerly anticipate every issue. This is a premium opportunity for any company, government agency, university or non-profit organization to provide a strong image that demonstrates their expertise in the geospatial information industry.

2— FREE ACCOMPANYING “HIGHLIGHT” ARTICLE

A detailed article to enhance your cover image is welcome but not a condition of placing an image. Many readers have asked for more information about the covers and your article is a highly visible way to tell your story in more depth for an audience keenly interested in your products and services. No article is guaranteed publication, as it must pass ASPRS editorial review. For more information, contact Rae Kelley at rkelley@asprs.org.

3— FREE TABLE OF CONTENTS COVER DESCRIPTION

Use this highly visible position to showcase your organization by featuring highlights of the technology used in capturing the front cover imagery. Limit 200-word description.

Terms: Fifty percent nonrefundable deposit with space reservation and payment of balance on or before materials closing deadline.

Cover Specifications: 8 3/8" × 10 7/8"

PRICING

	Sustaining Member Exhibiting at a 2024 ASPRS Conference	Sustaining Member	Exhibitor	Non Member
Cover 1	\$1,850	\$2,000	\$2,350	\$2,500

VENDOR SEMINARS

ASPRS Sustaining Members now have the opportunity to hold a 1-hour informational session as a Virtual Vendor Seminar that will be free to all ASPRS Members wishing to attend. There will be one opportunity per month to reach out to all ASPRS Members with a demonstration of a new product, service, or other information. ASPRS will promote the Seminar through a blast email to all members, a notice on the ASPRS web site home page, and ads in PE&RS.

The Virtual Seminar will be hosted by ASPRS through its Zoom capability and has the capacity to accommodate 500 attendees.

Vendor Seminars	
Fee	\$2,500 (no discounts)

DIGITAL ADVERTISING OPPORTUNITIES

EMPLOYMENT PROMOTION

When you need to fill a position right away, use this direct, right-to-the-desktop approach to announce your employment opportunity. The employment opportunity will be sent once to all ASPRS members in our regular Wednesday email newsletter to members, and will be posted on the ASPRS Web site for one month. This type of advertising gets results when you provide a web link with your text.

Employment Opportunity	Net Rate
30-Day Web + 1 email	\$500/opportunity
Web-only (no email)	\$300/opportunity

Do you have multiple vacancies that need to be filled? Contact us for pricing details for multiple listings.

NEWSLETTER DISPLAY ADVERTISING

Your vertical ad will show up in the right hand column of our weekly newsletter, which is sent to more than 3,000 people, including our membership and interested parties. **Open Rate: 32.9%**

Newsletter vertical banner ad	Net Rate
180 pixels x 240 pixels max	\$500/opportunity

DEDICATED CONTENT EMAIL BLAST

Send a dedicated email blast to the ASPRS email list. Advertiser supplies HTML (including images). Lead time: 14 days.

Materials	Net Rate
Advertiser supplies HTML, including images.	\$3000/opportunity

Digital Edition Announcement E-Mail: 5,800+

PE&RS is available online in both a public version that is available to anyone but does not include the peer-reviewed articles, and a full version that is available to ASPRS members only upon login.

The enhanced version of PE&RS contains hot links for all ASPRS Sustaining Member Companies, as well as hot links on advertisements, ASPRS Who's Who, and internet references.

Become a sponsor today!

The e-mail blast sponsorship opportunity includes a **180 x 240 pixel ad** in the email announcement that goes out to our membership announcing the availability of the electronic issue.

Digital Edition Opportunities	Net Rate
E-mail Blast Sponsorship*	\$1,000

Conference Advertising Opportunities

Every year ASPRS holds an **Annual Conference** as an in-person event, in addition to a **Virtual Technical Symposium**. There are exciting advertising opportunities available for each.

Our Attendees are people you need to reach! You'll meet face-to-face with decision makers who have budget authority from top organizations utilizing your products and services. Land remote sensing data users, researchers, applications scientists, producers, managers and policymakers participate in this important conference.

Maximize the benefits of your participation by becoming a conference sponsor. Your company can make its mark and gain visibility before, during and after the event. Choose from our list of Unique Sponsorships for the events or items that best showcase your company. If you are interested in a sponsorship not shown here, speak with our sales representative and he will be happy to work with your needs and desires for a mutually beneficial opportunity.

ANNUAL CONFERENCE at GEO WEEK ADVERTISING OPPORTUNITIES

Sponsor an ASPRS Workshop

Sponsoring an ASPRS Workshop is an excellent way to reach a targeted audience of attendees seeking professional development.

Your support for an ASPRS workshop shows your commitment to promote unbiased educational materials to the professional community. Your support also helps ASPRS offset a portion of cost of the A/V equipment for the workshop and provide a small honorarium for the workshop instructors who volunteer their preparation time and travel.

Each workshop sponsor will receive:

1. Recognition on ASPRS website
2. Recognition in ASPRS newsletter
3. Recognition in ASPRS conference program (printed handout)
4. Session moderator thanks sponsor in introductory remarks with logo on screen
5. Logo and sponsorship noted in workshop handouts
6. Area in workshop classroom for promotional materials

Day Sponsor

Each Day Sponsor opportunity will include

1. Logo on program website
2. eBlast announcement to all conference attendees on sponsored day. Announcement will include a 50-word description and logo.
3. 30-second video at the beginning of sponsored day.
4. Logo on opening slide of all 4-5 sessions throughout the sponsored day and sponsor acknowledgement.

Single Session Sponsor

Each Single Session Sponsor opportunity will include

1. Logo on program website
2. Logo on opening slide of the session and sponsor acknowledgement.

Break Sponsorship

Coffee and sodas will be available for workshop participants. Take this time, as the workshop participants enjoy a break, to promote your company and products.

VIRTUAL TECHNICAL SYMPOSIUM ADVERTISING OPPORTUNITIES

This format is an attractive, convenient presentation venue for remote sensing professionals globally who are unable to travel. This year, ASPRS will be offering a select number of Vendor Spotlight opportunities. "This is an excellent opportunity to reach ASPRS Conference attendees and to invite non-attendees to participate in a vendor product demonstration," said Karen Schuckman, Managing Director, ASPRS.

Vendor Spotlight/Product Demo

Each Vendor Spotlight/Product Demo will include

1. 30-minute time slot available during conference week
2. Vendor Spotlight/Product Demo listed in the conference program
3. Free for conference and non-conference attendees. There will be separate URL for each Vendor Spotlight/Product Demo
4. List of Vendor Spotlight/Product Demo attendees supplied to vendor at the end of the conference.

Day Sponsor

Each Day Sponsor opportunity will include

1. Logo on program website
2. eBlast announcement to all conference attendees on sponsored day. Announcement will include a 50-word description and logo.
3. 30-second video at the beginning of sponsored day.
4. Logo on opening slide of all 4-5 sessions throughout the sponsored day and sponsor acknowledgement.

Single Session Sponsor

Each Single Session Sponsor opportunity will include

1. Logo on program website
2. Logo on opening slide of the session and sponsor acknowledgement.

**For more prices & a full list of opportunities,
contact Bill Spilman at bill@innovativemediasolutions.com
(877) 878-3260 toll-free, (309) 483-6467 direct, (309) 483-2371 fax**

2024 PE&RS Advertising Deadlines

Issue	Deadlines	
	Space	Artwork
January	November 17	November 30
February	December 8	December 15
March	January 12	January 19
April	February 9	February 16
May	March 8	March 15
June	April 12	April 19
July	May 10	May 17
August	June 7	June 14
September	July 12	July 19
October	August 9	August 16
November	September 13	September 20
December	October 11	October 18

ASPRS CURRENT SUSTAINING MEMBERS

- ACI USA Inc.**
acicorporation.com
Member Since: 2/2018
- Aerial Services, Inc.**
AerialServicesInc.com
Member Since: 5/2001
- Airworks Solutions Inc.**
airworks.io
Member Since: 5/2022
- Applanix**
applanix.com
Member Since: 7/1997
- Ayres Associates**
AyresAssociates.com
Member Since: 1/1953
- Cardinal Systems LLC**
cardinalsystems.net
Member Since: 1/2001
- Dewberry**
dewberry.com
Member Since: 1/1985
- Digital Mapping, Inc**
admap.com
Member Since: 4/2002
- Esri**
esri.com
Member Since: 1/1987
- GeoCue Group**
geocue.com
Member Since: 10/2003
- Geographic Imperatives LLC**
geographicimperativesllc.com
Member Since: 9/2021
- GPI Geospatial Inc.**
aca-net.com
Member Since: 1/1994
- Halff Associates, Inc.**
halff.com
Member Since: 8/2020
- Keystone Aerial Surveys, Inc.**
kasurveys.com
Member Since: 1/1985
- Kucera International**
kucerainternational.com
Member Since: 1/1992
- L3Harris Corporation**
harris.com
Member Since: 6/2008
- Merrick & Company**
merrick.com
Member Since: 4/1995
- Miller Creek Associates**
mcamaps.com
Member Since: 12/2014
- Nearmap**
nearmap.com
Member Since: 7/2022
- NV5 Geospatial**
quantumspatial.com
Member Since: 1/1974
- Pickett and Associates, Inc.**
pickettusa.com
Member Since: 4/2007
- PixElement**
pixelement.com
Member Since: 2/2017
- Riegl USA, Inc.**
rieglusa.com
Member Since: 11/2004
- RRC International, LLC**
rrccompanies.com
Member Since: 9/2023
- Sanborn Map Company**
sanborn.com
Member Since: 10/1984
- Surdex Corporation**
surdex.com
Member Since: 12/2011
- Surveying And Mapping, LLC (SAM)**
sam.biz
Member Since: 12/2005
- T3 Global Strategies, Inc.**
https://t3gs.com/
Member Since: 6/2020
- Towill, Inc.**
towill.com
Member Since: 1/1952
- U.S. Census Bureau/
Geography Division**
census.gov
Member Since: 6/2023
- U.S. Geological Survey**
usgs.gov/
Member Since: 4/2002
- Woolpert LLP**
woolpert.com
Member Since: 1/1985

CONTACT INFORMATION

ASPRS ADVERTISING & EXHIBIT SALES:

Bill Spilman
ASPRS Advertising, Exhibit Sales & Sponsorships
320 W. Chestnut St., P.O. Box 399
Oneida, IL 61467
(877) 878-3260 toll-free
(309) 483-6467 direct
(309) 483-2371 fax
bill@innovativemediasolutions.com

SEND PAYMENT TO:

ASPRS Finance Office
PO Box 14713
Baton Rouge, LA 70898
office@asprs.org

Important: If sending payment via wire transfer, you must add a US \$25 wire transfer fee to your total. Contact office@asprs.org for instructions on wire transfers.

2024 ASPRS ADVERTISING ORDER FORM

Company _____

Ad Type _____ Frequency _____

Rate _____

Purchase Order Number _____

Contract Authorized by (print) _____

Authorized Signature _____ Date _____

ADVERTISING CONTACT

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

BILL TO (if different from advertising contact)

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

PE&RS AD TYPE

- Cover 1
- Cover 2
- Cover 3
- Cover 4
- Advertorial
- Full Page
- 2 page spread
- 2/3 Page
- 1/2 Page
- 1/3 Page
- 1/4 Page
- 1/6 Page
- 1/8 Page
- Belly band
- Insert
- Outsert
- Digital Edition
- Announcement E-Mail

Ad Placement

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Specialty Ad Opportunities

- Newsletter vertical banner ad
Date _____
- Employment Opportunity
Date _____
- Vendor Seminar
Date _____
- Dedicated Content Email Blast
Date _____

IMPORTANT

- Advertiser and advertising is subject to approval by ASPRS
- Individual ads cannot be canceled after space close deadline.
- Any files that do not follow the requirements are subject to an additional production charge.

ADVERTISING REPRESENTATIVE

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 Innovative Media Solutions
 320 W. Chestnut St.
 P.O. Box 399, Oneida, IL 61467
 (877) 878-3260 toll-free
 (309) 483-6467 direct
 (309) 483-2371 fax
 bill@innovativemediasolutions.com