



# 2012 M E D I A   K I T

## Meet Your Prospects Where They Get Their News!



### OUR BIMONTHLY MAGAZINE

Entering its 9<sup>th</sup> year of publication, *Earth Imaging Journal* remains the magazine of choice for a high-quality readership of industry professionals.



### OUR WEEKLY E-NEWSLETTER

*Earth Imaging EXPRESS* is a weekly e-newsletter that provides industry updates and insights for busy professionals who want to stay current at a glance.

### OUR WEB SITE

In addition to finding interesting images, industry resources and the current issue of *Earth Imaging Journal*, you'll find your customers on our Web site!

## Let the world's most experienced geospatial editorial team strengthen your marketing efforts!



Jeff Specht  
Publisher



John Hughes  
Editorial Director



John Hafnor  
Global Accounts Director



Darin Sanders  
Art Director

**Exploring the World of Remote Sensing**

## January/February

**INDUSTRY/TECHNOLOGY FOCUS:**  
**STATE OF THE INDUSTRY REPORT**  
**2012 SATELLITE LAUNCHES**

**APPLICATION FOCUS:**  
**UTILITY MANAGEMENT**

**BONUS DISTRIBUTION:**  
**International LiDAR Mapping Forum**,  
 Jan. 23-25, Denver  
**Defense Geospatial Intelligence (DGI) Europe**,  
 Jan. 23-26, London  
**Distributech**, Jan. 24-26, San Antonio

**LiDAR Solutions Showcase**

**Space Deadline: Dec. 16, 2011**  
**Artwork Deadline: Dec. 21, 2011**

## March/April

**INDUSTRY/TECHNOLOGY FOCUS:**  
**MOBILE MAPPING**  
**KNOWLEDGE INTEGRATION**

**APPLICATION FOCUS:**  
**LOCATION-BASED SERVICES**

**BONUS DISTRIBUTION:**  
**ASPRS**, March 19-23, Sacramento, Calif.  
**Where 2.0**, April 2-4, San Francisco  
**SPAR International 2012**, April 15-18, Houston  
**28th National Space Symposium**, April 16-19,  
 Colorado Springs, Colo.  
**SPIE Defense, Security and Sensing**, April 23-27,  
 Baltimore  
**Counter Terror Expo 2012**, April 25-26, London  
**Joint Warfighting 2012**, May 15-17, Virginia Beach, Va.

**Homeland Security Solutions Showcase**

**Space Deadline: Feb. 10, 2012**  
**Artwork Deadline: Feb. 15, 2012**

## May/June

**INDUSTRY/TECHNOLOGY FOCUS:**  
**TOP IMAGERY APPLICATIONS**  
**ONLINE IMAGERY SOURCES**  
**UNIVERSITY-INDUSTRY COLLABORATION**

**APPLICATION FOCUS:**  
**DISASTER MANAGEMENT AND EMERGENCY RESPONSE**

**BONUS DISTRIBUTION:**  
**GEOBIA 2012**, May 7-9, Rio di Janeiro

**Space Deadline: April 13, 2012**  
**Artwork Deadline: April 18, 2012**

## July/August

**INDUSTRY/TECHNOLOGY FOCUS:**  
**UNMANNED AERIAL VEHICLES**  
**SAR-OPTICAL IMAGERY INTEGRATION**

**APPLICATION FOCUS:**  
**NATURAL RESOURCES MANAGEMENT**

**BONUS DISTRIBUTION:**  
**ESRI International User Conference**, July 23-27,  
 San Diego  
**Unmanned Systems North America**, Aug. 7-10,  
 Las Vegas  
**XXII ISPRS Congress**, Aug. 25-Sept. 1,  
 Melbourne, Australia

**Space Deadline: June 8, 2012**  
**Artwork Deadline: June 13, 2012**

## September/October

**INDUSTRY/TECHNOLOGY FOCUS:**  
**DATA STORAGE AND MANAGEMENT**  
**DIGITAL MAPPING AND LARGE-FORMAT SCANNERS**

**APPLICATION FOCUS:**  
**OIL AND GAS EXPLORATION**

**BONUS DISTRIBUTION:**  
**GEOINT**, Oct. 8-11, Orlando, Fla.  
**Intergeo**, Oct. 9-11, Hanover, Germany

**GEOINT Solutions Showcase**

**Space Deadline: Aug. 10, 2012**  
**Artwork Deadline: Aug. 15, 2012**

## November/December

**INDUSTRY/TECHNOLOGY FOCUS:**  
**INTRIGUING IMAGES OF 2012**  
**REMOTE SENSING MARKET GUIDE**  
**EDUCATION AND TRAINING**

**APPLICATION FOCUS:**  
**URBAN PLANNING**

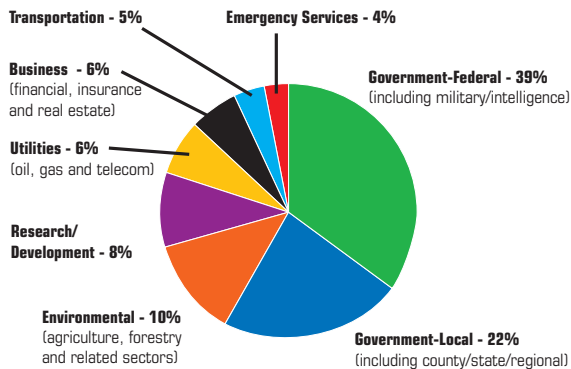
**BONUS DISTRIBUTION:**  
 (to be announced)

**Space Deadline: Oct. 12, 2012**  
**Artwork Deadline: Oct. 17, 2012**

## READER PROFILE

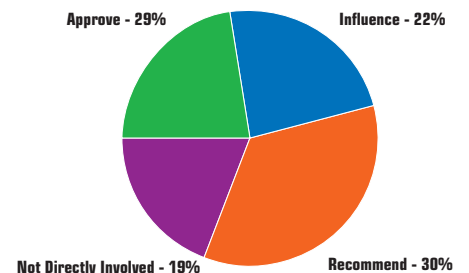
### Industry Sector Breakdown

*Earth Imaging Journal* is circulated to individuals and businesses in a wide range of geospatial industry sectors, with more than half in various levels of government, including the military.



### Role in Purchasing Decisions

More than 80 percent of *Earth Imaging Journal* readers approve, recommend or influence purchasing decisions of imagery and/or other geospatial products.



*Earth Imaging Journal* brings unrivaled coverage of the global remote sensing market to more than 14,000 professionals in all levels of government and private industry. Pass-along readership research indicates a total readership of at least 22,000 individuals.

Our Bimonthly Magazine

# 2012 Display Ad Rates



## Premium Position Rates

	1x	3x	6x	12x
Inside Front Cover	\$4,900	\$4,560	\$4,310	\$3,460
Back Cover	4,900	4,560	4,310	3,460
Opposite Inside Front Cover	4,700	4,390	4,140	3,360
Opposite Table of Contents	4,700	4,390	4,140	3,360
Opposite Publisher's Column	4,700	4,390	4,140	3,360
Inside Back Cover	4,700	4,390	4,140	3,360
Center Spread	7,885	7,685	7,535	6,935
Two-Page Spread	7,085	6,885	6,735	6,135

## Four-Color Rates

	1x	3x	6x	12x
Full Page	\$4,190	\$3,880	\$3,630	\$2,980
1/2 Page	2,680	2,470	2,310	1,650
1/3 Page	1,850	1,760	1,650	1,250
1/4 Page	1,330	1,260	1,190	790

# 2012 Digital Media Rates

Our Weekly E-Newsletter



- Above the Fold** (rates are per week)
- 600 x 90 Leaderboard Banner (below the header image) \$378
  - 600 x 90 Leaderboard No. 2 (below Intriguing Image of the Week) \$338
  - 468 x 60 Premium Banner \$298
  - 150 x 400 Premium Skyscraper \$319
  - 150 x 150 Premium Button \$249
- Middle of Content** (rates are per week)
- 468 x 60 Banner \$249
  - 150 x 150 Button \$176

Our Web Site



- Above the Fold** (rates are per month)
- Premium Skyscraper 150 x 400 \$688
  - Premium Banner 468 x 60 \$560
  - Premium Button 150 x 150 \$385
- Middle of Content** (rates are per month)
- Skyscraper 150 x 400 \$578
  - Banner 468 x 60 \$490
  - Button 150 x 150 \$345

### Current Issue Sponsorship

- Large Button 250 x 250 on landing pages of all online content in the current issue of Earth Imaging Journal  
(current issue is posted on home page for two months)
- Two-month sponsorship \$780/month = \$1,560

## Digital Media Ad Sizes

(ad sizes in pixels)



150W X 400H



600W X 90H



468W X 60H



150W X 150H

### FILE SPECIFICATIONS

- No Flash animation (this is due to spam filters and e-mail programs that improperly render such images)
- Save as 72 dpi



## Advertising Dimensions

(All dimensions in inches.)

### Full-Page Spread

Bleed Size	17	11.125
Trim Size	16.75	10.875

### Full Page

Bleed Size	8.625	11.125
Trim Size	8.375	10.875
Live Area	7.25	9.75

1/2 Horizontal 7.125 4.625

1/2 Island 4.625 7.125

1/3 Square 4.625 4.625

1/3 Vertical 2.25 9.5

## Display Ad Requirements

### Digital Ads

- We prefer digital ads be provided in PDF format. Digital ads may also be provided in Adobe InDesign or Illustrator for the Macintosh.
- All fonts and graphics must be provided. If using Adobe Illustrator, please convert all fonts to outlines.
- Graphics must be saved at 300 dots per inch (dpi) as CMYK EPS or TIFF files.
- Please submit ads electronically to [dsanders@eijournal.com](mailto:dsanders@eijournal.com) or on CD-ROM.

### Color Ads

A hard-copy color key or match-print proof must be provided for all color display ads. *Neither Earth Imaging Journal nor Earthwide Communications LLC are responsible for color reproduction quality when proofs are not supplied.*

### Bleeds

Bleeds must extend 1/8 inch beyond trim edge on all sides.

### Questions?

Please contact: Darin Sanders, art director ([dsanders@eijournal.com](mailto:dsanders@eijournal.com)).

Send all ad materials to:  
Darin Sanders  
Earth Imaging Journal  
PO Box 336400  
Greeley, CO 80633

## Join these industry-leading companies in Earth Imaging Journal media!



To advertise in *Earth Imaging Journal*, *Earth Imaging EXPRESS* or on *EIJournal.com*, or for additional information, please contact:

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[jhafnor@eijournal.com](mailto:jhafnor@eijournal.com)