2018 Media Kit
The Official Magazine of the United States Geospatial Intelligence Foundation

trajectory magazine  trajectory eNewsletter  trajectory website  The GEOINT Symposium Show Daily & eNewsletter
About USGIF

USGIF was founded in 2004 as a non-lobbying, nonprofit educational foundation with the purpose of promoting the geospatial intelligence tradecraft and developing a stronger community of interest among government, industry, academia, professional organizations, and individuals. The Foundation and its members share a mission focused on the development and application of geospatial intelligence to address national security objectives.

trajectory: The Official Magazine of the United States Geospatial Intelligence Foundation

trajectory strives to provide high-level thought leadership for members of USGIF, as well as for the overall intelligence, defense and homeland security communities. At its core, trajectory focuses on the future of geospatial intelligence, but its broader goal is to be the preeminent resource on issues of significance to the global GEOINT Community.

To this end, trajectory produces articles on current national security issues as well as coverage of major programs, emerging technologies and trends, related policy, Foundation initiatives and the individuals who are driving the community forward.

trajectory Distribution

REGULAR DISTRIBUTION:
• 14,000 print copies and 18,000 digital copies – to all USGIF members and affiliates including highly qualified buyers and key decision-makers

BONUS DISTRIBUTION:
• GEOINT Symposium – attended by more than 4,000 professionals
• GEOINT Community Week – average attendance of 2,500
• Esri User Conference – 1,000 copies of trajectory distributed
• USGIF workshops, networking events and young professional activities
About *trajectory*

Readers

93% rate *trajectory* editorial content as “good” or “excellent.”

**Nearly 3 out of 5** of *trajectory* readers are in management positions.

More than 96% say content in *trajectory* is equal to or superior to other industry publications.

53% of readers share their magazine with 1-5 colleagues.

*trajectory* magazine is delivered to the inbox of nearly **20,000** email subscribers.

*trajectory* is rated as the most trusted source for insight into the GEOINT Community.

**Reader Demographics**

- Industry **41.6%**
- Government Employee **22.6%**
- Consultant **17.7%**
- Academic **7.7%**
- Active Duty Military **4.0%**
- Student **3.3%**
- Retired **2.8%**
# Trajectory 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Themes</th>
<th>Bonus Distribution</th>
<th>Deadlines</th>
</tr>
</thead>
</table>
| **Q1 2018**       | • Cover: Commercial GEOINT  
                    • Feature: Data Analytics & Machine Learning  
                    • Feature: Safety of Navigation          | **Esri FedGIS,**                            | **Ad close:** Dec. 1               |
|                   |                                                                        | **March 20-21**                            | **Materials due:** Dec. 14           |
|                   |                                                                        |                                           | **Ship date:** Jan. 30              |
| **State of GEOINT**| **Q2 2018**                                                            | **GEOINT 2018,**                            | **Ad close:** Feb. 16               |
|                   | • Cover: International GEOINT  
                    • Feature: Q&A w/ DNI & PDDNI  
                    • Feature: Young Professionals       | **April 22-25**                            | **Materials due:** March 1           |
| **GEOINT Symposium**| **Q4 2018**                                                            |                                           | **Ship date:** April 6              |
|                   | • Cover: Crisis Mapping  
                    • Feature: Intelligence Integration at the Tactical Edge  
                    • Feature: Spatial Law & Policy       | **Esri UC,**                                | **Ad close:** May 11                |
| **Membership Directory** | **Q3 2018**                                                            | **July 9-13**                              | **Materials due:** May 24            |
|                   |                                                                        |                                           | **Ship date:** July 2               |
| **GEOINT Community Week** | **Q4 2018**                                                            | **GEOINT Community Week,**                | **Ad close:** Aug. 31               |
|                   | • Cover: SOM, OBP, and Change Detection  
                    • Feature: Open-source software  
                    • Feature: 2018 USGIF Scholarship Winners | **November 12-16**                        | **Materials due:** Sept. 14          |
|                   |                                                                        |                                           | **Ship date:** Oct. 22              |
### Print Rates

**FREQUENCY**

<table>
<thead>
<tr>
<th>Placement</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, 4C</td>
<td>$6,795</td>
<td>$6,625</td>
<td>$6,475</td>
<td>$6,285</td>
</tr>
<tr>
<td>1/2 page, 4C</td>
<td>$4,015</td>
<td>$3,915</td>
<td>$3,825</td>
<td>$3,715</td>
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<tr>
<td>1/4 page, 4C</td>
<td>$2,780</td>
<td>$2,770</td>
<td>$2,650</td>
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<td>Center Spread</td>
<td>$12,050</td>
<td>$11,945</td>
<td>$11,475</td>
<td>$11,145</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$8,150</td>
<td>$7,950</td>
<td>$7,765</td>
<td>$7,545</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$8,150</td>
<td>$7,950</td>
<td>$7,765</td>
<td>$7,545</td>
</tr>
<tr>
<td>Inside Back Cover</td>
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<td>$7,245</td>
<td>$7,075</td>
<td>$6,870</td>
</tr>
<tr>
<td>Opposite Vantage Point</td>
<td>$8,150</td>
<td>$7,950</td>
<td>$7,765</td>
<td>$7,545</td>
</tr>
</tbody>
</table>

**ALL USGIF ORGANIZATIONAL MEMBERS RECEIVE AN ADDITIONAL 15% DISCOUNT**

**PRIORITY POINTS: ALL ADVERTISERS RECEIVE ½ POINT PER $1,000 SPENT.**

To advertise, contact Jeff Ley at jeff.ley@usgif.org or 571.392.7202.
The trajectory eNewsletter reaches an average of more than 17,000 GEOINT professionals every month.

To advertise, contact Jeff Ley at jeff.ley@usgif.org or 571.392.7202.
## Trajectory Magazine
### Print Rates - Small Business

**Priority Points:** All advertisers receive ½ point per $1,000 spent.

<table>
<thead>
<tr>
<th>Placement</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, 4C</td>
<td>$3,750</td>
<td>$3,645</td>
<td>$3,560</td>
<td>$3,450</td>
</tr>
<tr>
<td>1/2 page, 4C</td>
<td>$2,215</td>
<td>$2,150</td>
<td>$2,115</td>
<td>$2,045</td>
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<td>$1,550</td>
<td>$1,515</td>
<td>$1,450</td>
<td>$1,415</td>
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<tr>
<td>Center Spread</td>
<td>$6,635</td>
<td>$6,570</td>
<td>$6,315</td>
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<tr>
<td>Inside Front Cover</td>
<td>$4,490</td>
<td>$4,375</td>
<td>$4,265</td>
<td>$4,150</td>
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<tr>
<td>Back Cover</td>
<td>$4,490</td>
<td>$4,375</td>
<td>$4,265</td>
<td>$4,150</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4,125</td>
<td>$3,985</td>
<td>$3,876</td>
<td>$3,765</td>
</tr>
<tr>
<td>Opposite Vantage Point</td>
<td>$4,490</td>
<td>$4,375</td>
<td>$4,265</td>
<td>$4,150</td>
</tr>
</tbody>
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To advertise, contact Jeff Ley at jeff.ley@usgif.org or 571.392.7202.
The trajectory eNewsletter reaches an average of more than **16,800** industry professionals every month.

To advertise, contact **Jeff Ley** at jeff.ley@usgif.org or 571.392.7202.
GEOINT Symposium Show Daily and eNewsletter

The award-winning GEOINT Symposium Show Daily is a must-read resource for all Symposium attendees and exhibitors. Published April 22-25, the Show Daily includes exhibitor highlights from the show floor, conference news and updates, keynote speaker and panel discussion recaps, photo galleries, an at-a-glance agenda and more. The GEOINT 2018 Symposium Show Daily is the first thing many attendees will see each morning. It will be made available in multiple locations throughout the show, on geointsymposium.com, usgif.org and trajectorymagazine.com, and will be emailed to USGIF’s 17,000-person distribution list.

**DEADLINES:** Space Reservation: February 16, 2018  |  Materials Due: March 1, 2018

### Show Daily
*(also includes online PDF)*

<table>
<thead>
<tr>
<th>Rates (per day)</th>
<th>USGIF Member</th>
<th>Non-USGIF Member</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cost</td>
<td>Points</td>
</tr>
<tr>
<td>Front Cover Banner</td>
<td>$5,250</td>
<td>2.63</td>
</tr>
<tr>
<td>Full Page (Prime Position)</td>
<td>$4,500</td>
<td>2.25</td>
</tr>
<tr>
<td>Full Page (Regular Position)</td>
<td>$3,675</td>
<td>1.84</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$2,675</td>
<td>1.34</td>
</tr>
</tbody>
</table>

**PLEASE NOTE,** the April 26 Show Daily will be PDF ONLY.

*Please contact Jeff Ley for all Show Daily advertising specs*

### eNewsletter
*(links directly to trajectorymagazine.com)*

<table>
<thead>
<tr>
<th>Rates (per day)</th>
<th>USGIF Member</th>
<th>Non-USGIF Member</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cost</td>
<td>Points</td>
</tr>
<tr>
<td>Show Daily eNews Banner Ad</td>
<td>$5,000</td>
<td>2.5</td>
</tr>
</tbody>
</table>

To advertise, contact Jeff Ley at jeff.ley@usgif.org or 571.392.7202.
Advertising on the *trajectory* website is a great way to reach members and integrate your marketing message. This cost-effective opportunity provides year-round exposure.

**Specs**

All website ad material must be submitted 5 business days prior to the intended start date and are subject to approval. *In order to reserve a web advertisement for the month of April, you must also purchase shoulder months (March and May). Minimum ad buy is 3-month run-time on site.*
All positions will be awarded on a first-come, first-served basis. All frequency rates below are listed as total costs.

*In order to reserve a web advertisement for the month of April, you must also purchase shoulder months (March and May). Minimum ad buy is 3-month run-time on site.

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Ad Space A</td>
<td>$3,850</td>
<td>$7,000</td>
<td>$12,500</td>
</tr>
<tr>
<td>Premium Ad Space B</td>
<td>$3,350</td>
<td>$6,050</td>
<td>$11,000</td>
</tr>
<tr>
<td>Premium Ad Space C</td>
<td>$2,950</td>
<td>$5,250</td>
<td>$9,500</td>
</tr>
<tr>
<td>Premium Ad Space D</td>
<td>$2,750</td>
<td>$4,950</td>
<td>$9,000</td>
</tr>
<tr>
<td>Ad Space E (3 Rotations)</td>
<td>$1,550</td>
<td>$2,750</td>
<td>$5,000</td>
</tr>
<tr>
<td>Ad Space F (3 Rotations)</td>
<td>$1,975</td>
<td>$3,575</td>
<td>$6,500</td>
</tr>
<tr>
<td>Ad Space G (3 Rotations)</td>
<td>$1,250</td>
<td>$2,200</td>
<td>$4,000</td>
</tr>
<tr>
<td>Ad Space H (3 Rotations)</td>
<td>$1,075</td>
<td>$1,925</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

Reinforce Your Marketing Message Today!

To advertise, contact Jeff Ley at jeff.ley@usgif.org or 571.392.7202.
MECHANICAL SPECIFICATIONS
(width x height)

**Trajectory Trim Size:**
8.375" x 10.875"

Full Page (No Bleed): 7.25" x 9.75"
Full Page with Bleed: 8.625" x 11.125" (Live area 8" x 10.5")

Half Page Horizontal: 7.25" x 4.625"
Quarter page: 3.5" x 4.625"

Two Page Spread Bleed: 17" x 11.125"
Two Page Spread (No Bleed): 15.625" x 9.75" (based on Full Page No Bleed ad size of 7.25" x 9.75", .5625" white border on all sides)

ACCEPTABLE FILE FORMAT
- Please supply a hi-res print-ready PDF/X-1a file.
- View specifications at swop.org or adobe.com (search on PDF/X compliance).
- All fonts must be outlined or embedded.
- All images must be 300 dpi.
- Crop marks and color bars should be outside printable area (.125 in offset).

COLOR
- Color ads must use CMYK color only.
- Do not use Pantone/spot colors.
- All colors must be converted to CMYK, no RGB, LAB or Spot/PMS colors will be accepted.
- Black & white ads should use black only (not 4-color); images should be grayscale.
- 2-color ads should be built from CMYK process.
- Ink density not to exceed 300%.
- Black Text 12 pt. or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).

PRINTING PROCESS:
Off-set

TYPE OF BINDING:
Saddle stitch

HALFTONE SCREEN:
Stochastic CMYK

PROOFS
A color proof printed at 100% with registration marks and color bars must accompany all color ads. For contract color:

Kodak Approval, FinalProof, Match/Print or other SWOP-certified color proof. View specifications online at swop.org. The publisher will not be held responsible for color running incorrectly if a color proof is not submitted by the advertiser. Failure to follow these guidelines may require additional time and charges and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication.
WEBSITE DIGITAL SPECIFICATIONS (WIDTH x HEIGHT)

- All ad sizes listed must be supplied per ad space.
- Must include one click-through URL.
- All website ad material must be submitted 5 business days prior to the intended start date and are subject to approval.

**Premium Ad Space A**
- Desktop - Billboard: 970 x 250 px
- Tablet - Leaderboard: 728 x 90 px
- Mobile Phone: 320 x 100 px

**Premium Ad Space B and C**
- Desktop - Large Leaderboard: 970 x 90 px
- Tablet - Leaderboard: 728 x 90 px
- Mobile Phone: 320 x 100 px

**Premium Ad Space D**
- Desktop, Tablet & Mobile Medium Rectangle: 300 x 250 px

**Ad Space E**
- Desktop & Tablet - Leaderboard: 728 x 90 px
- Mobile Phone: 320 x 50 px

**Ad Space F**
- Desktop: 728 x 90 px
- Tablet: 468 x 80 px
- Mobile: 320 x 50 px

**Ad Space G**
- Desktop, Tablet & Mobile - Medium Rectangle: 300 x 250 px

**Ad Space H**
- Desktop, Tablet & Mobile - Half Page: 300 x 600 px

WEBSITE ACCEPTABLE FILE FORMATS

Banner ads are designed to work across all modern browsers, but display support will vary across networks and firewall configurations. Banner ads are served using Google DoubleClick and may be blocked by some networks from view. The list of compatible browsers includes:

- Internet Explorer (IE) 7-10 (some IE7 and IE8 configurations are known to block DoubleClick ad sources)
- Chrome, Firefox, Safari
- iOS, Android, Win7 Mobile

THIRD-PARTY CREATIVE CODE: Some advertisers may be working with a third-party ad server such as Atlas or Mediaplex to serve their creatives. If an advertiser sends a piece of creative code (also known as an ad tag) that calls another ad server, we will traffic that creative as a third-party creative.

<table>
<thead>
<tr>
<th>File type</th>
<th>Creative type</th>
</tr>
</thead>
<tbody>
<tr>
<td>.jpg, .png or .gif</td>
<td>Image</td>
</tr>
<tr>
<td>.txt or .html</td>
<td>Third-party or DoubleClick tag</td>
</tr>
<tr>
<td>.js (JavaScript)</td>
<td>Third-party</td>
</tr>
</tbody>
</table>

SUPPORTED CREATIVE TYPES:

- **Image**: An image creative is based on an image file in GIF, JPG, or PNG format. Acceptable File Formats: .jpg, .png, .gif; 72 dpi resolution; RGB or indexed color format. Max file size 40kb. Must submit one click-through URL. Animated GIF files, we recommend 3 rotations, but can vary depending on advertising content.

- **DoubleClick Tag**: Sometimes called an “internal redirect” is a creative that is hosted by DoubleClick Campaign Manager (DCM). Similar to third-party creatives, a DoubleClick tag is used to retrieve a creative asset. However, DoubleClick tags are not sent to the user’s browser. Instead, they are processed internally within the DoubleClick system.

- **JavaScript and iframe tags**: JavaScript and iframe ad tags enable rich content creatives and backup static images to be served to ad slots. JavaScript and iframe ad tags are configured using JavaScript, frames, an iframe/layer-layer combination, or an iframe/JavaScript combination.

- **HTML5**: DFP can deliver HTML5. However, since an HTML5 creative should be trafficked as a third-party creative, any HTML5 code should work as long as the user’s browser can handle it, regardless of where the code is hosted, whether in DFP or with a third-party service.

- **Custom**: A custom creative is based on custom code that’s added in the form of a snippet, either by cutting and pasting or by adding text files. Rich content must be supplied by a third party ad vendor, such as 24/7 Real Media. We haven’t established any parameters for rich media (kinds that we accept, such as vide prereal or interstitial).

TRACKING PIXELS: In some scenarios, an agency, advertiser, or third party might decide to track impressions with a tracking pixel. A tracking pixel is simply code inserted into a custom or third-party creative that makes a server call and returns a transparent 1x1 image (normally a GIF file). DoubleClick allows for this type of tracking.

**eNEWSLETTER ACCEPTABLE FILE FORMAT**

- eNewsletter Banner: 650 x 80 px
- All web images must be RGB color format and 72 dpi.
- Max file size: 40kb
- We accept the following file types: jpg, png, gif.
- URL HTML tags OK.
- Must supply URL for click-through.