



# media**kit** 2019

*trajectory*  
magazine

*trajectory*  
website

*trajectory*  
E-Newsletter

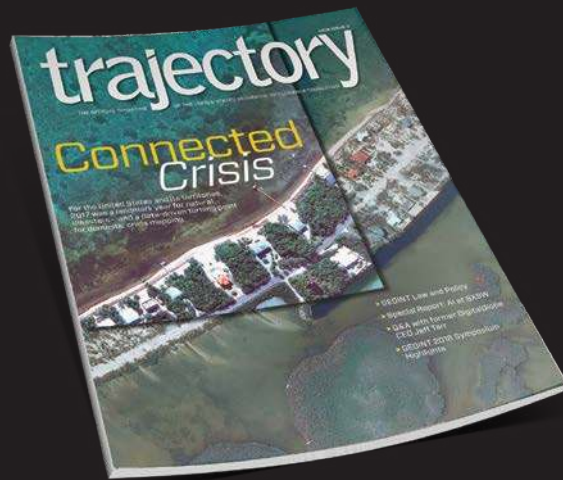
The GEOINT Symposium  
Show Daily & E-Newsletter

# trajectory

# about *trajectory*

## about USGIF

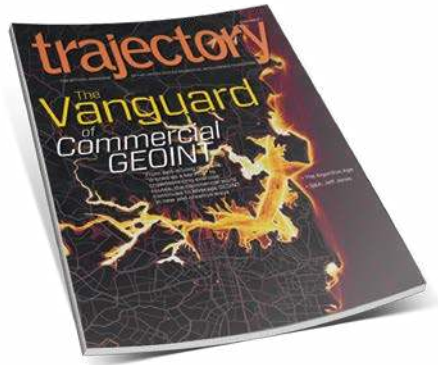
USGIF was founded in 2004 as a non-lobbying, nonprofit educational foundation with the purpose of promoting the geospatial intelligence tradecraft and developing a stronger community of interest among government, industry, academia, professional organizations, and individuals. The Foundation and its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



## **trajectory: THE OFFICIAL PUBLICATION OF USGIF**

*trajectory* strives to provide high-level thought leadership for members of USGIF, as well as for the overall intelligence, defense, homeland security, and commercial remote sensing 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. Through traditional, journalistic reporting, *trajectory* content includes articles on federal programs and acquisition, commercial GEOINT applications, unmanned vehicles, artificial intelligence and machine learning, data science, software, open-source intelligence, cybersecurity, humanitarian applications, and much more. Its goal is to be one step above the typical beltway publication—a la trade journal meets *Wired* or *Fast Company*.

# trajectory advertising opportunities



## > trajectory Magazine

Each quarter, the print magazine reaches geospatial intelligence professionals at federal and military agencies, at large defense contractors and commercial startups, in academia, and on Capitol Hill. Advertising opportunities include premium and traditional ad spaces as well as opportunities for inserts and other creative collateral.



## > [www.trajectorymagazine.com](http://www.trajectorymagazine.com)

trajectory online is updated weekly with in-depth features, industry news round-ups, event recaps, got geoint blog posts, and more. The award-winning site is responsive across all mobile and desktop devices. Advertising opportunities include the home page, section pages, article pages, and sponsored content.



## > The trajectory E-Newsletter

The trajectory E-Newsletter reaches approximately 20,000 digital subscribers each month and has an average open rate of 15-20%—well above industry standards. Each E-Newsletter features three banner ad opportunities.



## > The GEOINT Symposium Show Daily

Each year, the trajectory team assembles a temporary newsroom onsite at USGIF's GEOINT Symposium, producing real-time reporting on all aspects of this dynamic, world-class event. Show Daily advertising opportunities include print, E-Newsletter, and website offerings. Sponsorship opportunities for *Trajectory on Location* video programming produced on-site at the Symposium is also available.

## bonus distribution

### USGIF's GEOINT Symposium:

Attended annually by more than **4,000** defense, intelligence, homeland security, and commercial GEOINT professionals.

### USGIF's GEOINT

**Community Week:** An average attendance of **2,500** experts at events in the Washington, D.C., area and beyond.

USGIF's year-round workshops, networking events, young professional activities, and more.

### Esri User Conference:

**1,000** copies of trajectory distributed each year in San Diego at the largest annual gathering of GIS professionals.

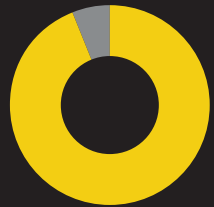
### Esri Fed GIS:

**500** copies of trajectory shared with GIS experts working in the federal sector.



To advertise, contact Don Cooksey at [don.cooksey@usgif.org](mailto:don.cooksey@usgif.org) or **703-793-0109 x 111**.

# about *trajectory* readers



More than **94%** rate *trajectory* editorial content as “good” or “excellent.”

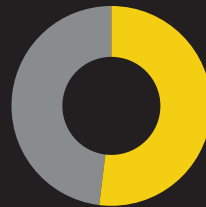


**3 out of 5** *trajectory* readers are in management positions.

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



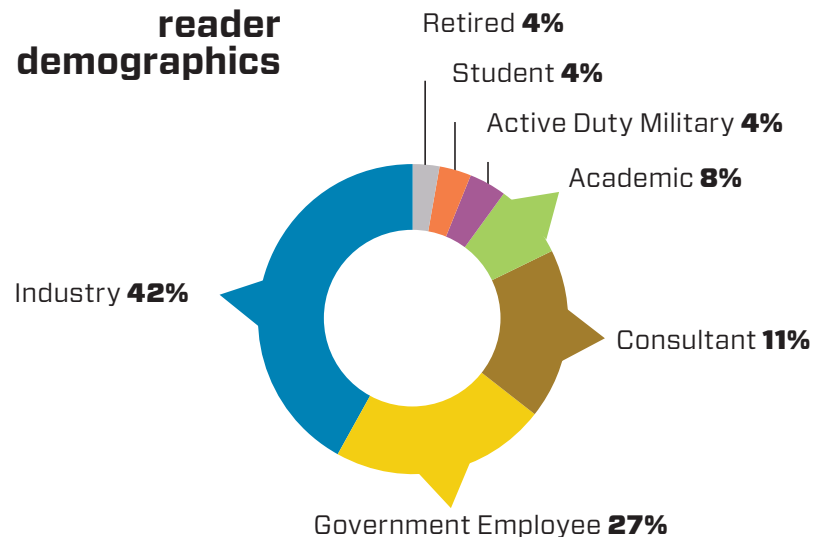
**60% of readers** have visited a *trajectory* advertiser’s website for more information



**61%** of readers share their magazine with 1-5 colleagues.

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

## reader demographics



# trajectory 2019 editorial calendar

	Themes	Bonus Distribution	Deadlines
<b>Q1 2019</b> State of GEOINT	<ul style="list-style-type: none"> <li>• Open-Source Software</li> <li>• The Future of GIS</li> <li>• GEOINT &amp; Energy</li> </ul>	<b>Esri FedGIS</b>	<b>Ad close:</b> 12/5 <b>Materials due:</b> 12/14 <b>Publish:</b> Late January
<b>Q2 2019</b> GEOINT Symposium	<ul style="list-style-type: none"> <li>• Polar GEOINT</li> <li>• Block Chain and Location</li> <li>• Human Geography</li> </ul>	<b>GEOINT 2019 Symposium, Esri UC</b>	<b>Ad close:</b> 3/15 <b>Materials due:</b> 3/28 <b>Publish:</b> Late April
<b>Q3 2019</b>	<ul style="list-style-type: none"> <li>• Airborne Commercial Imaging</li> <li>• GEOINT and Insurance</li> <li>• Self-Driving Vehicles</li> </ul>		<b>Ad close:</b> 6/28 <b>Materials due:</b> 7/15 <b>Publish:</b> Mid-August
<b>Q4 2019</b> GEOINT Community Week	<ul style="list-style-type: none"> <li>• GEOINT Support to Urban and Underground Operations</li> <li>• Space: The Next GEOINT Frontier</li> <li>• 2019 USGIF Scholarship Winners</li> </ul>	<b>GEOINT Community Week</b>	<b>Ad close:</b> 9/18 <b>Materials due:</b> 10/1 <b>Publish:</b> Late October

*Editorial content subject to change*

# bundles & GEOINT Symposium add-ons

ALL USGIF ORGANIZATIONAL MEMBERS AND/OR SMALL BUSINESSES RECEIVE AN ADDITIONAL 15% DISCOUNT.  
**USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.**

## Bundles

Platinum	Gold	Silver
<ul style="list-style-type: none"> <li>• Print: Premium Position Full Page 4C Ad*</li> <li>• Web: Premium Ad Space (Best Available)</li> <li>• E-Newsletter: Banner Ad</li> </ul>	<ul style="list-style-type: none"> <li>• Print: Full Page 4C Ad</li> <li>• Web: Premium Ad Space (Best Available)</li> <li>• E-Newsletter: Banner Ad</li> </ul>	<ul style="list-style-type: none"> <li>• Print: 1/2 Page 4C Ad</li> <li>• Web: Ad Space H</li> </ul>

## Rates

Bundle	Total Value	FREQUENCY			
		1x	2x	3x	4x
Platinum	\$16,025	\$15,225	\$14,250	\$13,440	\$12,320
Gold	\$12,905	\$12,260	\$11,545	\$10,935	\$10,025
Silver	\$5,475	\$5,200	\$4,830	\$4,545	\$4,165

Custom media packages can be built upon request.

All ad positions are subject to availability.

\*Premium print positions include: Inside Front Cover (IFC), Inside Back Cover (IBC), Back Cover (BC), and Opposite Publisher's Letter

## GEOINT Symposium add-ons to any of the *trajectory* bundles

### Show Daily

Show Daily Print Editions	Total Value	1 Day	2 Days	3 Days	4 Days	5 Days
Front Cover Premium Ad	\$6,000	\$5,700	\$5,550	\$5,400	\$5,100	\$4,800
Full Page, 4C Premium Position Ad	\$5,000	\$4,750	\$4,625	\$4,500	\$4,250	\$4,000
Full Page, 4C Regular Ad	\$4,275	\$4,060	\$3,955	\$3,850	\$3,635	\$3,420
1/2 Page Horizontal, 4C Ad	\$2,900	\$2,755	\$2,685	\$2,610	\$2,465	\$2,320
Show Daily E-Newsletter	Total Value	1 Day	2 Days	3 Days	4 Days	5 Days
Banner Ad	\$5,500	\$5,225	\$5,090	\$4,950	\$4,675	\$4,400

### Show Daily Sponsor Package

- Your company name in nameplate
  - Front Cover Premium Ad
  - Inside Front Cover Full Page Ad
- \$10,000

To advertise, contact Don Cooksey at [don.cooksey@usgif.org](mailto:don.cooksey@usgif.org) or 703-793-0109 x 111.

# bundles & GEOINT Symposium add-ons

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## trajectory On Location

*Trajectory on Location* is video programming produced on-site at the GEOINT Symposium brought to you by USGIF's *trajectory* magazine composed of features, interviews, and highlights from general sessions, events, and activities. Programs will also play in lounge areas in the convention center and will be posted online shortly thereafter.

	Total Value	With Silver Bundle Purchase	With Gold Bundle Purchase	With Platinum Bundle Purchase
<b>Level 2 Video Sponsorship</b> (Includes both offerings below) <ul style="list-style-type: none"> <li>Up to a 4-minute interview with a company executive in one program</li> <li>Highlight of your company booth and interview conducted in the booth for one program</li> </ul>	<b>\$11,500</b>	\$10,925	\$10,640	\$10,350
<b>Level 1 Video Sponsorship</b> (Includes choice of one offering below) <ul style="list-style-type: none"> <li>Up to a 4-minute interview with a company executive in one program</li> <li>Highlight of your company booth and interview conducted in the booth for one program</li> </ul>	<b>\$8,625</b>	\$8,195	\$7,980	\$7,765
<b>Keynote Presentation</b> Each keynote presentation from the GEOINT Symposium (10-12 presentations total) will be posted online in its entirety within 24 hours. We will create a graphic bumper at the beginning of each video with your logo, indicating your sponsorship. "This GEOINT 2019 keynote highlight is sponsored by [YOUR LOGO]." These keynote clips are some of the most widely viewed highlights from the Symposium.	<b>\$11,500</b>	\$10,925	\$10,640	\$10,350
<b>The Buzz</b> "The Buzz" will be a 2-3 minute, fast-paced recap of what happens at the GEOINT 2019 Symposium on a day-to-day basis. Modeled after SportsCenter and anchored by the <i>trajectory on Location</i> host, "The Buzz" will be posted online daily. Each episode of "The Buzz" will be preceded by a logo animation identifying your company as the sponsor.	<b>\$5,750</b>	\$5,465	\$5,320	\$5,175
<b>Bumpers</b> Be part of the conversation via social media and our website. Throughout the Symposium, we will be sharing highlights and clips from the Symposium via social media and <i>trajectory</i> magazine.com. We will create a short graphic bumper to precede each clip with <i>trajectory</i> branding and your logo. " <i>trajectory on Location</i> brought to you by [YOUR LOGO]." <ul style="list-style-type: none"> <li>Sponsorship entitles you to 10 clips with your branding</li> </ul>	<b>\$5,750</b>	\$5,465	\$5,320	\$5,175



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# trajectory print rates & custom options

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## Placement

Full page, 4C
1/2 page, 4C
1/4 page, 4C
Center Spread
Inside Front Cover
Back Cover
Inside Back Cover
Opposite Vantage Point

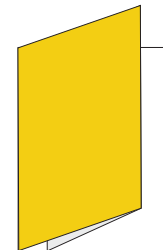
## FREQUENCY

1x	2x	3x	4x
\$6,795	\$6,625	\$6,475	\$6,285
\$4,015	\$3,915	\$3,825	\$3,715
\$2,780	\$2,770	\$2,650	\$2,570
\$12,050	\$11,945	\$11,475	\$11,145
\$8,150	\$7,950	\$7,765	\$7,545
\$8,150	\$7,950	\$7,765	\$7,545
\$7,430	\$7,245	\$7,075	\$6,870
\$8,150	\$7,950	\$7,765	\$7,545

## Custom Print Options

Format	Full Run
3-Page Gatefold	\$15,000
4-Page Advertorial Insert	\$21,000
Belly Band	\$6,500
Removable Page Sticker**	\$7,000
Polybagged Insert	Request pricing
Reprints	Request pricing

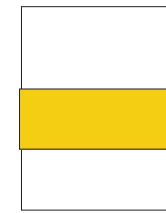
\*\*Select interior pages available.



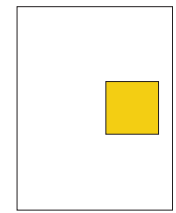
Gatefold



Advertorial



Belly Band



Sticker

PLEASE NOTE, ALL PRICES LISTED ON THIS PAGE ARE NET.



To advertise, contact Don Cooksey at [don.cooksey@usgif.org](mailto:don.cooksey@usgif.org) or 703-793-0109 x 111.



# trajectory print specs

## AVAILABLE PRINT AD SIZES *TRAJECTORY*



FULL PAGE

1/2 HORIZONTAL

1/4 SQUARE

SPREAD

## 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", with  
0.5625" white border on all sides)

## ACCEPTABLE FILE FORMAT

- Please supply a hi-res print-ready PDF/X-1a file.
- View specifications at [swop.org](http://swop.org) or [adobe.com](http://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 (0.125 inch 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](http://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.

## SUBMITTING FILES

Send all print PDF files (10MB & smaller) via email to:  
[Don.Cooksey@USGIF.org](mailto:Don.Cooksey@USGIF.org)  
Contact Don if files exceed 10MB for alternate submission methods.

# trajectory website rates

ALL USGIF ORGANIZATIONAL MEMBERS AND/OR SMALL BUSINESSES RECEIVE AN ADDITIONAL 15% DISCOUNT.  
**USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.**

## FREQUENCY

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



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 June, when the GEOINT 2019 Symposium takes place, you must also purchase shoulder months (May and July).

Reinforce your marketing message today!

 To advertise, contact Don Cooksey at [don.cooksey@usgif.org](mailto:don.cooksey@usgif.org) or **703-793-0109 x 111**.

# trajectory website advertising

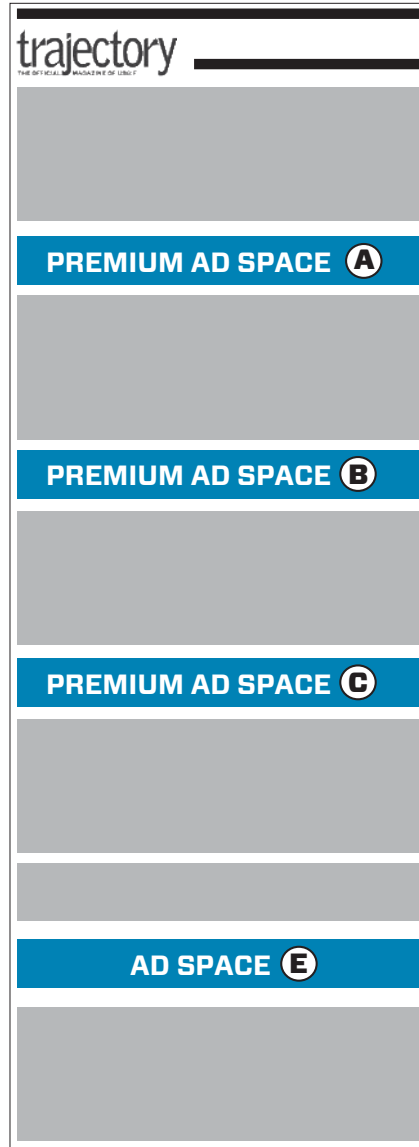
Advertising on the *trajectory* website is a great way to reach members and integrate your marketing message. This cost-effective opportunity provides year-round exposure.

All website advertising is 3-month minimum buy. Ad material must be submitted 5 business days prior to the intended start date and is subject to approval.

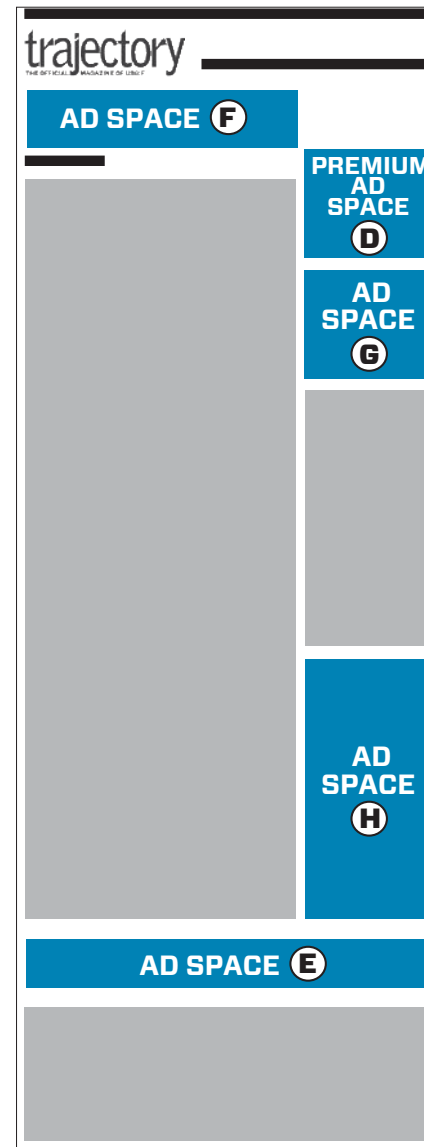
\*In order to reserve a web advertisement for the month of June, when the GEOINT 2019 Symposium takes place, you must also purchase shoulder months (May and July).



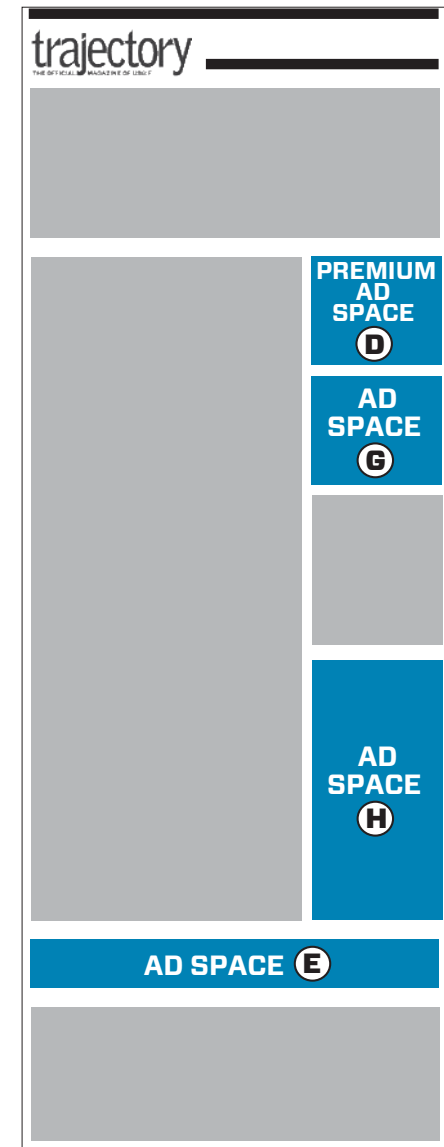
HOMEPAGE



CATEGORY / STATIC PAGE



ARTICLE PAGE



# trajectory website specs

## website digital specifications (width x height in pixels)

- 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
- Tablet - Leaderboard: 728 x 90
- Mobile Phone - 320 x 100

### Premium Ad Space B and C

- Desktop - Large Leaderboard: 970 x 90
- Tablet - Leaderboard: 728 x 90
- Mobile Phone - 320 x 100

### Premium Ad Space D

- Desktop, Tablet & Mobile Medium Rectangle: 300 x 250

### Ad Space E (3 Rotations)

- Desktop & Tablet - Leaderboard: 728 x 90
- Mobile Phone: 320 x 50

### Ad Space F (3 Rotations)

- Desktop: 728 x 90 • Tablet: 468 x 80 • Mobile: 320 x 50

### Ad Space G (3 Rotations)

- Desktop, Tablet & Mobile - Medium Rectangle: 300 x 250

### Ad Space H (3 Rotations)

- Desktop, Tablet & Mobile - Half Page: 300 x 600

## SUBMITTING FILES

Send all digital files  
via email to:  
Don.Cooksey@USGIF.org

## 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 Ad Manager 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 Google 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.

### File type

.jpg, .png or .gif  
.txt or .html  
.js (JavaScript)

### Creative type

Image  
Third-party or Campaign Manager Tag  
Third-party

### 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.
- **Campaign Manager Tag:** Sometimes called an “internal redirect” is a creative that is hosted by Google Campaign Manager. Similar to third-party creatives, a Campaign Manager tag is used to retrieve a creative asset. However, Campaign Manager tags are not sent to the user’s browser. Instead, they are processed internally within the Google Ad Manager 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-ilyer combination, or an iframe/JavaScript combination.
- **HTML5:** Google Ad Manager 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 Google Ad Manager 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 preroll 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). Google Ad Manager allows for this type of tracking.

# *trajectory* website sponsored content

ALL USGIF ORGANIZATIONAL MEMBERS AND/OR SMALL BUSINESSES RECEIVE AN ADDITIONAL 15% DISCOUNT.  
**USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.**

## Position yourself as an industry thought leader

Feature your content on the *trajectory* website and educate USGIF members, draw attention to a recent capability or study, highlight your white paper, publish an infographic, and more. A sponsored content article on the *trajectory* website has no expiration date. They are fully integrated into the site, and discoverable in the same way as any other article. Draw upon your years of experience in the industry and provide knowledgeable and engaging content for *trajectory* readers.

**Rate: \$15,000**

## Guiding Principles

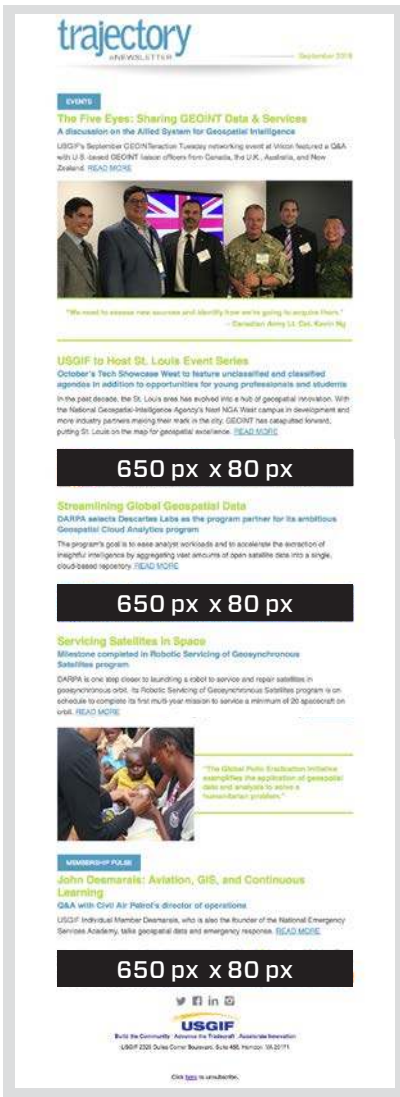
- Content should be educational in nature and solution-based, geared toward solving a common problem or need within the GEOINT industry. The educational content should not promote the company's product or service, but rather communicate best practices that would allow readers to be more effective and efficient in their roles.
- Content should include practical, useful information in which readers would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- Separately from the educational content, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should not be the main messaging.
- USGIF reserves the right to edit content or refuse if it does not adhere to these principles.



To advertise, contact Don Cooksey at [don.cooksey@usgif.org](mailto:don.cooksey@usgif.org) or **703-793-0109 x 111**.

# trajectory e-newsletter

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## trajectory monthly E-Newsletter

Placement	FREQUENCY			
	1 x	2x - 5x	6x -9x	10x - 12x
Banner	\$4,670	\$4,550	\$4,450	\$4,325

PLEASE NOTE, ALL PRICES LISTED ON THIS PAGE ARE NET AND PER MONTH.

## E-Newsletter acceptable file format

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

 To advertise, contact Don Cooksey at [don.cooksey@usgif.org](mailto:don.cooksey@usgif.org) or **703-793-0109 x 111.**

The trajectory E-Newsletter reaches an average of **20,000** GEOINT professionals every month.

# The GEOINT Symposium Show Daily and E-Newsletter

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The award-winning *GEOINT Symposium Show Daily* is a must-read resource for all Symposium attendees and exhibitors. Published June 2-6, 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 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](http://geointsymposium.com), [usgif.org](http://usgif.org), and [trajectorymagazine.com](http://trajectorymagazine.com), and will be emailed to USGIF's 20,000-person distribution list.



## Show Daily (also includes online PDF)

Rates (per day)	Cost
Front Cover Premium Ad	\$6,050
Full Page (Premium Position)	\$5,000
Full Page (Regular Position)	\$4,275
1/2 Page Horizontal	\$2,900

PLEASE NOTE: the fifth Show Daily is PDF ONLY.

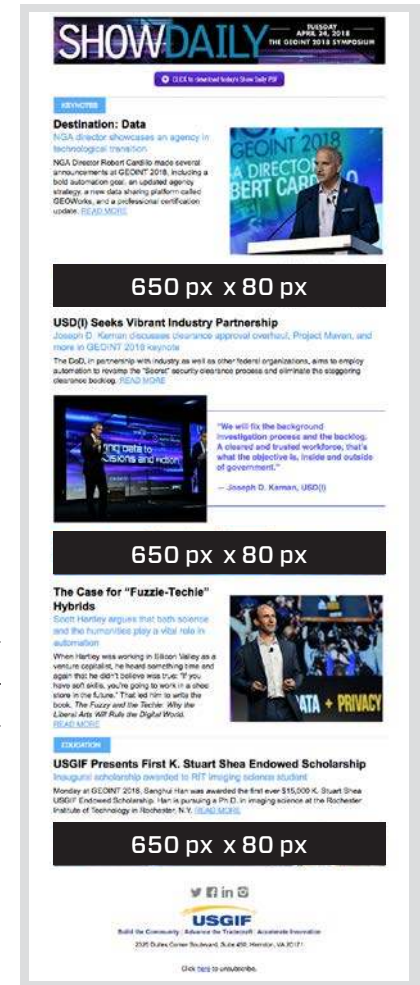
## Show Daily Sponsor Package

- Your company name in nameplate
  - Front Cover Premium Ad
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