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
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.

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 or 703-793-0109 x 111.
about trajectory readers

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

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

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

3 out of 5 trajectory readers are in management positions.

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

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

reader demographics

Industry 42%

Government Employee 27%

Consultant 11%

Academic 8%

Active Duty Military 4%

Student 4%

Retired 4%
## 2019 Editorial Calendar

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Themes</th>
<th>Bonus Distribution</th>
<th>Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Q1 2019</strong>&lt;br&gt;State of GEOINT</td>
<td>• Open-Source Software&lt;br&gt;• The Future of GIS&lt;br&gt;• GEOINT &amp; Energy</td>
<td>Esri FedGIS</td>
<td>Ad close: 12/5&lt;br&gt;Materials due: 12/14&lt;br&gt;Publish: Late January</td>
</tr>
<tr>
<td><strong>Q2 2019</strong>&lt;br&gt;GEOINT Symposium</td>
<td>• Polar GEOINT&lt;br&gt;• Block Chain and Location&lt;br&gt;• Human Geography</td>
<td>GEOINT 2019 Symposium, Esri UC</td>
<td>Ad close: 3/15&lt;br&gt;Materials due: 3/28&lt;br&gt;Publish: Late April</td>
</tr>
<tr>
<td><strong>Q3 2019</strong></td>
<td>• Airborne Commercial Imaging&lt;br&gt;• GEOINT and Insurance&lt;br&gt;• Self-Driving Vehicles</td>
<td></td>
<td>Ad close: 6/28&lt;br&gt;Materials due: 7/15&lt;br&gt;Publish: Mid-August</td>
</tr>
<tr>
<td><strong>Q4 2019</strong>&lt;br&gt;GEOINT Community Week</td>
<td>• GEOINT Support to Urban and Underground Operations&lt;br&gt;• Space: The Next GEOINT Frontier&lt;br&gt;• 2019 USGIF Scholarship Winners</td>
<td>GEOINT Community Week</td>
<td>Ad close: 9/18&lt;br&gt;Materials due: 10/1&lt;br&gt;Publish: Late October</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Print: Premium Position Full Page 4C Ad*</td>
<td>• Print: Full Page 4C Ad</td>
<td>• Print: 1/2 Page 4C Ad</td>
</tr>
<tr>
<td>• Web: Premium Ad Space (Best Available)</td>
<td>• Web: Premium Ad Space (Best Available)</td>
<td>• Web: Ad Space H</td>
</tr>
<tr>
<td>• E-Newsletter: Banner Ad</td>
<td>• E-Newsletter: Banner Ad</td>
<td></td>
</tr>
</tbody>
</table>

#### Rates

<table>
<thead>
<tr>
<th>Bundle</th>
<th>Total Value</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum</strong></td>
<td>$16,025</td>
<td>$15,225</td>
<td>$14,250</td>
<td>$13,440</td>
<td>$12,320</td>
</tr>
<tr>
<td><strong>Gold</strong></td>
<td>$12,905</td>
<td>$12,260</td>
<td>$11,545</td>
<td>$10,935</td>
<td>$10,025</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>$5,475</td>
<td>$5,200</td>
<td>$4,830</td>
<td>$4,545</td>
<td>$4,165</td>
</tr>
</tbody>
</table>

**FREQUENCY**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$15,225</td>
<td>$14,250</td>
<td>$13,440</td>
<td>$12,320</td>
</tr>
<tr>
<td>Gold</td>
<td>$12,260</td>
<td>$11,545</td>
<td>$10,935</td>
<td>$10,025</td>
</tr>
<tr>
<td>Silver</td>
<td>$5,200</td>
<td>$4,830</td>
<td>$4,545</td>
<td>$4,165</td>
</tr>
</tbody>
</table>

*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 Print Editions

<table>
<thead>
<tr>
<th>Print Edition</th>
<th>Total Value</th>
<th>1 Day</th>
<th>2 Days</th>
<th>3 Days</th>
<th>4 Days</th>
<th>5 Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover Premium Ad</td>
<td>$6,000</td>
<td>$5,700</td>
<td>$5,550</td>
<td>$5,400</td>
<td>$5,100</td>
<td>$4,800</td>
</tr>
<tr>
<td>Full Page, 4C Premium Position Ad</td>
<td>$5,000</td>
<td>$4,750</td>
<td>$4,625</td>
<td>$4,500</td>
<td>$4,250</td>
<td>$4,000</td>
</tr>
<tr>
<td>Full Page, 4C Regular Ad</td>
<td>$4,275</td>
<td>$4,060</td>
<td>$3,955</td>
<td>$3,850</td>
<td>$3,635</td>
<td>$3,420</td>
</tr>
<tr>
<td>1/2 Page Horizontal, 4C Ad</td>
<td>$2,900</td>
<td>$2,755</td>
<td>$2,685</td>
<td>$2,610</td>
<td>$2,465</td>
<td>$2,320</td>
</tr>
</tbody>
</table>

#### Show Daily E-Newsletter

<table>
<thead>
<tr>
<th>E-Newsletter</th>
<th>Total Value</th>
<th>1 Day</th>
<th>2 Days</th>
<th>3 Days</th>
<th>4 Days</th>
<th>5 Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>$5,500</td>
<td>$5,225</td>
<td>$5,090</td>
<td>$4,950</td>
<td>$4,675</td>
<td>$4,400</td>
</tr>
</tbody>
</table>

To advertise, contact Don Cooksey at don.cooksey@usgif.org or 703-793-0109 x 111.

Show Daily Sponsor Package

- Your company name in nameplate
- Front Cover Premium Ad
- Inside Front Cover
- Full Page Ad

$10,000
**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.

---

**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.

<table>
<thead>
<tr>
<th>Level 2 Video Sponsorship (Includes both offerings below)</th>
<th>Total Value</th>
<th>With Silver Bundle Purchase</th>
<th>With Gold Bundle Purchase</th>
<th>With Platinum Bundle Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Up to a 4-minute interview with a company executive in one program</td>
<td>$11,500</td>
<td>$10,925</td>
<td>$10,640</td>
<td>$10,350</td>
</tr>
<tr>
<td>• Highlight of your company booth and interview conducted in the booth for one program</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 1 Video Sponsorship (Includes choice of one offering below)</th>
<th>Total Value</th>
<th>With Silver Bundle Purchase</th>
<th>With Gold Bundle Purchase</th>
<th>With Platinum Bundle Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Up to a 4-minute interview with a company executive in one program</td>
<td>$8,625</td>
<td>$8,195</td>
<td>$7,980</td>
<td>$7,765</td>
</tr>
<tr>
<td>• Highlight of your company booth and interview conducted in the booth for one program</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Keynote Presentation 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.</th>
<th>Total Value</th>
<th>With Silver Bundle Purchase</th>
<th>With Gold Bundle Purchase</th>
<th>With Platinum Bundle Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$11,500</td>
<td>$10,925</td>
<td>$10,640</td>
<td>$10,350</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The Buzz “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 <em>trajectory on Location</em> 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.</th>
<th>Total Value</th>
<th>With Silver Bundle Purchase</th>
<th>With Gold Bundle Purchase</th>
<th>With Platinum Bundle Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$5,750</td>
<td>$5,465</td>
<td>$5,320</td>
<td>$5,175</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bumpers 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 trajectorymagazine.com. We will create a short graphic bumper to precede each clip with <em>trajectory</em> branding and your logo. “<em>trajectory on Location</em> brought to you by [YOUR LOGO].” • Sponsorship entitles you to 10 clips with your branding</th>
<th>Total Value</th>
<th>With Silver Bundle Purchase</th>
<th>With Gold Bundle Purchase</th>
<th>With Platinum Bundle Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$5,750</td>
<td>$5,465</td>
<td>$5,320</td>
<td>$5,175</td>
</tr>
</tbody>
</table>

To advertise, contact Don Cooksey at don.cooksey@usgif.org or 703-793-0109 x 111.
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**

<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>
</tr>
<tr>
<td>1/4 page, 4C</td>
<td>$2,780</td>
<td>$2,770</td>
<td>$2,650</td>
<td>$2,570</td>
</tr>
<tr>
<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>
<td>$7,430</td>
<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>

---

**Format**

<table>
<thead>
<tr>
<th>Format</th>
<th>Full Run</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-Page Gatefold</td>
<td>$15,000</td>
</tr>
<tr>
<td>4-Page Advertorial Insert</td>
<td>$21,000</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$6,500</td>
</tr>
<tr>
<td>Removable Page Sticker**</td>
<td>$7,000</td>
</tr>
<tr>
<td>Polybagged Insert</td>
<td>Request pricing</td>
</tr>
<tr>
<td>Reprints</td>
<td>Request pricing</td>
</tr>
</tbody>
</table>

**Custom Print Options**

**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 or 703-793-0109 x 111.
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 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 (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. 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
Contact Don if files exceed 10MB for alternate submission methods.
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).

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

**Premium Ad Space E (3 Rotations)**
- Desktop & Tablet - Leaderboard: 728 x 90
- Mobile Phone: 320 x 50

**Premium Ad Space F (3 Rotations)**
- Desktop & Tablet - Leaderboard: 728 x 90
- Mobile Phone: 320 x 50

**Premium Ad Space G (3 Rotations)**
- Desktop, Tablet & Mobile - Medium Rectangle: 300 x 250

**Premium 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.

**Creative type**
- Image
- Third-party or Campaign Manager Tag
- Third-party

**File type**
- .jpg, .png or .gif
- .txt or .html
- .js (JavaScript)

---

**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-layer 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.
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.

Rate: $15,000

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.

To advertise, contact Don Cooksey at don.cooksey@usgif.org or 703-793-0109 x 111.

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

**E-Newsletter acceptable file format**

- E-Newsletter Banner: 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 or 703-793-0109 x 111.
The GEOINT Symposium Show Daily and E-Newsletter

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.

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, usgif.org, and trajectorymagazine.com, and will be emailed to USGIF’s 20,000-person distribution list.

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

<table>
<thead>
<tr>
<th>Rates (per day)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover Premium Ad</td>
<td>$6,050</td>
</tr>
<tr>
<td>Full Page (Premium Position)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Full Page (Regular Position)</td>
<td>$4,275</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$2,900</td>
</tr>
</tbody>
</table>

*PLEASE NOTE: the fifth Show Daily is PDF ONLY.*

**E-Newsletter**

<table>
<thead>
<tr>
<th>Rates (per day)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show Daily E-News Banner Ad</td>
<td>$5,500</td>
</tr>
</tbody>
</table>

*(links directly to trajectorymagazine.com)*

**Show Daily Sponsor Package**

- Your company name in nameplate
- Front Cover Premium Ad
- Inside Front Cover Full Page Ad

$10,000

To advertise and request print specs, contact Don Cooksey at don.cooksey@usgif.org or 703-793-0109 x 111.