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 both public and private sector GEOINT applications, unmanned vehicles, artificial intelligence and machine learning, data science, software, open-source intelligence, cybersecurity, humanitarian use cases, and much more. Its goal is to be in a class above the typical B2B publication—a la trade journal meets Wired or Fast Company.
Our 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, 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 monthly trajectory E-Newsletter has an average open rate of 15-20%—well above industry standards. Each E-Newsletter features three banner ad opportunities.

The GEOINT Symposium
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 the E-Newsletter and website offerings. Sponsorship opportunities for Trajectory on Location video programming produced onsite at the Symposium are also available.

USGIF’s GEOINT Symposium: Attended annually by 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 Events: Networking events, workshops, young professional activities, and more.

Esri User Conference: trajectory is 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 Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.
about trajectory readers

66% of subscribers report reading most or all of each issue.

61% of readers have visited a trajectory advertiser’s website for more information.

3 out of 5 trajectory readers are in management positions.

51% of readers share their magazine with 1-5 colleagues.

63% of readers rate trajectory as the best source for GEOINT Community news and information.

trajectory magazine is delivered to the mailbox of approximately 16,500 print subscribers and to the inbox of around 20,000 email subscribers.

reader demographics

Industry 46%
Consultant 18%
Government Employee 25%
Academic 8%
Active Duty Military 4%
Student 5%
Retired 4%
## 2020 editorial calendar

<table>
<thead>
<tr>
<th>Issue 1</th>
<th>GEOINT Symposium</th>
</tr>
</thead>
</table>
| Themes  | A New Decade of GEOINT Tradecraft  
|         | The Art of Data Science  
|         | The 2020 Census  
|         | USGIF’s 2020 State & Future of GEOINT Report |
| Bonus Distribution | GEOINT 2020 Symposium |
| Deadlines | Ad close: 1/22/2020  
|           | Materials due: 2/5  
|           | Publish: Mid-March |

<table>
<thead>
<tr>
<th>Issue 2</th>
<th>GEOINTegration Summit</th>
</tr>
</thead>
</table>
| Themes  | Innovative GEOINT R&D at USGIF-Accredited Universities  
|         | West Coast Geospatial  
|         | Data Visualization |
| Bonus Distribution | GEOINTegration Summit  
|                     | Esri UC |
| Deadlines | Ad close: 5/13  
|           | Materials due: 5/28  
|           | Publish: Early July |

<table>
<thead>
<tr>
<th>Issue 3</th>
<th>GEOINT Community Week</th>
</tr>
</thead>
</table>
| Themes  | Commercial Imagery Around the Globe  
|         | ML/AI Support to the Warfighter  
|         | 2020 USGIF Scholarship Winners |
| Bonus Distribution | GEOINT Community Week  
|                     | Geospatial Gateway Forum |
| Deadlines | Ad close: 8/12  
|           | Materials due: 8/26  
|           | Publish: Early October |

*Editorial content subject to change
### Frequency

<table>
<thead>
<tr>
<th>Placement</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, 4C</td>
<td>$6,795</td>
<td>$6,625</td>
<td>$6,475</td>
</tr>
<tr>
<td>1/2 page, 4C</td>
<td>$4,015</td>
<td>$3,915</td>
<td>$3,825</td>
</tr>
<tr>
<td>1/4 page, 4C</td>
<td>$2,780</td>
<td>$2,770</td>
<td>$2,650</td>
</tr>
<tr>
<td>Center Spread</td>
<td>$12,050</td>
<td>$11,945</td>
<td>$11,475</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$8,150</td>
<td>$7,950</td>
<td>$7,765</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$8,150</td>
<td>$7,950</td>
<td>$7,765</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$7,430</td>
<td>$7,245</td>
<td>$7,075</td>
</tr>
</tbody>
</table>

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.

### Custom Print Options

<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>

*Select interior pages available.

Please note, all prices listed on this page are net.

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.
AVAILABLE PRINT AD SIZES TRAJECTORY

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: glcadsubmit@glcdelivers.com and Joseph.Watkins@USGIF.org.
**FREQUENCY**

<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>

All positions will be awarded on a first-come, first-served basis.
All frequency rates below are listed as total costs.

Reinforce your marketing message today!

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.
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.

---

<table>
<thead>
<tr>
<th>HOMEPAGE</th>
<th>CATEGORY / STATIC PAGE</th>
<th>ARTICLE PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Diagram" /></td>
<td><img src="image2.png" alt="Diagram" /></td>
<td><img src="image3.png" alt="Diagram" /></td>
</tr>
</tbody>
</table>

**Advertising Spaces:**

- **PREMIUM AD SPACE A**
- **PREMIUM AD SPACE B**
- **PREMIUM AD SPACE C**
- **AD SPACE D**
- **AD SPACE E**
- **AD SPACE F**
- **AD SPACE G**
- **AD SPACE H**

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.
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

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** | **Creative type**
---|---
.jpg, .png or .gif | Image
.txt or .html | Third-party or Campaign Manager Tag
.js (JavaScript) | 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 90kb. 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.

---

**SUBMITTING FILES**

Send all digital files via email to:

- glcadsubmit@glcdelivers.com
- Joseph.Watkins@USGIF.org
Trajectory is thrilled to offer a new advertising opportunity in the form of Immersive Web Pages (IWP), which feature text animations, parallax visual effects, layered video, audio, images, and more. The IWP is a multimedia adventure—a dynamic unfolding of content as a user scrolls, like breadcrumbs leading them onward to discover the next element of the story. The experience is the engagement.

Trajectory remains a formidable source of thought leadership in the GEOINT Community. The IWP is a sophisticated storytelling format that will highlight and elevate your brand as the sponsor for a digital feature told in this cutting-edge format.

Or, take this new offering a step further and have USGIF build an IWP for your company—an interactive advertising experience on the trajectory website dedicated to your organization, products, and industry expertise.

<table>
<thead>
<tr>
<th>Options</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>IWP Sponsor</td>
<td>Your company logo with the words “Brought to you by” at the top of an IWP feature story</td>
<td>$9,950</td>
</tr>
<tr>
<td>IWP Advertorial</td>
<td>Story text, imagery, and videos provided by advertiser</td>
<td>$14,950</td>
</tr>
</tbody>
</table>

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.
Target *trajectory*’s audience on their time across 2 million websites and mobile applications and on all devices. Our new retargeting and polygonal location-based advertising program enables your company to reach our audience across the entirety of the internet with content to expand awareness and encourage engagement. Whether at home, the office, or even on location at an industry event, we can display your content across all of our audience’s devices using state-of-the-art location-based technologies.

**Digital Impressions Annually** | **Rate**
--- | ---
10,000 | $500
25,000 | $1000
60,000 | $2,500
150,000 | $5,000
200,000 | $7,500
300,000 | $10,000

*For all: free ad design and landing page development with auto-renewal*

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.
The trajectory E-Newsletter reaches an average of 20,000 GEOINT professionals every month.

**trajectory monthly E-Newsletter**

<table>
<thead>
<tr>
<th>Placement</th>
<th>1 x</th>
<th>2x - 5x</th>
<th>6x - 9x</th>
<th>10x - 12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>$4,670</td>
<td>$4,550</td>
<td>$4,450</td>
<td>$4,325</td>
</tr>
</tbody>
</table>

*Please note, all prices listed on this page are net and per 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: 90 kb
- We accept the following file types: jpg, png, gif.
- URL HTML tags OK.
- Must supply URL for click-through.

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.
The GEOINT Symposium Show Daily Website & E-Newsletter

The GEOINT Symposium Show Daily is a must-read resource for all Symposium attendees and exhibitors. Produced April 26-30, the Show Daily E-Newsletter, which links directly to the trajectory website, includes exhibitor highlights from the show floor, conference news and updates, keynote speaker and panel discussion recaps, and more. Show Daily content is the first thing many attendees will see each morning. In addition to Symposium attendees, the Show Daily E-Newsletter will be sent to USGIF’s 20,000-person distribution list.

<table>
<thead>
<tr>
<th>Advertising Options</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Newsletter Banner Ad</td>
<td>$5,750</td>
</tr>
<tr>
<td>*IWP Single-day Sponsor</td>
<td>$9,950</td>
</tr>
<tr>
<td>Show Daily Package Deal (IWP Sponsor plus E-Newsletter Ad)</td>
<td>$14,950</td>
</tr>
</tbody>
</table>

* See page 11 for additional information about the Immersive Web Page (IWP) Sponsor option.

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.

To advertise and request print specs, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.
TRAJECTORY TERMS AND CONDITIONS

These conditions apply to all advertisements, insertion orders, drafts, and mock-ups submitted to The United States Geospatial Intelligence Foundation (“Publisher”) for print or digital publication.

Publisher Approval
All contents of advertisements are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertising copy it deems objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, regardless of whether the ad had previously been accepted and/or published.

Publisher further reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without giving cause. Publisher reserves the right to insert the word “advertisement” above any copy.

Advertiser Warranty
Advertiser and its agency assume liability for all content of advertisements published by Publisher. Advertiser and its agency warrant that: (1) it has all the necessary rights in the advertisement, including acquiring necessary intellectual property rights for the advertisement; (2) the advertisement does not violate any applicable law or regulation; and (3) the advertisement does not violate or infringe upon any third-party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person’s right of publicity, privacy, or personality, or may otherwise result in any tort, injury, damage, or harm to any person. Advertiser and its agency acknowledge that Publisher is relying on the foregoing warranties. Publisher’s liability is limited to the cost paid by the advertiser for the advertisement.

Liability
To the full extent permitted by law, Publisher is not liable for any loss or damage, whether direct or indirect, including consequential loss or any loss of profits, punitive damages, or similar loss, in contract or tort or otherwise, relating to the advertisement or this agreement for any cause whatsoever. Publisher is not liable for any error in the advertisement or any failure of the advertisement to appear for any cause whatsoever.

Advertiser and its agency agree to defend, indemnify, and hold Publisher harmless against any expense or loss relating to any claims arising out of publication or breach of any Advertiser Warranty.

Advertisement Positioning and Placement
Positioning of advertisements is at the sole discretion of Publisher. Publisher does not guarantee any positioning requests.

Cancellation Policy
• Cancellations for print advertising schedules must be received in writing three (3) weeks prior to the stated materials due date.
• Cancellations for online advertising schedules must be received in writing thirty (30) days prior to the stated materials due date.

The Advertiser and its agency are responsible for the full cost of the space reserved for any late cancellations, regardless of whether the Publisher repeats an advertisement. If an Advertiser cancels an order that has discounts in addition to available frequency rates, the Advertiser shall pay the Publisher the difference between the frequency rate and the actual rate paid for all advertisements already published under the order.

Premium Position Cancellations
All premium positions (cover #2, #3, and #4, inserts, polybags, center spread ad units, and gatefolds) must be cancelled in writing sixty (60) days prior to the future issued ad space stated deadline.

The Publisher reserves the right to use an advertisement from a previous issue for any cancellations received after the stated deadline as outlined in the Cancellation Policy at full cost.

Payment
Payment is due in full immediately upon receipt of the invoice. Publisher reserves the right to discontinue future advertisements if Advertiser or its agency fail to pay an invoice within 30 days of issuance. Advertiser and its agency are liable for the full cost of any advertisements not printed because of non-payment. At its discretion, Publisher may charge interest at the rate of 18% per year for all invoices not paid after 30 days.

Miscellaneous
This agreement shall be governed by and construed in accordance with the laws of the State of Virginia. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of Virginia. Each advertiser and its agency consents to the jurisdiction of such courts.

Conditions other than rates are subject to change by Publisher without notice.

Publisher is not bound by any conditions other than those set forth here. Publisher is not bound by conditions printed or appearing on insertion orders or copy instructions that conflict with the provisions set forth here.

Accepted for Advertiser: Date Signed: 
Print Name: 
Signature: 

Please send insertion order to: Joseph Watkins at Joseph.Watkins@usgif.org.