



mediakit
2021

trajectory

Our mission is to foster deeper engagement and broader conversation about all things geospatial. We aim to educate and inform about the GEOINT tradecraft, the opportunities that abound in this exciting field and to nurture a community driving toward advances in this discipline to deliver mission success in support of national security. USGIF is a bridge connecting industry, academia, and government.

— Ronda Schrenk, USGIF CEO

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 provides 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.

Trihelix is the official advertising partnership curator of the United States Geospatial Intelligence Foundation's *trajectory* media program.

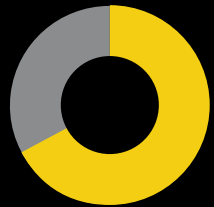
"The Trihelix team is dedicated to helping your company communicate with the thought leaders and decision makers of the GEOINT Community; and we look forward to the opportunity to serve you!"

— Joseph Watkins, Trihelix Founder



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

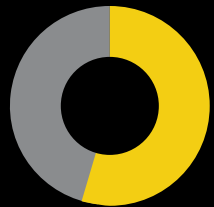
about *trajectory* readers



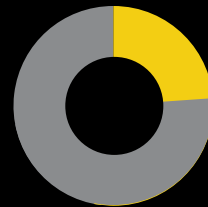
66% of subscribers report reading most or all published content.



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



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

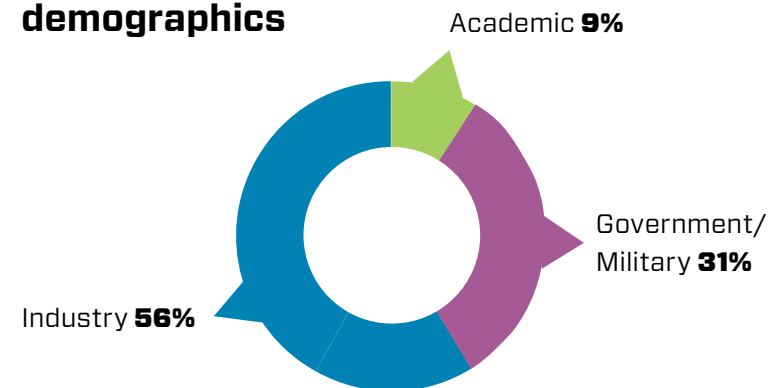


24% of website visitors stay 5 minutes or longer.

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

- Over **195,000** unique visitors to *trajectory*magazine.com and USGIF.org in the previous 12 months
- Nearly **19,000** individual subscribers
- **6,495** US Government/Military (non contractor) email recipients

reader demographics



trajectory 2021 editorial calendar

trajectory publishes GEOINT Community News and USGIF Event Recaps on a weekly basis, with longer articles and profiles released on a monthly basis.

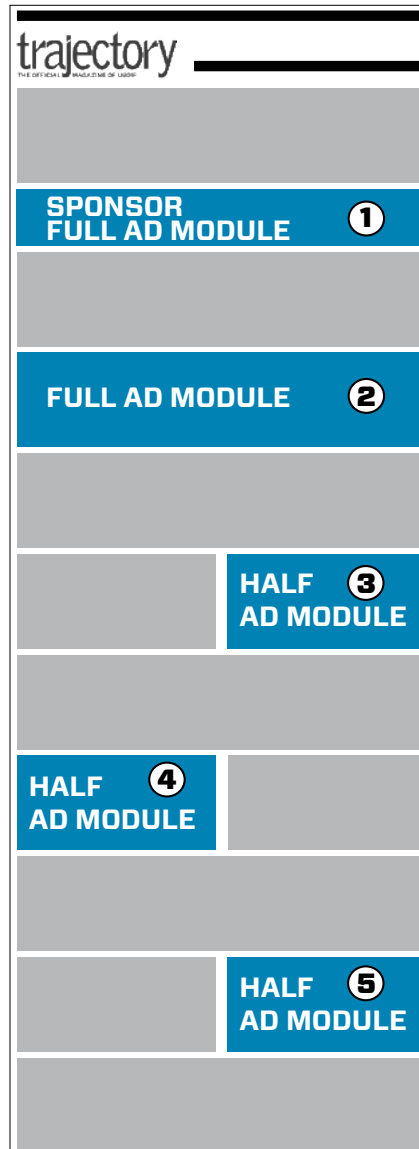
The frequency of content creation and publishing helps bring our audience back on a regular basis to maximize advertising exposure and impressions.

	Events	Deadlines
<p>Ad Cycle-1 April 1-July 31</p>	<ul style="list-style-type: none"> • GEOINT Service Day: Air Force, Space Force - April 28 • GEOINT Service Day: Navy, Marine Corps - June 9 	<p>Ad close: February 23 Materials due: March 1 Publish: April 1</p>
<p>Ad Cycle-2 August 1-November 30</p>	<ul style="list-style-type: none"> • GEOINT Service Day: Army - August 11 • GEOINT Symposium - October 5-8 	<p>Ad close: June 1 Materials due: June 11 Publish: August 1</p>
<p>Ad Cycle-3 December 1-March 31, 2022</p>	<ul style="list-style-type: none"> • GCF: AI/ML November 30-December 1 • GEOGala December 3 	<p>Ad close: September 29 Materials due: October 11 Publish: December 1</p>

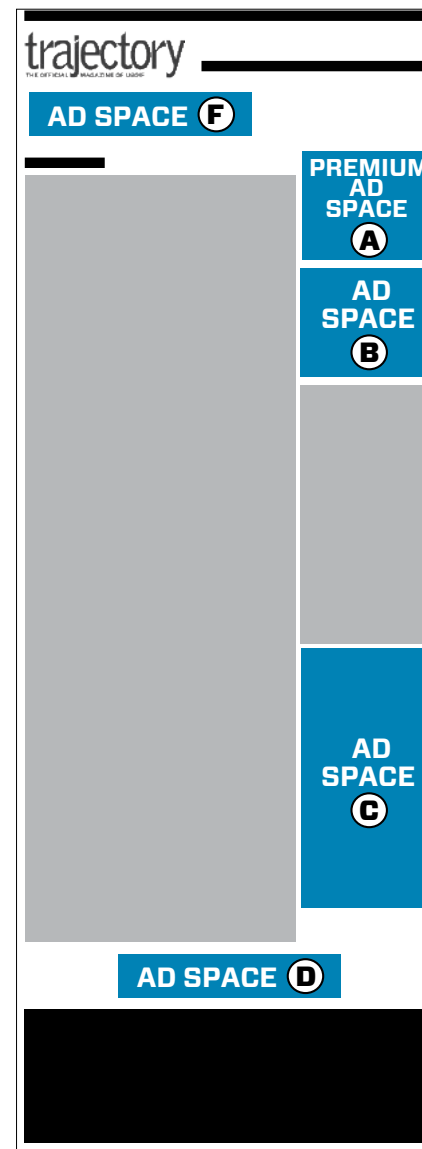
**Editorial content subject to change*

trajectory website advertising

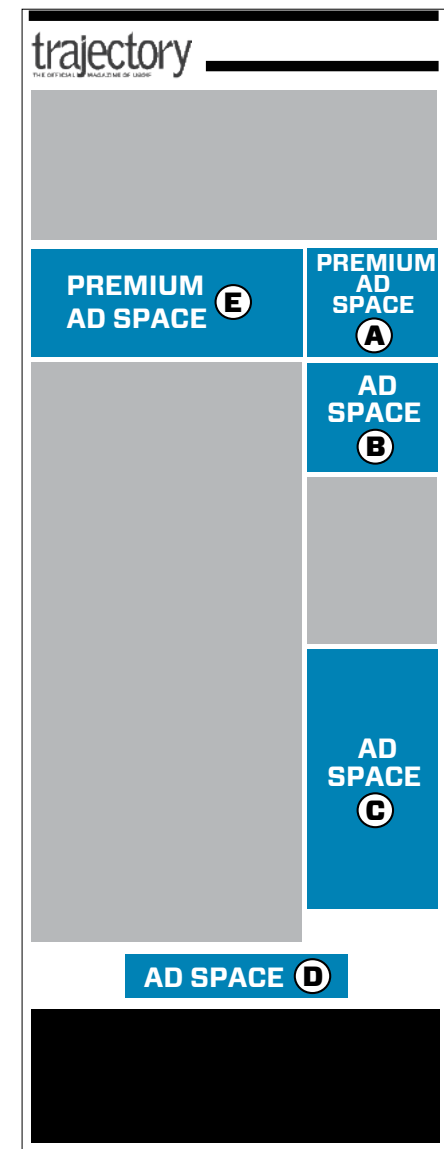
HOMEPAGE



CATEGORY / STATIC PAGE



ARTICLE PAGE



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.

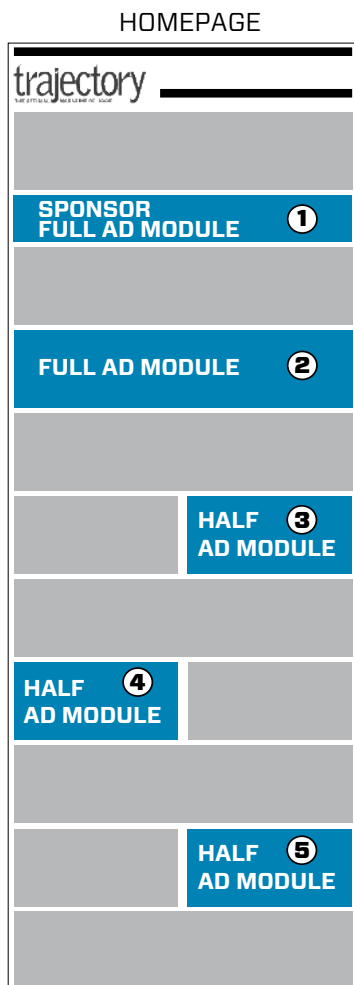
All website advertising is 4-month minimum buy. Website Banner Ad material must be submitted 5 business days prior to the intended start date and is subject to approval.

Home Page Ad Module Ad Material must be submitted using the online form by the deadlines outlined on page 6.



trajectory ad module 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.



Home Page Ad Modules	FREQUENCY		
	1x	2x	3x
Sponsor Full Ad Module (Uppermost ad on page - 1 per 4-month cycle)	\$10,000	\$19,800	\$28,500
Full Ad Module (limited availability per 4-month cycle)	\$6,000	\$11,880	\$17,100
Half Ad Module (Alternate left - right positions as sold and limited availability per 4-month cycle)	\$4,000	\$7,920	\$11,400

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

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

trajectory ad module specs

Home Page Ad Modules

[CLICK HERE TO SEE SAMPLE HOME PAGE](#)

SPONSOR FULL AD MODULE [first ad on page]

Company Logo [2 versions]: transparent .png, 72ppi resolution, v1: RGB color format, v2: white/reverse

Parallax Background Image* Size: 1700 x 600 px

Headline Text: 75 Character Max (Including Spaces)

Description Text: 300 Character Max (Including Spaces)

Call to Action Button Text: 30 Character Max (including spaces)

Call to Action Button Click Through Link: must provide one URL

FULL AD MODULE

Company Logo [2 versions]: transparent .png, 72ppi resolution, v1: RGB color format, v2: white/reverse

Parallax Background Image* Size: 1700 x 1000 px

Headline Text: 75 Character Max (Including Spaces)

Description Text: 300 Character Max (Including Spaces)

Call to Action Button Text: 30 Character Max (including spaces)

Call to Action Button Click Through Link: must provide one URL

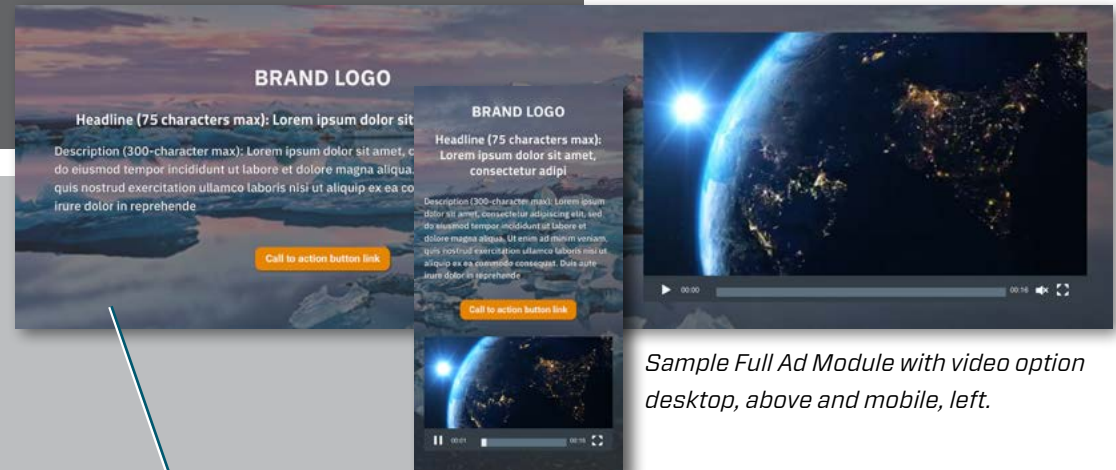
OPTIONAL FOR ALL AD MODULES:

Video Link: Provide a YouTube or Vimeo link to your video, no video files or embed codes accepted.

SUBMITTING FILES

Upload all ad module files and information using this form:

[Home Page Ad Module Submission Form](#)



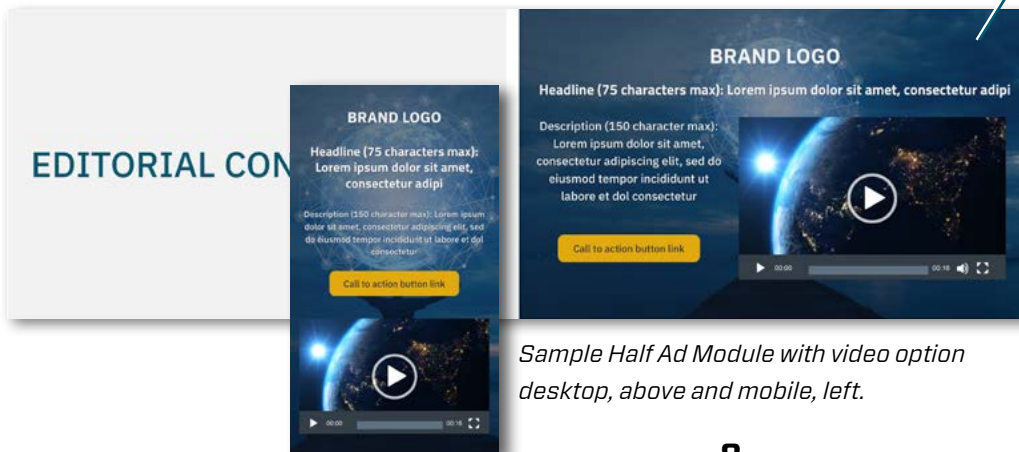
Sample Full Ad Module with video option desktop, above and mobile, left.

* Background Image

Parallax effect - scrolling moves image within frame.
Only on Full Ad Modules

File format - .jpg, .png or .gif **Color** - RGB or if a solid

Resolution - 72 ppi **Resolution** - 72 ppi
Max file size - 2.5 Mb **Color** - RGB or if a solid color background is preferred, provide one color hex code.



Sample Half Ad Module with video option desktop, above and mobile, left.

HALF AD MODULE

Company Logo [2 versions]: transparent .png, 72ppi resolution, v1: RGB color format, v2: white/reverse

Background Image* Size: 1000 x 500 px

Headline Text: 75 Character Max (Including Spaces)

Description Text: 150 Character Max (Including Spaces)

Call to Action Button Text: 30 Character Max (including spaces)

Call to Action Button Click Through Link: must provide one URL

trajectory banner ad 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.

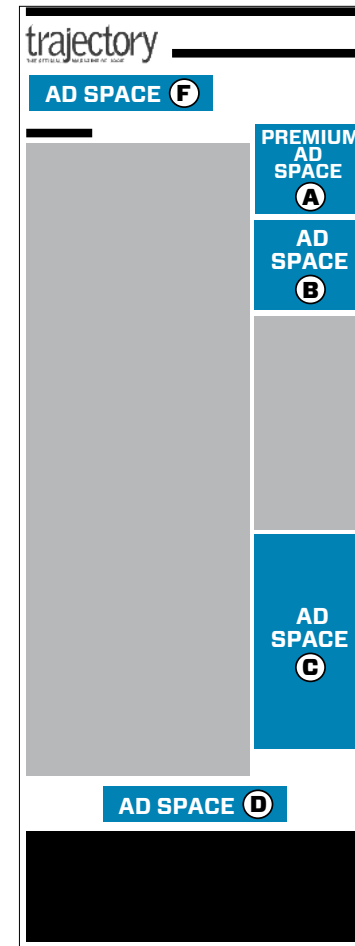
Ad Space	FREQUENCY		
	4 Months	8 Months	12 Months
Premium Ad Space A	\$3,650	\$6,600	\$9,000
Premium Ad Space E (3 Rotations)	\$4,500	\$8,150	\$11,000
Ad Space B (3 Rotations)	\$1,650	\$2,950	\$4,000
Ad Space C (3 Rotations)	\$1,425	\$2,550	\$3,500
Ad Space D (3 Rotations)	\$2,075	\$3,650	\$5,000
Ad Space F (3 Rotations)	\$2,650	\$4,750	\$6,500

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

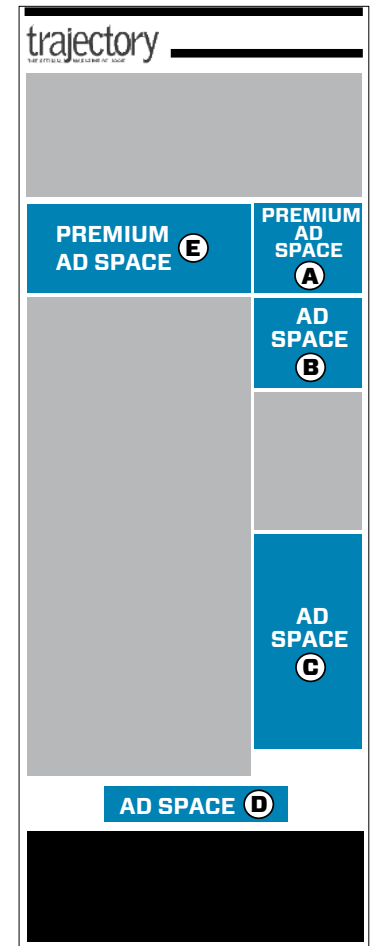
Reinforce your marketing message today!

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

CATEGORY / STATIC PAGE



ARTICLE PAGE



trajectory banner ad specs

Category and Article Pages Banner Ads

[CLICK HERE TO SEE SAMPLE ARTICLE PAGE](#)

banner ad 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, Tablet & Mobile - Medium Rectangle: 300 x 250

Ad Space B (3 Rotations)

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

Ad Space C (3 Rotations)

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

Ad Space D (3 Rotations)

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

Ad Space E (3 Rotations)

- Desktop - Billboard: 970 x 250
- Tablet - Leaderboard: 728 x 90
- Mobile: 320 x 100

Ad Space F (3 Rotations)

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

SUBMITTING FILES

Send all digital files
via email to:

glcadsubmit@glcdelivers.com
and Joseph.Watkins@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 ppi 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-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 video 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 GEOPrecision advertising

USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.



Digital Impressions Annually	Rate
10,000	\$1,000
25,000	\$2,000
60,000	\$3,500
150,000	\$7,500
200,000	\$10,000
300,000	\$15,000

Target *trajectory*'s audience by distributing your message directly to their mobile devices. Our new GEOPrecision advertising program enables your company to reach our audience across any mobile application that serves programmatic advertising. Schedule a technology demo to learn how we leverage highly-precise satellite imagery to establish unique audiences based on their real-world behaviors.



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

USGIF 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.

Monthly E-Newsletter

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

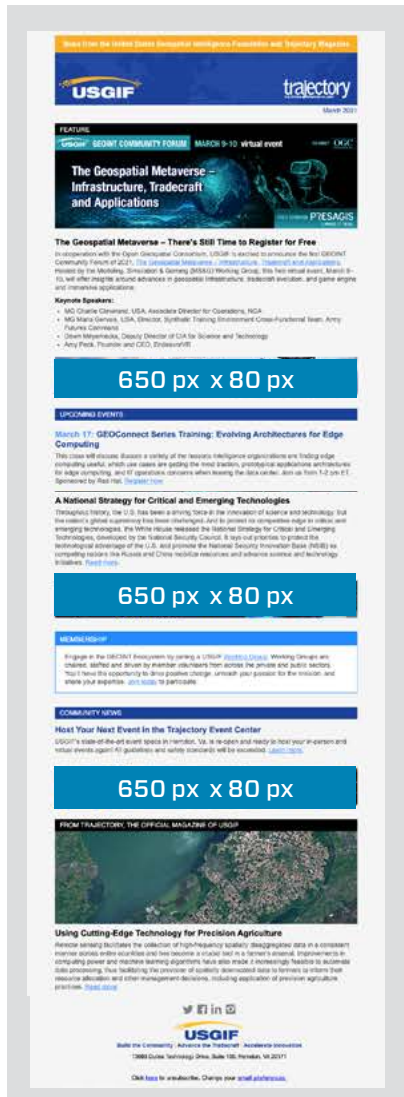
Please note, all prices listed on this page are net and per month.

The USGIF E-Newsletter reaches nearly **19,000** 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 ppi.
- 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.



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 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 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.