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 USGIF

The United States Geospatial Intelligence Foundation (USGIF) is a 501(c)(3) nonprofit educational foundation dedicated to advancing the geospatial intelligence tradecraft and developing a stronger GEOINT community with government, industry, academia, professional organizations, and individuals who develop and apply geospatial intelligence to address national security challenges. The three pillars of USGIF’s mission are to build the community, advance the tradecraft, and accelerate innovation.

trajectory: THE OFFICIAL PUBLICATION OF USGIF

Our award-winning digital publication, trajectorymagazine.com, covers a broad range of geospatial intelligence topics, news, and information for the GEOINT community. Leveraging the Foundation’s access to national security leaders from government, industry, and academia, trajectory provides a unique blend of multimedia content on technical, strategic, educational, and human-interest matters.

Trajectory social media cross-promotion

Trajectory Facebook, Instagram, LinkedIn, & Twitter cross-promotion to drive continued traffic and engagement.

Trihelix is the official advertising sales partner 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* audience

456,745 pageviews and 128,584 unique visitors to *trajectorymagazine.com* and USGIF.org from January 1, 2022 to December 31, 2022!

Only a 7.65% sitewide bounce rate on *trajectorymagazine.com*!

*trajectorymagazine.com* is viewed in over 180 countries.

New and Returning website visitors

- New 25.6%
- Returning 74.4%

Over 25,000 e-newsletter subscribers
6,700+ US Government/Military (non contractor) email recipients
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.** Website Banner Ad material must be submitted 5 business days prior to the intended start date and is subject to approval.

**Ad Modules** will transition and shift up to the next position on the 1st and 15th of each month. Ad module content can be updated every two weeks to coincide with position movement.

**Native Sponsored Articles** are subject to requested edits for style and standards and *trajectory* will not publish any content that directly or indirectly disparages competitor companies or organizations. We encourage content that is educational and informative for our audience.
**TRAJECTORY homepage 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.

<table>
<thead>
<tr>
<th>HOMEPAGE</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Sponsored Article (Native content within carousel and articles section)</td>
<td>$10,500</td>
<td>$20,790</td>
<td>$29,925</td>
<td>$39,900</td>
</tr>
<tr>
<td>Ad Module (limited availability per 3-month cycle)</td>
<td>$6,300</td>
<td>$12,390</td>
<td>$17,955</td>
<td>$23,940</td>
</tr>
<tr>
<td>Sponsored Article Content Production (produce by trajectory and SME co-authorship strongly encouraged)</td>
<td>$10,000</td>
<td>$18,000</td>
<td>$25,000</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

All positions will be awarded on a first-come, first-served basis. All frequency rates are listed as total costs. Customization requests may result in additional charges or change fees.

*trajectory social media cross-promotion*

*trajectory* social media cross-promotion to help our advertisers get the most from their investments.

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

**NATIVE SPONSORED ARTICLE** (content in carousel)
- **Main Article Image**: 1700 x 600 px
- **Headline Text**: 100 Character Max (Including Spaces)
- **Article Text**: 5,000 Word Max
- **Embedded Media**: Images, YouTube/Vimeo videos, podcasts, webinars, datasets, maps, etc. (iframe to promote your content)
- **Article Links**: Please provide URLs

**AD MODULE**
- **Company Logo [2 versions]**: transparent .png, 72ppi resolution,
  v1: RGB color format, v2: white/reverse
- **Parallax Background Image**: 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**: Please provide one URL

**OPTIONAL FOR ALL AD MODULES:**
- **Multimedia Assets**: iframes, photos, or embedded video (must provide YouTube or Vimeo link). Custom options available.

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**SUBMITTING FILES**
Please email all ad module files and information to: Joseph.Watkins@USGIF.org.

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**SPONSORED ARTICLE PRODUCTION SERVICES**
We write for you: Trajectory will work alongside your subject matter expert to produce custom content that will be published in trajectory and provided to you for additional publishing opportunities. **You do the writing**: You will submit an article and the trajectory editorial team will publish as a native article. All content is subject to terms outlined in the Publisher Approval section of the Terms and Conditions page at the end of this document.
**TRAJECTORY Banner Ad Rates**

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

**USGIF Priority Points:** All advertisers receive 1/2 point per $1,000 spent.

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### Frequency

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>3 Months</th>
<th>6 Months</th>
<th>9 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Ad Space <strong>A</strong> (3 Rotations)</td>
<td>$3,835</td>
<td>$6,930</td>
<td>$9,450</td>
<td>$11,340</td>
</tr>
<tr>
<td>Premium Ad Space <strong>E</strong> (3 Rotations)</td>
<td>$4,725</td>
<td>$8,560</td>
<td>$11,550</td>
<td>$13,860</td>
</tr>
<tr>
<td>Ad Space <strong>B</strong> (3 Rotations)</td>
<td>$1,735</td>
<td>$3,100</td>
<td>$4,200</td>
<td>$5,040</td>
</tr>
<tr>
<td>Ad Space <strong>C</strong> (3 Rotations)</td>
<td>$1,500</td>
<td>$2,680</td>
<td>$3,675</td>
<td>$4,410</td>
</tr>
<tr>
<td>Ad Space <strong>D</strong> (3 Rotations)</td>
<td>$2,180</td>
<td>$3,835</td>
<td>$5,250</td>
<td>$6,300</td>
</tr>
<tr>
<td>Ad Space <strong>F</strong> (3 Rotations)</td>
<td>$2,785</td>
<td>$4,990</td>
<td>$6,825</td>
<td>$8,190</td>
</tr>
</tbody>
</table>

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**To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.**
**Trajectory** offers a unique advertising opportunity on the website: the single advertiser Immersive Web Page (IWP). Each landing page features text animations, parallax visual effects, layered video, audio, images, and more. The Sponsored Content 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 Sponsored Content IWP is a sophisticated interactive advertising experience that will elevate your brand, highlighting your organization, products and industry expertise in this cutting-edge format.

**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.

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<table>
<thead>
<tr>
<th>Options</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Sponsor Content IWP</td>
<td>Annual investment Six Sections, including 4x per year content updates</td>
<td>$15,000</td>
</tr>
<tr>
<td>Small Sponsor Content IWP</td>
<td>Annual investment Three Sections, including 4x per year content updates</td>
<td>$10,000</td>
</tr>
<tr>
<td>Small Sponsor Content IWP</td>
<td>Annual investment Three Sections, no updates</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

**Customization requests may result in additional charges or change fees.**

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.
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 is now offering Native Sponsored Article opportunities for our advertisers in 2023! Submit your own content or partner with the trajectory team and we’ll produce a new content piece and share it with the entire USGIF community!

Up to 5,000 words and can include multimedia assets (iframes, photos, and embedded YouTube or Vimeo videos. Custom options available.

Trajectory requires informative and objective content (not persuasive or overtly advertising language) and must not disparage nor mention any competitors.

All content is subject to terms outlined in the Publisher Approval section of the Terms and Conditions page at the end of this document.

<table>
<thead>
<tr>
<th>Options</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>4x Sponsored Articles</td>
<td>Annual investment including 4x articles, limited to one per quarter.</td>
<td>$39,900</td>
</tr>
<tr>
<td>1x Sponsored Article</td>
<td>Annual investment including 2x articles, limited to one per quarter.</td>
<td>$10,500</td>
</tr>
<tr>
<td>Content Production</td>
<td>Produced by Trajectory with your SME</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Customization requests may result in additional charges or change fees.

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.
The USGIF E-Newsletter reaches over 25,000 GEOINT professionals every month.

**Monthly E-Newsletter Banner**

<table>
<thead>
<tr>
<th>Placement</th>
<th>1x</th>
<th>2x - 5x</th>
<th>6x - 9x</th>
<th>10x - 12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>$4,905</td>
<td>$4,780</td>
<td>$4,675</td>
<td>$4,545</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
- Please supply all web images in RGB color format and 72 ppi.
- Max file size: 90 kb
- We accept the following file types: jpg, png, gif.
- URL HTML tags OK.
- Please supply one URL for click-through.

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.
Monthly E-Newsletter Banner & Sponsored Content Package

<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 &amp; Sponsored Content</td>
<td>$8,905</td>
<td>$8,780</td>
<td>$8,675</td>
<td>$8,545</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
- Please supply All web images in RGB color format and 72 ppi.
- Max file size: 90 kb
- We accept the following file types: jpg, png, gif.
- URL HTML tags OK.
- Please supply one URL for click-through.
- 150 words max and is subject to Publisher Approval section of page 12 of this document.

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

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**Monthly Sponsored Social Media Package**

<table>
<thead>
<tr>
<th>Placement</th>
<th>1x</th>
<th>2x - 5x</th>
<th>6x - 9x</th>
<th>10x - 12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Content &amp; Banner</td>
<td>$2,095</td>
<td>$1,980</td>
<td>$1,875</td>
<td>$1,745</td>
</tr>
</tbody>
</table>

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

**Social media acceptable file format**

- Primary image (jpeg or png)
- 250 characters max
- Please supply one URL for click-through
- # Hashtags

---

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

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**SUBMITTING FILES**

Please send all digital files via email to: Joseph.Watkins@USGIF.org.
Target any visitor to trajectorymagazine.com, geoint2023.com, and usgif.org with content specific to their interests. You can now distribute your content beyond the trajectory and USGIF websites and share unique message to visitors that have exhibited interest in a particular topic or USGIF event. Custom asset design options available.

Guaranteed Impressions | Rate
---|---
75,000 | $5,000
150,000 | $7,500
200,000 | $10,000
400,000 | $15,000
800,000 | $20,000
1,000,000 | $25,000

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.
TURNKEY PACKAGES THAT INCLUDE GUARANTEED IMPRESSIONS.

Target ANY desired audience by distributing your message directly to their mobile devices. The trajectory GEOPrecision advertising program enables your company to reach an audience across any mobile application that serves in-app programmatic advertising.

You may visit our GEOPrecision webpage to learn how we leverage location intelligence to establish unique audiences of device IDs based on real-world behaviors. Custom asset design options available.

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

**Category and Article Pages Banner Ads**

**banner ad specifications (width x height in pixels)**
- Please supply all ad sizes listed per ad space.
- Please include one click-through URL.
- Please submit all website ad material 5 business days prior to the intended start date. Materials 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

**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.

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

**SUPPORTED CREATIVE TYPES:**
- **Image:** An image creative is based on an image file in GIF, JPG, or PNG format. Acceptable File Formats: .jpg, .png, .gif; 72 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-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 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.

**SUBMITTING FILES**

Please send all digital files via email to: Joseph.Watkins@USGIF.org.
Unit Specs

Unit 1 Main image & Overview
- Main Parallax Image*: 1700px W x 1400px H
- Headline: 50 Character limit
- Short Description: 210 Characters limit
- Call to Action Button† Text: 30 Characters limit

Unit 2 Brand Message
- Company Logo [2 versions]: transparent .png, 72 ppi, v1: RGB color format, v2: white/reverse
- Headline: 50 Character limit
- Brand Message Text: 330 Character limit
- Call to Action Button† Text: 30 Characters limit

Unit 3 Video
- Headline: 50 Character limit
- Text: 350 Character limit
- Call to Action Button† [Under Text] Text: 30 Characters limit
- Video URL: link to YouTube or Vimeo video
- Call to Action Button† [Under Video] Text: 30 Characters limit
- Optional Background Parallax Image*: 1700px W x 1400px H

Unit 4 Testimonial + Image Gallery
- Headline: 50 Character limit
- Description Text: 500 Character limit
- Call to Action Button† [Under Text] Text: 30 Character limit
- Provide up to 3 Gallery Images*: 1080px W x 720px H
- Optional Background Parallax Image*: 1700px W x 1400px H

Unit 5 External Links (Blogs, products, services, areas of expertise)
- Headline: 25 Characters limit
- Up to 3 Images*: 600px W x 300px H
- Up to 3 Headlines: 25 Character limit
- Up to 3 Description Text: 200 Character limit
- Up to 3 Call to Action Buttons† [Under Text] Text: 30 Character limit

Unit 6 Inbound Marketing Contact Form
- Headline: 20 Character limit
- Contact Message: 300 Character limit
- Contact Fields: Company Name/Street Address/City, State, ZIP/Phone
- Send Button Link: provide email address for form submission

**IMAGE specs**
- File format: .jpg, .png
- Resolution: 72ppi
- Color format: RGB
- Max file size: 2Mb

† Parallax effect – scrolling moves image within frame.
- †Call to Action Button
  Please provide only one click-through URL per button

SUBMITTING FILES
Please organize content in sequential order and send in an email to: Joseph.Watkins@USGIF.org
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.