



# 2023 MEDIA KIT

**more** content. **more** marketing opportunities. **more** exposure.

The intersection of  
**geospatial** +  
the **built world**



# Welcome Letter



**Carla Lauter**  
Content Manager  
clauter@divcom.com  
207-842-5447



**Casey Reynolds**  
Sales Manager  
creynolds@divcom.com  
207-842-5624

Thank you for your interest in digital offerings for Geo Week, the next step in the evolution of SPAR 3D, AEC Next, and International Lidar Mapping Forum – once independent entities that have come together to form a single encompassing event.

In this media kit, you'll find the diverse offerings of our digital media portfolio, including innovative and engaging means for reaching audiences in your target verticals. We offer professional options to get your products and messaging directly to engaged practitioners and potential buyers. Geo Week News, our website content platform, as well as a series of audience-focused newsletters, growing dedicated email lists and other marketing opportunities are your go-to resource for digital engagement. The website and our audience lists are continuing to grow and broaden – and we have opportunities for companies of all sizes.

Whether you are launching new products, highlighting the commercial applications of 3D technologies, showcasing innovations and case studies in the built environment, demonstrating advanced airborne and terrestrial remote sensing solutions, or looking ahead to the future of the industry, we will work with you to find a digital platform that is the best fit for your needs.

We can't wait to work with you.

## INDUSTRIES SERVED



Architecture, Engineering & Construction



Infrastructure & Transportation



Asset & Facility Management



Land & Natural Resource Management



Disaster & Emergency Response



Mining & Aggregates



Earth Observation & Satellite Applications



Surveying & Mapping



Energy & Utilities



Urban Planning/ Smart Cities

## LET US SHOW YOU **WHAT WE CAN DO.**



**Lee Corkhill**  
Group Event Director  
lcorkhill@divcom.com  
207-842-5520



**Jeremiah Karpowicz**  
Group Editorial Director  
jkarpowicz@divcom.com  
207-842-5612



**Matt Collins**  
Content Specialist  
mcollins@divcom.com  
207-842-5494



**Lora Burns**  
Senior Marketing Manager  
lburns@divcom.com  
207-842-5522



**Jade Christensen**  
Marketing & Sales Coordinator  
jchristensen@divcom.com  
207-842-5444



**Molly Nicholson**  
Marketing & Sales Coordinator  
mnicholson@divcom.com  
207-842-5410



**Adrienne Madden**  
Conference Manager  
amadden@divcom.com  
207-842-5502



**Erin Sewall**  
Conference Coordinator  
esewall@divcom.com  
207-842-5400



[>> Calendar](#)

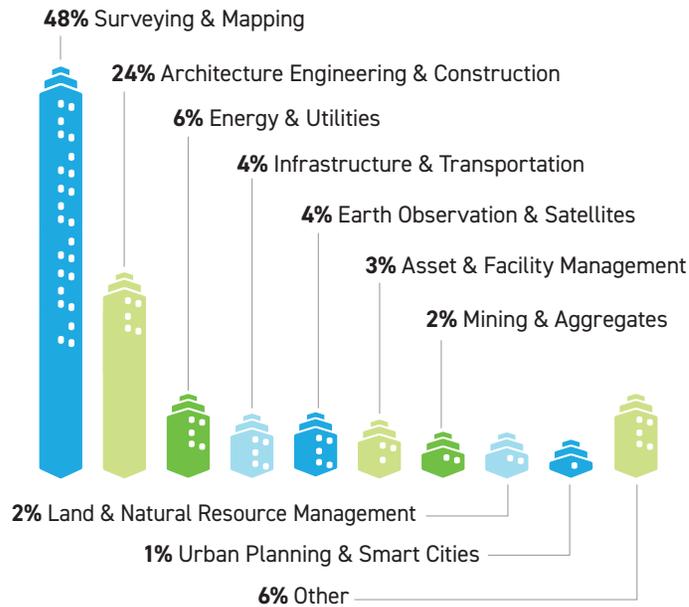
[>> Specs](#)



# Audience Overview

Our target audiences and conference participants represent myriad industries, and our attendees and digital audiences are highly engaged and motivated to find new technologies.

## TOP INDUSTRIES



## TOP 10 AREAS OF INTEREST

- Aerial Survey
- Mapping
- Lidar
- Digital Twins
- Photogrammetry
- UAV / UAS
- 3D Laser Scanning
- BIM / VDC
- Mobile Mapping

## SAMPLE JOB TITLES

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| Aerial Lidar Project Manager          | Lidar Product Leader Mapper           |
| Aerospace Engineer                    | Mechanical Engineer                   |
| Airborne Acquisition Manager          | Mobile Survey Specialist              |
| Architect                             | Operations Director                   |
| BIM Manager                           | Photogrammetrist                      |
| BIM/VDC Manager                       | Product Manager                       |
| Civil Engineer                        | Program Director                      |
| Data Scientist                        | Project Architect                     |
| Data Systems Manager                  | Project Geophysicist                  |
| Director of Operations and Technology | R&D Scientist                         |
| Director of Lidar & Remote Sensing    | Reality Capture Team Leader           |
| Director of Systems Engineering       | Reality Capture Specialist            |
| Facilities Manager                    | Remote Sensing Director               |
| Federal Geospatial Director           | Senior Systems Engineer               |
| Field Survey Manager                  | Solutions Architect                   |
| Flight Operations Manager             | Spatial Data Scientist                |
| Geodesist                             | Structural Engineer                   |
| Geomatics Analyst                     | Surveyor and Mapper                   |
| Geoscientist                          | UAS Senior Solutions Engineer         |
| Geospatial Program Director           | Virtual Design & Construction Manager |
| GIS Analyst/Photogrammetrist          | VP & Chief Scientist                  |
| GIS Engineer                          | VP Imaging Systems                    |
| GIS/UAS Specialist                    | VP Innovation                         |
| Hydrogeologist                        | VP of Geospatial Services             |
| Innovations Manager                   | VP Operations                         |
| Integrations Engineer                 | VP of AEC Enterprise Solutions        |
| IT Director                           |                                       |

## ACROSS THREE PRIMARY AUDIENCES:

AEC Innovations

Lidar & Geospatial

3D Technology

>> Calendar

>> Specs





# Exclusive Webinar

Curate your own webinar to target your market and get qualified leads.



**257**  
AVERAGE  
REGISTRATIONS  
*(176-332 range)*



**Lead generation:**

You will receive contact information from all registrants, including name, title, company name, email, telephone number, state, country and industry sector.



**Webinar management from start to finish:**

Creation of landing page and registration form, technical rehearsal, webinar hosting, and moderation is all handled by our team.



**Dedicated advertising:**

Includes banner placements on Geo Week News and in our newsletter.



**Marketing elements:**

Includes two dedicated e-mails sent to Geo Week News subscribers to promote registrations, reminder emails, post-webinar thank you email to all registrants with on-demand viewing link, Social Media posts via LinkedIn, Twitter, and Facebook





# Panel Webinar

Moderated by Geo Week News editorial staff, topics are pre-determined based on trends and key focus areas across the industries Geo Week covers. Panels are limited to four participating companies, and will include dedicated presentation time for each panelist, with questions and discussion points that are developed in coordination with panelists and the moderator.



**375**  
AVERAGE  
REGISTRATIONS



#### Lead generation:

You will receive contact information from all registrants, including name, title, company name, email, telephone number, state, country and industry sector.



#### Webinar management from start to finish:

Creation of landing page and registration form, technical rehearsal, webinar hosting, and moderation is all handled by our team.



#### Dedicated advertising:

Includes banner placements on Geo Week News and in our newsletter.



#### Marketing elements:

Includes two dedicated e-mails sent to Geo Week News subscribers to promote registrations, reminder emails, post-webinar thank you email to all registrants with on-demand viewing link, Social Media posts via LinkedIn, Twitter, and Facebook



>>  
Calendar

>>  
Specs



# Custom Content

Our custom content allows you to share your expertise with audiences. The content can be focused on a particular service or product, follow a case study, or cover anything else you'd like to highlight. Contribute a pre-written guest post, or work with our content team on a featured article.

**CUSTOM CONTENT CAN TAKE THE FORM OF AN INTERVIEW, ARTICLE, SERIES, OR A COMBINATION OF ELEMENTS MAY BE INCORPORATED.**

According to the Custom Content Council, **61% of consumers** say they feel better about a company that delivers custom content. They're also more likely to make a purchase from that company.

## Featured Article

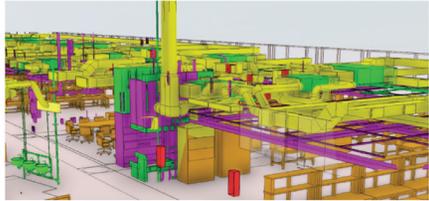
MARCH 29, 2022

### Autodesk's vision for digital twins: Always keep the end in mind

By creating and hosting a central model to guide the entire building lifecycle, it may be possible to reduce or even eliminate some of the inefficiencies created by siloed data.

by Carla Luster

AEC Innovations | Featured | JIL | News



Earlier this month, Autodesk announced the future availability of Autodesk Tandem™, their digital twin platform, currently in beta. With Autodesk Tandem, all project models are brought into a single platform, creating a digital view of projects, along with metadata for each asset. Architects, engineers and contractors can then fully support a digital handover, giving owners a digital twin of the final asset.

Robert Bray, Senior Director & General Manager of Autodesk Tandem, said that the timing of the announcement aligns with the changes already happening within the AEC industry.

While the term "digital twin" can vary in industry vernacular, Autodesk defines a digital twin as a dynamic, up-to-date replica of a physical asset that brings together design, construction and operational data. It is more than just a digital model, the addition of real-time operation data provides digital twins with added value – providing an awareness necessary to simulate, predict or inform decisions based on real-world conditions.

*"With all of the noise in the industry around digital twins, and the increase in adoption of them, we felt that now was the right time to build a platform that helps*

## Guest Post

JULY 6, 2022

### How Can LiDAR Help The Natural Gas Industry To Detect Leaks?

With the help of lasers, the search for harmful gas plumes is getting faster and more effective.

by Guest Author

Lidar & Geospatial | Earth Observation & Satellites | Blogs



Contributed by Christine Sundras, Bridger Photonics

Methane leaks represent a major problem for the natural gas industry on several fronts. First and foremost, any leakage could become a public health hazard<sup>11</sup> for people living in the area. There's also the risk that even a relatively small leak could lead to an explosion that could damage surrounding communities as well as the infrastructure. The ecological impact of a methane plume contributes to the greenhouse effect and raises the level of dangerous emissions in the atmosphere. Finally, there's the impact to a utility's bottom line due to resources being wasted rather than making their way downstream to customers.

These risks make it imperative that companies within the natural gas sector do everything they can to identify any signs of leakage as quickly as possible. With enough warning, they can mitigate these leaks before they have an opportunity to cause lasting damage. Of course, for many years this has been easier said than done. There have been a number of techniques utilized by the industry, ranging from gas sampling to acoustic monitoring to even manual inspections using specially trained dogs. Unfortunately, these methods came with a lot of caveats. They were time-consuming, they were often imprecise, and in many cases they were only efficient when there was already suspicion of a leak.

**Our team will work with you** to tell your story in a way that is especially relevant and is sure to explain and explore **the kind of value** you're able to create for your customers.



# Dedicated Email

Get your message into the hands (and inboxes) of our qualified audience! Dedicated emails are a great way to expand your marketing reach beyond your own database and leverage our highly qualified, highly engaged, technical audience.

- Sent to database of opt-in newsletter subscribers
- Metric report available 48 hours following the deployment

## DEDICATED EMAIL STATS



**36,400+**  
Subscribers list

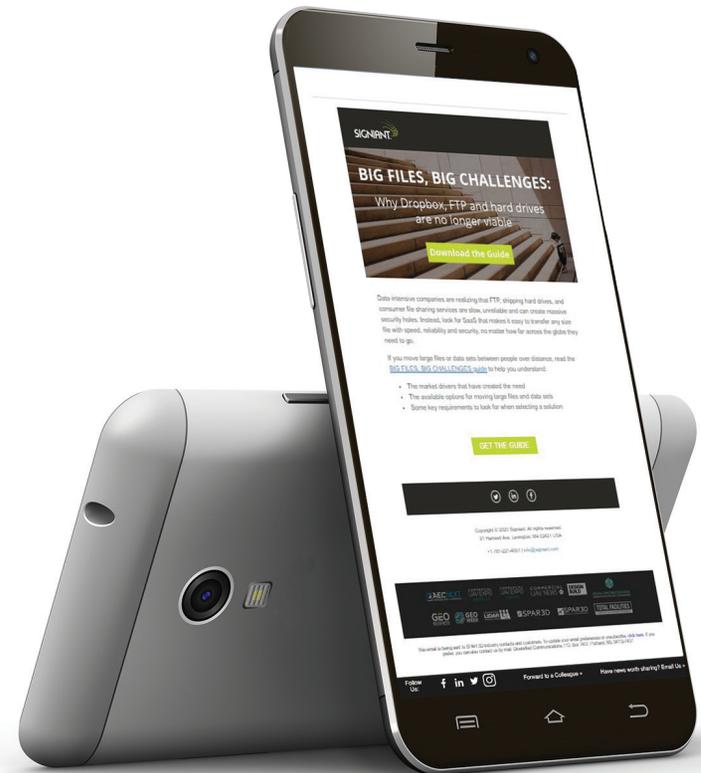
|                            |              |
|----------------------------|--------------|
| Average open rate          | <b>30.4%</b> |
| Average click rate         | <b>6.3%</b>  |
| Average click to open rate | <b>19.8%</b> |
| Average clicks             | <b>3,356</b> |



## DEDICATED EMAILS ARE IDEAL FOR:

- Product Launches
- Special Promotions
- Lead Generation
- Content Pieces

*Guidelines will be provided upon request or when contract is signed.*





# Gated Content

Work with us to create custom white papers and reports, and distribute them to our audiences of geospatial and built world professionals. Your PDFs and white papers will help you to generate qualified leads, and grow awareness of your products and services.



157

AVERAGE NUMBER OF LEADS

(67 - 248 range)



**Gain leads from a three-month campaign** – you will receive contact information including name, title, company name, email, telephone number, state, country and more.



**Team Support:** Our team builds a responsive landing page and form to house your content and collects and delivers all leads to you.



**Dedicated advertising** includes banner placements on Geo Week News and in our newsletters.



**Marketing elements** include a dedicated e-mail sent to Geo Week News Subscribers to promote downloads, Social Media posts via LinkedIn, Twitter, and Facebook.

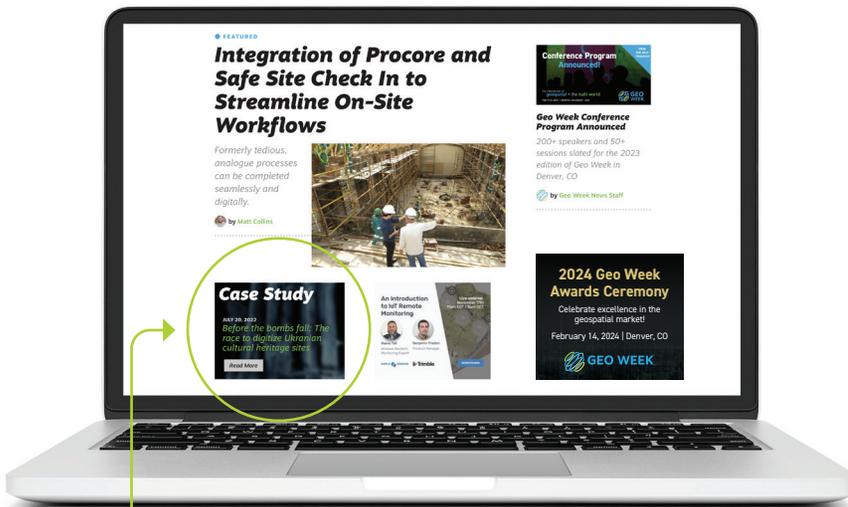




# Case Study

Publish a featured case study, or work with our editorial staff to create an 800-1,200-word article highlighted on Geo Week News. The case study will be published in the newsletter of your choice.

- Featured on web site in dedicated Case Study section
- Pushed to our social media accounts
- Featured in newsletter of choice (pending availability)





# Site Display Advertising



## Geo Week News Web Traffic Stats:

|                                 |                          |
|---------------------------------|--------------------------|
| Monthly Page views:             | <b>35,337</b>            |
| Monthly Sessions:               | <b>24,843</b>            |
| Monthly Users:                  | <b>20,289</b>            |
| Pages Per Visit:                | <b>1.45</b>              |
| Time Per Page:                  | <b>2 mins 51 seconds</b> |
| Time Spent Per Top 10 Articles: | <b>3 mins 36 seconds</b> |

All stats taken from 2022 geoweeknews.com web traffic.



## Geographic Breakdown:



## HOMEPAGE LOCATIONS

728x90 Leaderboard

Integration of Procore and Safe Site Check In to Streamline On-Site Workflows

Case Study: 300x250 Med Rectangle

AEC Innovations: 300x250 Med Rectangle

Lidar & Geo: 300x250 Med Rectangle

3D Technology: 300x250 Med Rectangle

728x90 Trailerboard

## AVERAGE IMPRESSIONS AND CLICK THROUGH RATE PER MONTH

|                      |               |                     |               |
|----------------------|---------------|---------------------|---------------|
| 728x90 Impressions:  | <b>28,021</b> | 300x250 CTR:        | <b>.28%</b>   |
| 728x90 CTR:          | <b>.62%</b>   | Pop Up Impressions: | <b>20,000</b> |
| 300x250 Impressions: | <b>25,757</b> | Pop Up CTR:         | <b>2.7%</b>   |

## IN-ARTICLE LOCATIONS

728x90 Leaderboard

Building the foundation for smart city development is complex, but the pay off is worth it

Pop-Up 640x380

300x250 Med Rectangle

728x90 In-Article Ad

300x250 Med Rectangle

300x250 Med Rectangle

300x250 Med Rectangle

728x90 Trailerboard







# Editorial Calendar



## LIDAR & GEOSPATIAL NEWSLETTER

The biweekly Lidar & Geospatial newsletter features content for professionals in surveying and mapping interested in airborne and terrestrial lidar and related remote sensing technologies.

|                           |                           |                  |
|---------------------------|---------------------------|------------------|
| 10-Jan<br>24-Jan          | 7-Feb<br>21-Feb           | 7-Mar<br>21-Mar  |
| 4-Apr<br>18-Apr           | 2-May<br>16-May<br>30-May | 13-Jun<br>27-Jun |
| 11-Jul<br>25-Jul          | 8-Aug<br>22-Aug           | 5-Sep<br>19-Sep  |
| 3-Oct<br>17-Oct<br>31-Oct | 14-Nov<br>28-Nov          | 12-Dec           |

## 3D TECHNOLOGY NEWSLETTER

The weekly 3D Technology newsletter includes stories on 3D capture, scanning, visualization and modeling technologies across a variety of verticals. The content includes 3D news, case studies, and stories of the use and application of 3D technologies.

|   |                                     |  |  |
|---|-------------------------------------|--|--|
| 4-Jan<br>11-Jan<br>18-Jan<br>25-Jan           | 1-Feb<br>8-Feb<br>15-Feb<br>22-Feb  | 1-Mar<br>8-Mar<br>15-Mar<br>22-Mar<br>29-Mar | 5-Apr<br>12-Apr<br>19-Apr<br>26-Apr          |
| 3-May<br>10-May<br>17-May<br>24-May<br>31-May | 7-Jun<br>14-Jun<br>21-Jun<br>28-Jun | 5-Jul<br>12-Jul<br>19-Jul<br>26-Jul          | 2-Aug<br>9-Aug<br>16-Aug<br>23-Aug<br>30-Aug |
| 6-Sep<br>13-Sep<br>20-Sep<br>27-Sep           | 4-Oct<br>11-Oct<br>18-Oct<br>25-Oct | 1-Nov<br>8-Nov<br>15-Nov<br>22-Nov<br>29-Nov | 6-Dec<br>13-Dec<br>20-Dec                    |

## AEC INNOVATIONS NEWSLETTER

The biweekly AEC Innovations newsletter is focused on architecture, engineering and construction, and how the AEC industry uses technologies such as reality capture, automation, BIM and other innovations to improve their workflows.

|                           |                           |                  |
|---------------------------|---------------------------|------------------|
| 3-Jan<br>17-Jan<br>31-Jan | 14-Feb<br>28-Feb          | 14-Mar<br>28-Mar |
| 11-Apr<br>25-Apr          | 9-May<br>23-May           | 6-Jun<br>20-Jun  |
| 4-Jul<br>18-Jul           | 1-Aug<br>15-Aug<br>29-Aug | 12-Sep<br>26-Sep |
| 10-Oct<br>24-Oct          | 7-Nov<br>21-Nov           | 5-Dec<br>19-Dec  |