



## AMERICAN CONGRESS ON SURVEYING & MAPPING (ACSM)

### 2008 ADVERTISING MEDIA KIT

# ***ACSM BULLETIN*** ***ACSM WEB ADVERTISING*** ***SALIS (SURVEYING & LAND INFORMATION SCIENCE)***

## Who is ACSM?

Since its founding in 1941, ACSM has been representing geospatial professionals in the fields of surveying, mapping, cartography and GIS. The core activities of ACSM include government relations, training, certification, publications, conferences, and education, including financial support through fellowships and scholarships.

The American Congress on Surveying & Mapping currently consists of four Member Organizations:

- American Association for Geodetic Surveying (AAGS)
- Cartographic and Geographic Information Society (CaGIS)
- Geographic and Land Information Society (GLIS)
- National Society of Professional Surveyors (NSPS)

### **ADVERTISING SALES**

**JOHN D HOHOL**  
**ADVERTISING MANAGER**  
**ACSM MEDIA**  
**TEL: +1 608-358-6511**  
**FAX: +1 608-237-2349**  
**EMAIL: JHOHOL@GMAIL.COM**

### **ACSM CONTACT**

**ILSE GENOVESE- DIRECTOR**  
***ACSM COMMUNICATIONS***  
**6 MONTGOMERY VILLAGE AVENUE**  
**GAITHERSBURG MD 20879**  
**TEL: +1 240-632-9716**  
**FAX: +1 240-632-1321**  
**EMAIL: ILSE.GENOVESE@ACSM.NET**

# 2008 ADVERTISING RATES

**ACSM BULLETIN**

**Total Circulation: 8,000**

The *ACSM Bulletin* is a professional magazine providing and information on relevant to land surveyors, photogrammetrists, geodesists, cartographers, GIS experts, and other geospatial information professionals. The *ACSM Bulletin* is published 6 times per year.

## Black and White (B/W) Display Rates

Size	1x	3x	6x
Full page	\$1,945	\$1,735	\$1,520
2/3 page	\$1,625	\$1,450	\$1,280
1/2 page	\$1,375	\$1,230	\$1,080
1/3 page	\$1,130	\$1,020	\$ 890
1/4 page	\$1,035	\$ 925	\$ 815
1/6 page	\$ 810	\$ 725	\$ 640

- vital matter must be 1/2" from gutter and 3/8" from all other edges.

## Cover Positions (must be 4-color):

Size	1x	3x	6x	
Cover 2	\$2,260 <sup>+</sup>	\$2,010 <sup>+</sup>	\$1,775 <sup>+</sup>	<sup>+</sup> plus \$950 4-color charge
Cover 3	\$2,125 <sup>+</sup>	\$1,900 <sup>+</sup>	\$1,670 <sup>+</sup>	
Cover 4	\$2,395 <sup>+</sup>	\$2,135 <sup>+</sup>	\$1,880 <sup>+</sup>	

## Premium Positions (must be full page, b/w or 4-color):

Size	1x	3x	6x
1 RHP (adj. Cover 2)	\$2,015	\$1,800	\$1,575
2 RHP (adj. ToC)	\$1,960	\$1,750	\$1,535

**Two-Page Spreads:** \$3,205          \$2,860          \$2,520

**Guaranteed Position:** Earned space rate plus 5% allows you to request a specific page or section of a page, i.e. right-hand page, position on any page, or adjacent to any page specified by the advertiser. These options do not apply to cover or premium positions. (Subject to availability)

## Color Rates:

4-color	\$950
Black plus one matched PMS/4A color	\$625
Black plus one standard process color (CMYK)	\$525

**Discounts:** ACSM Sustaining Members receive a 10% discount.  
All recognized advertising agencies receive a 15% discount (agency commission).

**Combination Rates:** Above frequency less 10% if advertising in two or more publications (*ACSM Bulletin*, *SaLIS*).

## FRONT COVER IMAGERY

We now offer the opportunity to have your product featured on the front cover of the *ACSM Bulletin*.

**COST: \$2,950 per issue**

Cover available on a first come basis. Space reservation requires nonrefundable 50% deposit. Remaining balance due prior to close of issue. Includes 200-word description on Table of Contents page.

# 2008 CD-ROM Advertising

## ACSM BULLETIN

Advertisers can provide a CD-ROM as a marketing tool. The CD-ROM can include product brochures, demonstrations of new products, technology, and/or software. The CD-ROM can be inserted in a polywrap package with the *ACSM Bulletin*.

**Price is \$9,500 gross per insertion.**

Advertiser supplies CD-ROM pieces (approximately 9,000 pieces). Each CD-ROM must be included in a plastic or paper encasement.

## Bound-in Insert Ads

Bound-in insert or tip-in interactive feature for ad.

Size	1x	3x	6x
Full Page Piece	\$2,975	\$2,650	\$2,260
Half Page Piece	\$1,955	\$1,745	\$1,520

Size (Copy Area)	Live Area (Top of Piece)	+ Head Trim (Bind Section)	+ Grind Off (Bind Section)	+ Thumb (Right Side)	+ Foot (Bottom)
Full Page	8-3/8" x 10-7/8" (W x H)	+ 1/8"	+ 1/8"	+ 1/4"	+ 1/4"

Paper stock: 801 pound to 901 pound Text Stock. Advertiser must supply 9,000 pieces.

Half-page inserts may include a business reply card (BRC) section.

Entire size of piece is 6-1/2" wide x 6-1/8" high. Live copy area is 6" wide x 6" high. 1/8" of the insert piece will be bound into the magazine. No copy should appear in this portion of the piece. 1/8" at top of piece will be cut off in the printing press machine operation. No copy should appear on this portion of the piece. The BRC section of the piece that will be detached by the reader is 6" wide x 4-1/4" high. Paper stock is 67 pound Spectratech. Advertiser must furnish 9,500 insert pieces.

## Tip-On Prices

All tip-on pieces must be placed on your display ad. Tip-on price is \$2,050. Advertiser must supply 9,000 tip-on pieces.

# 2008 AD SPECIFICATIONS

## ACSM BULLETIN

### ***Overall Specifications:***

Publisher	American Congress on Surveying & Mapping (ACSM) 6 Montgomery Village Avenue Gaithersburg MD 20879
Contact	Ilse Genovese- Editor, ACSM Bulletin; ACSM Communications Director Tel: 240-632-9716, ext. 109 Fax: 240-632-1321
Printer	Sheridan Press
Publication Style	Saddle Stitched
Printing Method	Web offset press
Trim Size	8-1/4" x 10-7/8" (w x h)
Bleed Size	8-1/2" x 11-1/8" (w x h)

### ***Full Page Ad Specification:***

Full Page	7" x 10" (w x h)
-----------	------------------

### ***Partial Page Ad Specification:***

SIZE	HORIZONTAL (w x h)	VERTICAL (w x h)	ISLAND (w x h)
2/3 Page	7" x 6-1/8"	4-5/8" x 9-1/2"	N/A
1/2 Page	7" x 4-7/8"	3-3/8" x 9-1/2"	4-3/4" x 7"
1/3 Page	4-1/2" x 4-3/4"	2-1/4" x 9-1/2"	N/A
1/4 Page	N/A	3-3/8" x 4-1/2"	N/A
1/6 Page	4-5/8" x 2-1/2"	2-1/4" x 4-3/4"	N/A

No partial page bleeds.

(Vital matter must be 1/2" from gutter and 3/8" from all other edges)

NOTE: Ad sizes must in accordance with the specifications described. Ads not conforming will be charged an additional 10% of total ad cost. Ads must be submitted by issue deadline.

# 2008 AD SPECIFICATIONS

## *ACSM BULLETIN*

Ad copy to be sent to: Ilse Genovese- Communications Director  
ACSM  
6 Montgomery Village Avenue  
Gaithersburg MD 20879  
Tel: 240-632-9716, ext. 109  
Fax: 240-632-1321  
Email: [ilse.genovese@acsm.net](mailto:ilse.genovese@acsm.net)

Ad copy to be furnished as digital output or laser proof.

Ad materials will be returned only on request.

All black and white (b/w) ads must be submitted either by digital output or laser proof.

4-color ads must include:

- two (2) color proofs.
- digital ad copy will be:
  - Submitted by either CD-ROM or Zip-disk.
  - All graphics should be high-resolution, 300 dpi for images and 600 dpi for line art.
  - All graphics are to be converted to CMYK, grayscale, or PMS. PMS numbers should be indicated.
  - Please include all graphics and typefaces to create the layout.
  - Allow an additional 1/8 inch for bleeds.
  - Please send two laser proofs.
  - Name of person submitting ad with complete contact information.
  - No changes can be made to the digital artwork after submission.

## ***ACSM WEB ADVERTISING AVAILABLE***

Please call for information, rates, and requirements.

Contact John Hohol at [jhohol@gmail.com](mailto:jhohol@gmail.com) (Tel: +1 608-358-6511).

## ***CARTOGRAPHY AND GEOGRAPHIC INFORMATION SCIENCE (CAGIS) JOURNAL***

Currently does not accept advertising

# **SURVEYING AND LAND INFORMATION SCIENCE (SALIS)**

This peer-reviewed, professional journal is published quarterly by the National Society of Professional Surveyors (NSPS), the American Association of Geodetic Surveying (AAGS), and the Geographic and Land Information Society (GLIS)

*All articles in SaLIS are peer-reviewed. The Journal has a section devoted to Land Information Science, Surveying Notes, LIS Education, Book Reviews, Literature Reviews, and Letters to the Editor*

**Total Qualified Circulation: 6,500**

## **Black and White (B/W) Display Rates**

<b>Size</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>
Full page	\$1,160	\$1,030	\$ 895
1/2 page	\$ 700	\$ 615	\$ 540

- vital matter must be 1/2" from gutter and 3/8" from all other edges.

## **Color Rates:**

4-color	\$950
Black plus one matched PMS/4A color	\$625
Black plus one standard process color (CMYK)	\$525

**Discounts:** ACSM Sustaining Members receive a 10% discount.  
All recognized advertising agencies receive a 15% discount (agency commission).

## **Front Cover Advertising: \$2,000 per issue**

4-color slide or photographic image depicting your product on the front cover of any issue of *SaLIS*. Includes product description, company background, contact and location information.

# American Congress on Surveying & Mapping (ACSM)

## *ACSM Bulletin* *Surveying and Land Information Science (SaLIS)*

### Reprint Opportunities

Articles that include mention of your products and services are a proven marketing tool.

Current and potential customers will appreciate learning more about the use of your products and services during surveying, mapping, and engineering projects, written by an objective source.

You have a greater opportunity of making an initial sale with new prospects and increasing sales with established customers because they are reassured by your product's performance, as evaluated by an independent and objective source.

Scores of products and services are referenced in every issue of the periodicals that ACSM publishes: *ACSM Bulletin*, *Surveying and Land Information Science (SaLIS)*.

We invite you to order reprint copies of any ACSM publication articles that include mention of your products and services.

### ◆ Please Contact John Hohol for Corporate Reprint Rates ◆

**Covers-** Your company logo can be incorporated on the reprint cover (available in B/W, 2-color, 4-color). Please contact John Hohol for reprint rates.

Reprints are black and white, printed on 60 pound glossy stock. Covers are printed on 100 pound glossy stock. Covers and color reprints are available at an additional cost. Please inquire for details. Turnaround time for orders is approximately 10 working days. Orders are shipped via United Parcel Service (UPS) Ground within the U.S.A. (other services are available for an additional fee). Tracking is available. **Orders must be prepaid in U.S. Dollars.** Credit cards are accepted (MasterCard, VISA, American Express).

To place your reprint order please contact

John D. Hohol  
Advertising Manager  
ACSM Media  
Tel: +1 608 358-6511  
Fax: +1 608 237-2349  
Email: [jhohol@gmail.com](mailto:jhohol@gmail.com)



## 2008 Ad Space Contract

PUBLICATION	ISSUES	SIZE/COLOR	COST
-------------	--------	------------	------


### ADVERTISER

### AGENCY

_____	Company	_____
_____	Contact	_____
_____	Title	_____
_____	Address	_____
_____	City/State	_____
_____	Zip Code	_____
_____	Telephone	_____
_____	Fax	_____
_____	Email	_____

Method of payment:     Check enclosed     MasterCard     Visa     American Express

Card no. \_\_\_\_\_ Expiration date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please mail or fax your completed contract to: John D Hohol, Advertising Manager, ACSM Media, PO Box 8425 , Madison WI 53708 • Tel: +1 608-358-6511 • Fax: +1 608-237-2349 • Email: [jhohol@gmail.com](mailto:jhohol@gmail.com)

Full name of person signing contract (please print): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_