

GISCAFÉ

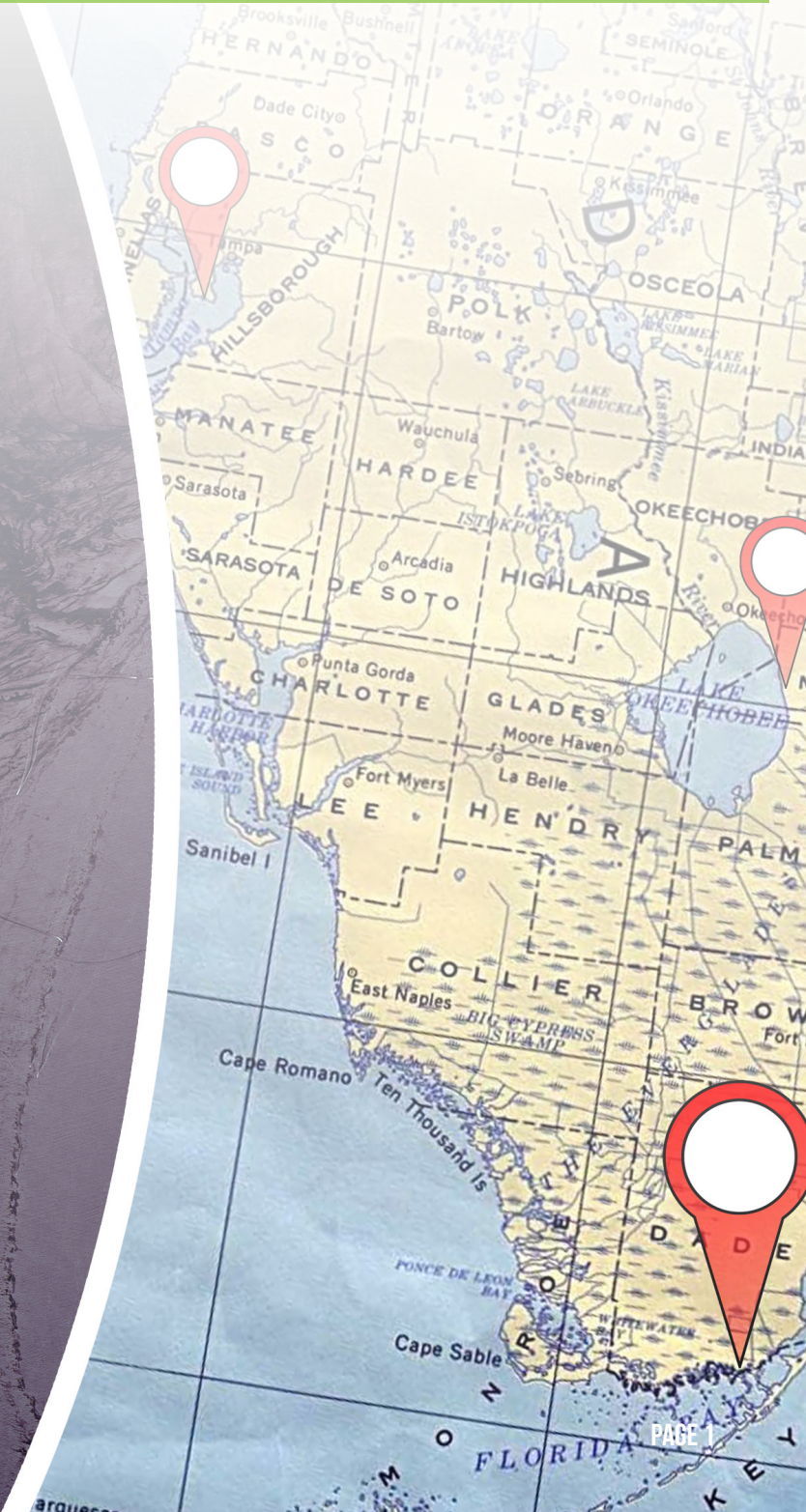
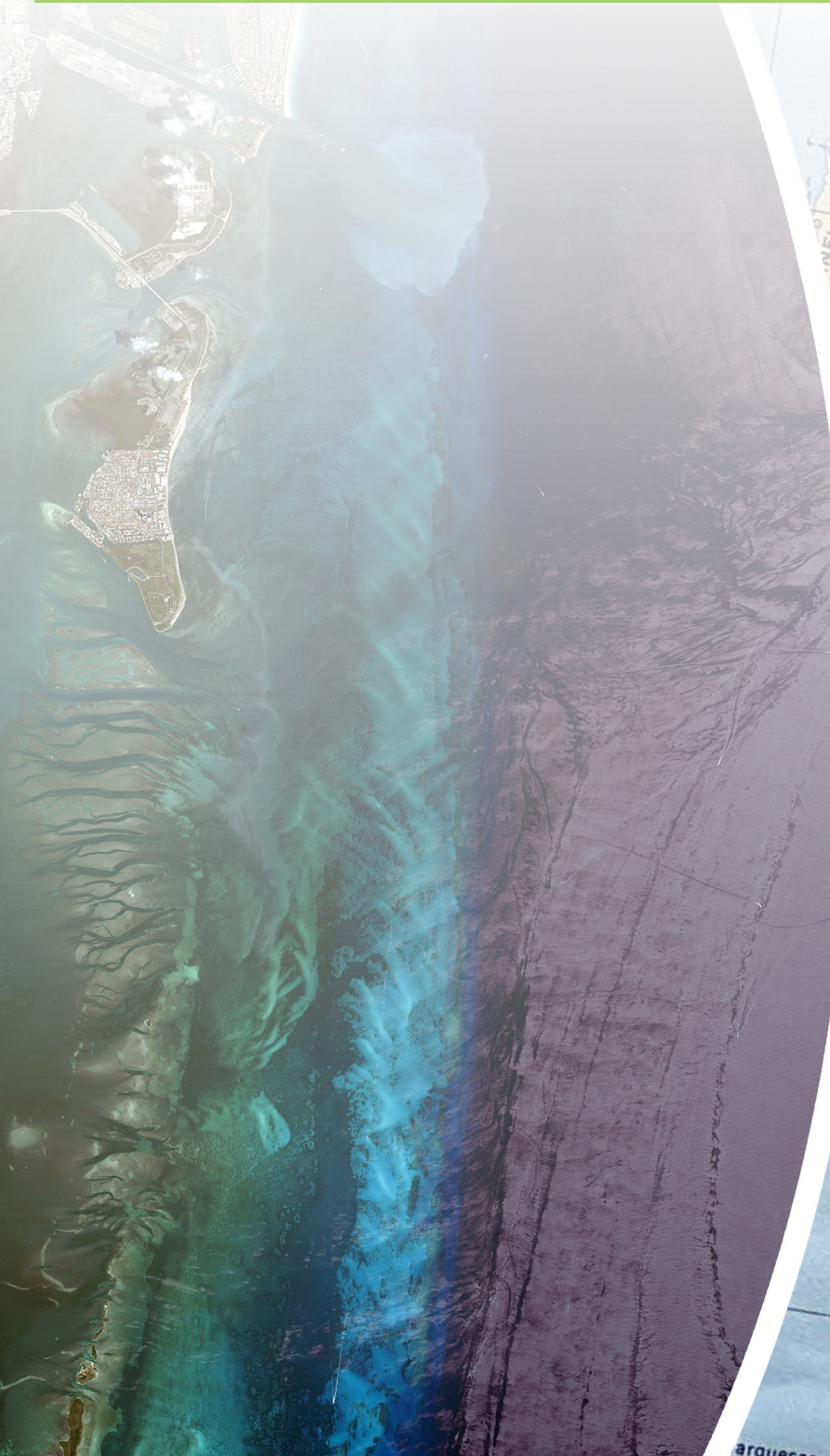
YOUR MARKETING MACHINE 

LET THE WORLD'S #1 GIS PORTAL SITE
BE YOUR #1 MARKETING TOOL !

WWW.GISCAFE.COM

SANJAY.GANGAL@GISCAFE.COM

408-337-6870



WHY ADVERTISE WITH US?

WE'RE THE WORLD'S #1 GIS WEB PORTAL

GISCafé.com reaches out to more GIS professionals than any other GIS site. The portal serves up to 3.1 million ad impressions per month and we send the daily Café News to more than 40,000 GIS industry leaders every day. GIS professionals count on us for the latest industry news and up-to-date technical information.

UNIQUE, INVALUABLE RESOURCES FOR GIS

These include the world's most complete GIS product catalog listings, technical papers, GIS news, CEO interviews, multimedia presentations, priority press releases, event postings, job placement and more.

WE ARE A MARKETING MACHINE

When you buy a membership on GISCafé.com, you get more than just banner ads — you get a company profile, download listings, multimedia presentations, catalog listings, email promotions and a CEO interview. In short, you get the most for your marketing dollar.

MEMBERSHIPS & BUNDLED PACKAGES

DECAF MEMBERSHIP

THE NEWBIE OUR BASE PACKAGE

You will get a good overall package that includes 12 months of coverage, through banner ads, newsletter ads, and featured listings.

REGULAR MEMBERSHIP

I KNOW WHAT I'M DOING FOR THE POWER MARKETER

You will get better coverage over the 12 months, with even more banner ads, newsletter ads, and sponsored listings on homepage and newsletter.

ESPRESSO MEMBERSHIP

THE BEST PACKAGE FOR THE LEADER OF THE PACK

Stand out from the crowd! You're a true power marketer and you want to leverage our proven marketing tools year round to build your brand. Unparalleled options from our complete menu.

ADVERTISING OPTIONS

À LA CARTE OPTIONS



#01

Banner Ads

Sizes include LeaderBoard (728x90 pixels), SkyScraper (120x600 pixels), Feature Ads (300x250 pixels), Tile ads (125x125 pixels), and Roadblocks / Interstitials (640x480 pixels)

#02

Custom Blogs

With a GISCafe Customized Blog your voice and the voice of your co-workers are heard loud and clear by a targeted GIS audience. Be recognized as a thought leader in the industry.

#03

Custom eMail Blasts

Send your message directly to our audience, which comprises over 40,000 subscribers - your custom email message is sure to get noticed

#04

Featured / sponsored Listings

Homepage and Newsletter listings in the popular sections – Videos, Important Notices, Corporate Newsletters, and Premium press releases.

#05

Job Postings

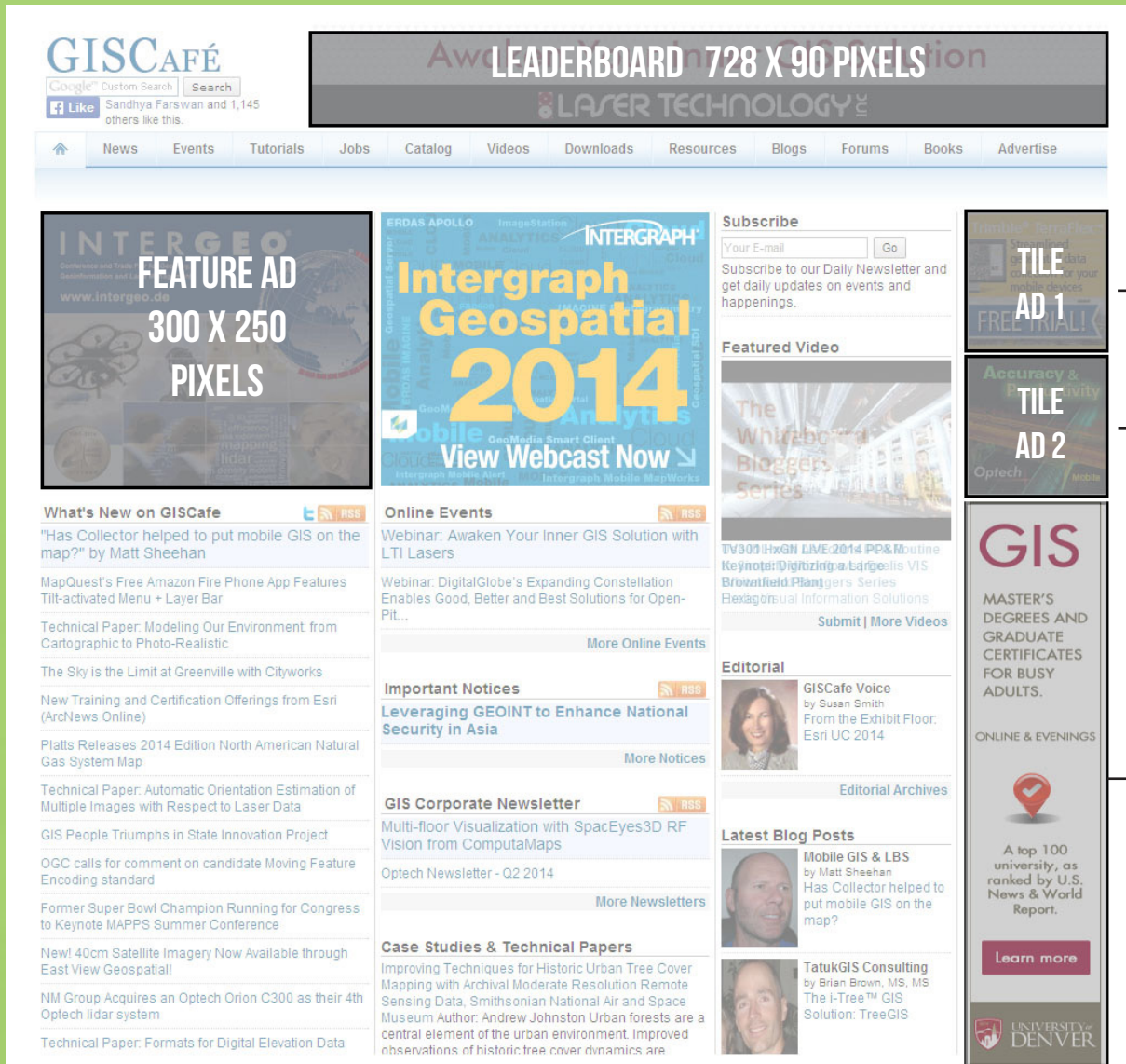
Homepage and newsletter coverage for your jobs. Each job is also posted on TechJobsCafe.Com.

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BANNER AD OPTIONS



The screenshot shows the GISCAFÉ website homepage with several banner ad options highlighted:

- LEADERBOARD 728 X 90 PIXELS**: A large banner at the top right for Laser Technology LLC.
- FEATURE AD 300 X 250 PIXELS**: A large banner on the left side for Intergeo.
- TILE AD 1 125 X 125 PIXELS**: A small square banner for Intergraph Geospatial 2014.
- TILE AD 2 125 X 125 PIXELS**: A small square banner for Accuracy & Precision.
- SKYSCRAPPER 120 X 600 PIXELS**: A tall vertical banner on the right side for GIS Master's Degrees and Graduate Certificates.

CONTACT

25 N 14TH STREET, SUITE 710
SAN JOSE, CA 95112
WWW.GISCAFE.COM
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HOW THEY WORK INTERSTITIAL // ROADBLOCK ADS

Anyone accessing any page on GISCafe.Com is first presented with this full-page ad for 10 seconds. Users can by-pass the ad by following the link to "Continue to requested page". The ad is not presented again to the same user for 2 hours.

SPECIFICATIONS

Material can be emailed as attachments to gisadmin@ibsystems.com or served remotely from an external server.

Banner ads can contain GIF, JPEG, Flash, JavaScript, Forms, or Java. Animations should stop after 3 iterations or 10 seconds whichever is less.

The interstitial ads can be up to 640x480 pixels, up to 100 KB file size.

FULL PAGE AD APPEARS WHEN LOADING GISCAFÉ.COM



**2-5X
MORE**

CLICK THROUGHS

Interstitials help increase click through rates significantly

ABOUT OUR EXCLUSIVE EMAIL BLASTS

Why do companies use eMail blasts?

- To promote webinars and seminars
- To drive registrations
- To launch new products
- To promote case studies / success stories

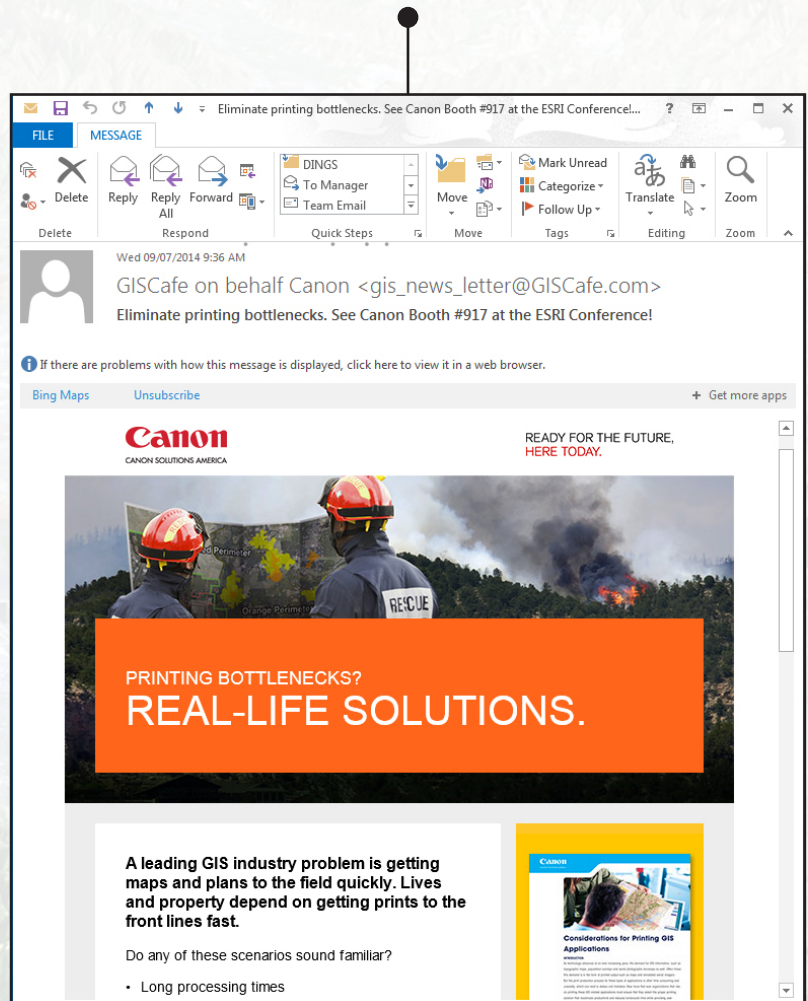
What is the cost?

- 10,000 subscribers ● \$2,500
- 20,000 subscribers ● \$4,500
- 30,000 subscribers ● \$6,000
- 40,000 subscribers ● \$7,500

How does it work?

You send us the creative in HTML format. We add our headers and footers and send you a preview message. After the final preview is approved, we can send out the email blast within 24 hours.

SAMPLE EMAIL BLAST GISCAFE.COM



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HOMEPAGE / NEWSLETTER FEATURED VIDEO AND SPONSORED VIDEO

VIDEO BASED MARKETING PROMOTE YOUR VIDEO

PROMOTE YOUR VIDEO ON GISCAFE.COM

100
MILLION

of Internet users
who watch videos
every day

1.8
MILLION WORDS

The estimated value of
a 1 minute video
(according to
Dr. James McQuivey)



The screenshot shows the GISCAFÉ homepage layout. At the top, there's a navigation bar with links for News, Events, Tutorials, Jobs, Catalog, Videos, Downloads, Resources, Blogs, Forums, Books, and Advertise. Below the navigation, there are several featured content blocks: a large banner for 'Explore the New Standard of Global Elevation Models' by Airbus Defence & Space; a 'View Webcast Now' button for 'Intergraph Geospatial 2014'; an advertisement for 'INTERGEO' exhibition grounds in Berlin; and a 'FEATURED VIDEO' section. Below these, there are sections for 'What's New on GISCafe', 'Online Events', 'Important Notices', 'GIS Corporate Newsletter', and 'Case Studies & Technical Papers'. A 'SPONSORED VIDEO' section is also visible on the right side of the page.

SPONSORED VIDEO

- ✓ Dominant position
- ✓ 2-3x more clickthroughs
- ✓ \$500 / month
- ✓ Rotates with up to 10 videos
- ✓ Reach 40,000 subscribers

FEATURED VIDEO

- ✓ Dominant position
- ✓ 5 -10x more clickthroughs
- ✓ \$1,000 / month
- ✓ Rotates with up to 10 videos
- ✓ Reach 40,000 subscribers

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ABOUT OUR CUSTOMIZED BLOGS

Your thought leadership voice multiplier
Present thought leadership content featuring your technology to current and potential clients. With a GISCafe Customized Blog your voice and the voice of your co-workers are heard loud and clear by a targeted International GIS audience.

Unlike a traditional blog your customized blog allows you and selected team members to speak their mind and gain exposure for themselves and your company. Each of your participating team members has their own login, picture and biography.

Your company's most recent posts are featured on our home page and in each of our e-newsletters that are sent to more than 40,000 targeted subscribers every weekday evening.

Your blogs are also featured on our new Facebook page to give you additional coverage.

Custom blogs are already being used effectively by many GIS companies, including Intermap, Digital Globe, TatukGIS, Exelis Vis, and many others.

A blog for you, and all your team members
Each of your team members has their own point of view and style, and now you can give each of them the opportunity to share their knowledge and expertise with the GISCafe community while providing thought leadership content that features your technologies.

Set-up, Maintenance and Support
We set-up your company and team member's blogs. Then we provide on-going maintenance and support and continually upgrade your blogs with the latest plug-in functionality.

CONTRIBUTE FRESH IDEAS



JOIN OUR BLOGGERS



Mladen Stojic
Hexagon



Patrick Collins
Exelis VIS



Jennifer Shaffer
Digital Globe

FIND YOUR IDEAL JOB CANDIDATE

Success is measured by results. Our portal power combined with TechJobsCafé.com brings you the targeted high-tech candidates you're looking to hire in your company.

Testimonials from advertisers:

"TechjobsCafé is an excellent job board for attracting top talent"

IT Professional, Synplicity, Inc.

The most cost effective to fill your open positions, fast. Here's why:

1. Each of your jobs posted on TechJobsCafé.com also appears on the GISCafé.com homepage. Visited by more than 40,000 GIS professionals every month, GISCafé.com is the #1 GIS web portal in the world.
2. Each of your job postings is also sent to our 40,000+ daily newsletter subscribers. This is an audience that may never visit any of the major job boards, such as, Monster, but we bring your job opening to this passive job-seeking audience.
3. We have thousands of resumes from GIS professionals accessible to you when you sign up for a three-month membership.
4. This extremely targeted approach costs much less than postings on Monster and is much more effective in finding you the right candidate.



FIND MS. OR MR. RIGHT

JOB POSTING OPTIONS

NUMBER OF JOB POSTINGS
MONTHLY COST
1 FOR \$250 EACH
2 FOR \$180 EACH
3 FOR \$166 EACH
4 FOR \$145 EACH
5-10 FOR \$125 EACH

STANDARD DISCOUNTS
3-5 MONTHS - 10 %
6-11 MONTHS - 15 %
12 MONTH - 20 %

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HOMEPAGE / NEWSLETTER CORPORATE NEWSLETTER & IMPORTANT NOTICES

CORPORATE NEWS
TELL EVERYONE WHAT'S NEW

**PROMOTE YOUR NEWS ON
GISCAFÉ.COM**

44%

44% OF EMAIL RECIPIENTS MADE AT LEAST ONE PURCHASE LAST YEAR BASED ON A PROMOTIONAL EMAIL

B2B

72% OF B2B BUYERS ARE LIKELY TO SHARE USEFUL CONTENTS OF A PROMOTIONAL EMAIL



PREMIUM PRESS RELEASES

- ✓ Featured on homepage
- ✓ Featured on inside pages
- ✓ Featured on newsletters
- ✓ \$399 /each
- ✓ Reach 40,000 subscribers

IMPORTANT NOTICE LISTINGS

- ✓ Featured on homepage
- ✓ Featured on inside pages
- ✓ Featured on newsletters
- ✓ \$500 / week
- ✓ Reach 40,000 subscribers

CORPORATE NEWSLETTER LISTING

- ✓ Featured on homepage
- ✓ Featured on inside pages
- ✓ Featured on newsletters
- ✓ \$500 / month
- ✓ Reach 40,000 subscribers

CONTACT

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BANNER AD RATES

GISCAFÉ.COM RUN-OF-SITE ADS			MONTHLY COST FOR 100,000 IMPRESSIONS/MONTH			
BANNER AD DESCRIPTION	SIZE (PIXELS)	LIST CPM	1 MONTH	3 MONTHS (10% DISCOUNT)	6 MONTHS (20% DISCOUNT)	12 MONTHS (30% DISCOUNT)
TOP LEADERBOARD	728X90	\$40	\$4,000	\$3,600	\$3,200	\$2,800
SIDEBAR TILE AD	125X125	\$15	\$1,500	\$1,350	\$1,200	\$1,050
SIDEBAR SKYSCRAPPER	120X600	\$30	\$3,000	\$2,700	\$2,400	\$2,100
FEATURE AD (IMU)	300X250	\$40	\$4,000	\$3,600	\$3,200	\$2,800
INTERSTITIAL (ROADBLOCK)	640X480	\$120	\$12,000	\$10,800	\$9,600	\$8,400

GISCAFÉ.COM RUN-OF-SITE ADS			MONTHLY COST FOR 50,000 IMPRESSIONS/MONTH			
BANNER AD DESCRIPTION	SIZE (PIXELS)	LIST CPM	1 MONTH	3 MONTHS (10% DISCOUNT)	6 MONTHS (20% DISCOUNT)	12 MONTHS (30% DISCOUNT)
TOP LEADERBOARD	728X90	\$40	\$2,000	\$1,800	\$1,600	\$1,400
SIDEBAR TILE AD	125X125	\$15	\$750	\$675	\$600	\$525
SIDEBAR SKYSCRAPPER	120X600	\$30	\$1,500	\$1,350	\$1,200	\$1,050
FEATURE AD (IMU)	300X250	\$40	\$2,000	\$1,800	\$1,600	\$1,400
INTERSTITIAL (ROADBLOCK)	640X480	\$120	\$6,000	\$5,400	\$4,800	\$4,200

CAFÉ NEWS AND GISWEEKLY E-NEWSLETTER ADS			DAILY COST			
BANNER AD DESCRIPTION	SIZE (PIXELS)	COST/DAY	1 DAY	1 WEEK - 5 DAYS (20% DISCOUNT)	1 MONTH - 20 DAYS (30% DISCOUNT)	3 MONTHS - 60 DAYS (40% DISCOUNT)
TOP LEADERBOARD	728X90	\$600	\$600	\$480	\$420	\$360
SIDEBAR TILE AD	125X125	\$250	\$250	\$200	\$175	\$150
SIDEBAR SKYSCRAPPER	120X600	\$500	\$500	\$400	\$350	\$300
FEATURE AD (IMU)	300X250	\$600	\$600	\$400	\$350	\$300

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BENEFITS	RATE	DECAF		REGULAR		ESPRESSO	
		QTY	COST	QTY	COST	QTY	COST
SPONSORED VIDEO LISTINGS EACH LISTING ROTATES WITH OTHER SPONSORED VIDEO LISTINGS ON DAILY NEWSLETTER AND HOMEPAGE	\$500 / MONTH /LISTING	1	\$500	2	\$1,000	4	\$2,000
CORPORATE NEWSLETTER LISTING WE PUBLISH YOUR COPRORATE NEWSLETTER ON GISCAFE HOMEPAGE AND DAILY NEWSLETTER	\$500 / NEWSLETTER	1	\$500	4	\$2,000	12	\$6,000
JOB LISTINGS EACH JOB IS LISTED ON THE SITE FOR ONE MONTH	\$250 / JOB / MONTH	4	\$1,000	8	\$2,000	12	\$3,000
PREMIUM PRESS RELEASES EACH PRESS RELEASE IS BOLDED, HIGHLIGHTED, AND PUBLISHED TOWARDS THE TOP OF THE DAILY NEWS	\$250/PR	4	\$1,000	8	\$2,000	12	\$3,000
TILE BANNER ADS 125X125 PIXEL SIDE BANNERS	\$15 CPM	600,000	\$9,000	600,000	\$9,000	600,000	\$9,000
SKYSCRAPER BANNER ADS 120X600 PIXEL SIDE BANNERS	\$30 CPM	0	\$0	480,000	\$14,400	1,200,000	\$36,000
EXCLUSIVE EMAIL BLAST ONE EMAIL BLAST TO 10,000 SUBSCRIBERS	\$2,500 FOR 10,000 EMAILS	1	\$2,500	2	\$5,000	4	\$10,000
BOOMBOX NEWSLETTER AD A 300X250 PIXEL AD IN THE CAFENEWS FOR ONE DAY - SENT TO 40,000+ SUBSCRIBERS BY EMAIL.	\$500 / DAY	12	\$6,000	12	\$6,000	24	\$12,000
TOTAL COST			\$20,500		\$41,400		\$81,000
DISCOUNT		20%	\$4,100	30%	\$12,420	40%	\$32,400
MEMBERSHIP COST			\$16,400		\$28,980		\$48,600
MONTHLY MEMBERSHIP COST			\$1,367		\$2,415		\$4,050

TESTIMONIALS



LASER TECHNOLOGY INC.

I have been advertising with GISCafe.com for a couple years now and have been extremely pleased with the results. We do our own web-advertising tracking and GISCafe.com has always generated more responses than all other GIS-based websites we have used in the past.

PAUL ADKINS
MARKETING
COMMUNICATIONS



TOPCON POSITIONING SYSTEMS

The relevancy and broad scope of GISCafé content keeps the readers at the forefront of what's happening in the GIS industry. This quality readership means our advertising message gets in front of the right people.

BARBARA MCINERNEY
GIS MARKETING
MANAGER



HEXAGON GEOSPATIAL

We have advertised with GISCafe for several years now and have always been happy with their customer service and the results we've gotten from our advertising efforts on their site. They go out of their way to make sure we're well taken care of and feel like a valued customer.

JENN GAZDZIAK
MARKETING
MANAGER



TRIMBLE NAVIGATION

GISCafe has given us an excellent return on our investment. We are getting very good results with our online ads and videos views.

NICOLE BRECHT
MARKETING &
COMMUNICATIONS
MANAGER

STATISTICS & DEMOGRAPHICS

Thousands of GIS industry professionals visit GISCafé.com daily to learn about the latest industry trends, gather mission-critical technical and business information, learn about the latest design tools and services, and to get the latest company information. The site attracts more than 200,000 page views per month and has been the #1 GIS portal for many years.

GISCafé.com web portal attracts more than 75,000 unique visitors to the site every month. GISCafé.com also reaches out daily to more than 40,000 GIS industry leaders with its Café News, a daily HTML e-zine that brings the latest industry news and technical advancements right to the professional's desktop.

TRAFFIC BY CONTINENT

1 SUBSCRIBERS

- 1 71% - North America
- 2 12% - Europe
- 3 11% - Asia
- 4 3% - South America
- 5 2% - Australia
- 6 1% - Other

2

3

TARGET AUDIENCE

Our primary target audience is geographic information systems professionals, analysts, designers, engineers, surveyors, and their management in all segments of GIS technologies.

JOB FUNCTIONS

- 46% ● GIS Analyst / Engineer
- 18% ● Managers
- 13% ● Other
- 7% ● Students and Professors
- 7% ● Directors
- 6% ● Sales and Marketing
- 3% ● Vice President

TRAFFIC BY DOMAIN

- 51% ● .Com
- 23% ● International
- 8% ● .Gov
- 7% ● .Net
- 7% ● .Edu
- 3% ● .Org
- 1% ● .Mil

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