



trajectory  
magazine

trajectory  
eNewsletter

trajectory  
website

The GEOINT Symposium  
Show Daily & eNewsletter

# trajectory 2018 Media Kit

The Official Magazine of the United States Geospatial Intelligence Foundation

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# 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 address national security objectives.

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## *trajectory*: The Official Magazine of the United States Geospatial Intelligence Foundation

*trajectory* strives to provide high-level thought leadership for members of USGIF, as well as for the overall intelligence, defense and homeland security 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.

To this end, *trajectory* produces articles on current national security issues as well as coverage of major programs, emerging technologies and trends, related policy, Foundation initiatives and the individuals who are driving the community forward.

## *trajectory* Distribution

### REGULAR DISTRIBUTION:

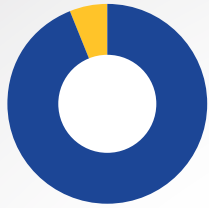
- **14,000** print copies and **18,000** digital copies – to all USGIF members and affiliates including highly qualified buyers and key decision-makers

### BONUS DISTRIBUTION:

- GEOINT Symposium – attended by more than **4,000** professionals
- GEOINT Community Week – average attendance of **2,500**
- Esri User Conference – **1,000** copies of *trajectory* distributed
- USGIF workshops, networking events and young professional activities



# About *trajectory* Readers



**93%** rate *trajectory* editorial content as "good" or "excellent."



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



**More than 96%** say content in *trajectory* is equal to or superior to other industry publications.

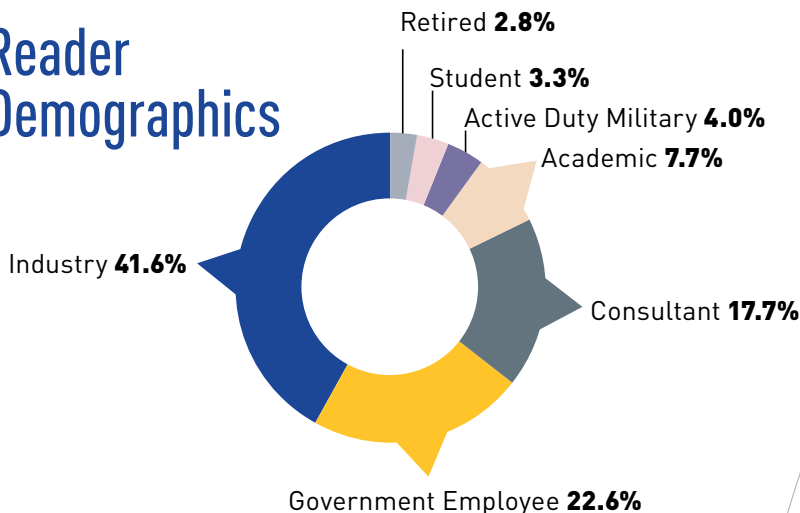


**53%** of readers share their magazine with 1-5 colleagues.

*trajectory* magazine is delivered to the inbox of nearly **20,000** email subscribers.

*trajectory* is rated as the **most trusted** source for insight into the GEOINT Community.

## Reader Demographics



# trajectory 2018 Editorial Calendar

Issue	Themes	Bonus Distribution	Deadlines
<p><b>Q1 2018</b> State of GEOINT</p>	<ul style="list-style-type: none"> <li>• Cover: Commercial GEOINT</li> <li>• Feature: Data Analytics &amp; Machine Learning</li> <li>• Feature: Safety of Navigation</li> </ul>	<p><b>Esri FedGIS, March 20-21</b></p>	<p><b>Ad close:</b> Dec. 1 <b>Materials due:</b> Dec. 14 <b>Ship date:</b> Jan. 30</p>
<p><b>Q2 2018</b> GEOINT Symposium</p>	<ul style="list-style-type: none"> <li>• Cover: International GEOINT</li> <li>• Feature: Q&amp;A w/ DNI &amp; PDDNI</li> <li>• Feature: Young Professionals</li> </ul>	<p><b>GEOINT 2018, April 22-25</b></p>	<p><b>Ad close:</b> Feb. 16 <b>Materials due:</b> March 1 <b>Ship date:</b> April 6</p>
<p><b>Q3 2018</b> Membership Directory</p>	<ul style="list-style-type: none"> <li>• Cover: Crisis Mapping</li> <li>• Feature: Intelligence Integration at the Tactical Edge</li> <li>• Feature: Spatial Law &amp; Policy</li> </ul>	<p><b>Esri UC, July 9-13</b></p>	<p><b>Ad close:</b> May 11 <b>Materials due:</b> May 24 <b>Ship date:</b> July 2</p>
<p><b>Q4 2018</b> GEOINT Community Week</p>	<ul style="list-style-type: none"> <li>• Cover: SOM, OBP, and Change Detection</li> <li>• Feature: Open-source software</li> <li>• Feature: 2018 USGIF Scholarship Winners</li> </ul>	<p><b>GEOINT Community Week, November 12-16</b></p>	<p><b>Ad close:</b> Aug. 31 <b>Materials due:</b> Sept. 14 <b>Ship date:</b> Oct. 22</p>

# trajectory Magazine Print Rates

ALL USGIF ORGANIZATIONAL MEMBERS RECEIVE AN ADDITIONAL 15% DISCOUNT  
**PRIORITY POINTS: ALL ADVERTISERS RECEIVE ½ POINT PER \$1,000 SPENT.**

Placement	FREQUENCY			
	1x	2x	3x	4x
Full page, 4C	\$6,795	\$6,625	\$6,475	\$6,285
1/2 page, 4C	\$4,015	\$3,915	\$3,825	\$3,715
1/4 page, 4C	\$2,780	\$2,770	\$2,650	\$2,570
Center Spread	\$12,050	\$11,945	\$11,475	\$11,145
Inside Front Cover	\$8,150	\$7,950	\$7,765	\$7,545
Back Cover	\$8,150	\$7,950	\$7,765	\$7,545
Inside Back Cover	\$7,430	\$7,245	\$7,075	\$6,870
Opposite Vantage Point	\$8,150	\$7,950	\$7,765	\$7,545



To advertise, contact **Joseph Watkins** at [jwatkins@naylor.com](mailto:jwatkins@naylor.com) or 352-333-3496.



# trajectory Online

ALL USGIF ORGANIZATIONAL MEMBERS RECEIVE AN ADDITIONAL 15% DISCOUNT  
**PRIORITY POINTS: ALL ADVERTISERS RECEIVE ½ POINT PER \$1,000 SPENT.**



## trajectory Monthly eNewsletter

Placement	FREQUENCY			
	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.

*\* In order to reserve a web advertisement for the month of April, you must also purchase a shoulder month (March or May).*

The trajectory eNewsletter reaches an average of more than **17,000** GEOINT professionals every month.

To advertise, contact **Joseph Watkins** at [jwatkins@naylor.com](mailto:jwatkins@naylor.com) or 352-333-3496.

# GEOINT Symposium Show Daily and eNewsletter

The award-winning GEOINT Symposium Show Daily is a must-read resource for all Symposium attendees and exhibitors. Published April 22-28, the Show Daily includes exhibitor highlights from the show floor, conference news and updates, keynote speaker and panel discussion recaps, photo galleries, an at-a-glance agenda and more. The GEOINT 2018 Symposium Show Daily is the first thing many attendees will see each morning. It will be made available in multiple locations throughout the show, on [geointsymposium.com](http://geointsymposium.com), [usgif.org](http://usgif.org) and [trajectorymagazine.com](http://trajectorymagazine.com), and will be emailed to USGIF's 17,000-person distribution list.

**DEADLINES:** Space Reservation: February 16, 2018 | Materials Due: March 1, 2018

## Show Daily

(also includes online PDF)

Rates (per day)	USGIF Member		Non-USGIF Member	
	Cost	Points	Cost	Points
Front Cover Banner	\$5,250	2.63	N/A	N/A
Full Page (Prime Position)	\$4,500	2.25	\$5,000	2.5
Full Page (Regular Position)	\$3,675	1.84	\$4,275	2.14
1/2 Page Horizontal	\$2,675	1.34	\$2,900	1.45

PLEASE NOTE, the April 28 Show Daily will be PDF ONLY.

\*Please contact Naylor for all Show Daily advertising specs



## eNewsletter

(links directly to [trajectorymagazine.com](http://trajectorymagazine.com))

Rates (per day)	USGIF Member		Non-USGIF Member	
	Cost	Points	Cost	Points
Show Daily eNews Banner Ad	\$5,000	2.5	\$5,500	2.75

# trajectory Website



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.

## Specs

All website ad material must be submitted 5 business days prior to the intended start date and are subject to approval. Minimum length of ad buy is 3-month run-time on site.

HOME PAGE	CATEGORY / STATIC PAGE	ARTICLE PAGE
<p><b>PREMIUM AD SPACE A</b> Desktop - Billboard 970 x 250px Tablet - Leaderboard - 728px x 90px Mobile Phone - 320 x 100</p> <p><b>PREMIUM AD SPACE B</b> Desktop - Large Leaderboard - 970px x 90px Tablet - Leaderboard - 728px x 90px Mobile Phone - 320 x 100</p> <p><b>PREMIUM AD SPACE C</b> Desktop - Large Leaderboard - 970px x 90px Tablet - Leaderboard - 728px x 90px Mobile Phone - 320 x 100</p> <p><b>Ad Rotation 3 Max AD SPACE E</b> Desktop &amp; Tablet - Leaderboard - 728px x 90px Mobile Phone - 320 x 50</p>	<p><b>Ad Rotation 3 Max AD SPACE F</b> Desktop - 728px x 90px Tablet - 488px x 80px Mobile - 320px x 50px</p> <p><b>PREMIUM AD SPACE D</b> Desktop, Tablet &amp; Mobile Medium Rectangle 300px x 250px</p> <p><b>Ad Rotation 3 Max AD SPACE G</b> Desktop, Tablet &amp; Mobile Medium Rectangle 300px x 250px</p> <p><b>Ad Rotation 3 Max AD SPACE H</b> Desktop, Tablet &amp; Mobile Half Page 300px x 600px</p> <p><b>Ad Rotation 3 Max AD SPACE E</b> Desktop &amp; Tablet - Leaderboard - 728px x 90px Mobile Phone - 320 x 50</p>	<p><b>PREMIUM AD SPACE D</b> Desktop, Tablet &amp; Mobile Medium Rectangle 300px x 250px</p> <p><b>Ad Rotation 3 Max AD SPACE G</b> Desktop, Tablet &amp; Mobile Medium Rectangle 300px x 250px</p> <p><b>Ad Rotation 3 Max AD SPACE H</b> Desktop, Tablet &amp; Mobile Half Page 300px x 600px</p> <p><b>Ad Rotation 3 Max AD SPACE E</b> Desktop &amp; Tablet - Leaderboard - 728px x 90px Mobile Phone - 320 x 50</p>

- Ad Space E is Run-of-Site and will always appear.
- Ad Spaces A, B and C will collapse/disappear if no ads.

- Ad Space F will collapse/disappear if no ads.
- Ad Spaces D, G and H will always appear.

- Ad Spaces D, G and H will always appear.





# trajectory Website Rates



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

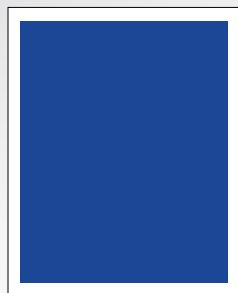
Ad Space	FREQUENCY		
	3 Months	6 Months	12 Months
Premium Ad Space <b>A</b>	\$3,850	\$7,000	\$12,500
Premium Ad Space <b>B</b>	\$3,350	\$6,050	\$11,000
Premium Ad Space <b>C</b>	\$2,950	\$5,250	\$9,500
Premium Ad Space <b>D</b>	\$2,750	\$4,950	\$9,000
Ad Space <b>E</b> (3 Rotations)	\$1,550	\$2,750	\$5,000
Ad Space <b>F</b> (3 Rotations)	\$1,975	\$3,575	\$6,500
Ad Space <b>G</b> (3 Rotations)	\$1,250	\$2,200	\$4,000
Ad Space <b>H</b> (3 Rotations)	\$1,075	\$1,925	\$3,500

**Reinforce Your Marketing Message Today!**

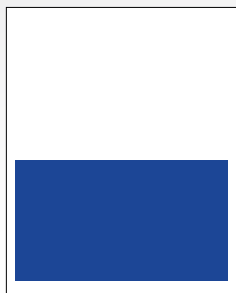


# Print Specs and Proof Information

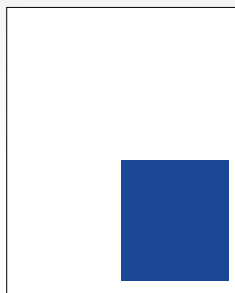
## AVAILABLE PRINT AD SIZES



FULL PAGE



1/2 HORIZONTAL



1/4 SQUARE



SPREAD

## MECHANICAL SPECIFICATIONS

(width x height)

### **Trajectory Trim Size: 8.375" x 10.875"**

Full Page (No Bleed): 7.25" x 9.75"

Full Page with Bleed: 8.625" x 11.125"  
(Live area 8" x 10.5")

Half Page Horizontal: 7.25" x 4.625"

Quarter page: 3.5" x 4.625"

Two Page Spread Bleed: 17" x 11.125"

Two Page Spread (No Bleed):

15.625" x 9.75" (based on

Full Page No Bleed ad size of  
7.25" x 9.75", .5625" white border  
on all sides)

## ACCEPTABLE FILE FORMAT

- Please supply a hi-res print-ready PDF/X-1a file.
- View specifications at [swop.org](http://swop.org) or [adobe.com](http://adobe.com) (search on PDF/X compliance).
- All fonts must be outlined or embedded.
- All images must be 300 dpi.
- Crop marks and color bars should be outside printable area (.125 in offset).

## COLOR

- Color ads must use CMYK color only.
- Do not use Pantone/spot colors.
- All colors must be converted to CMYK, no RGB, LAB or Spot/PMS colors will be accepted.
- Black & white ads should use black only (not 4-color); images should be grayscale.
- 2-color ads should be built from CMYK process.
- Ink density not to exceed 300%.
- Black Text 12 pt. or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).

## PRINTING PROCESS:

Off-set

## TYPE OF BINDING:

Saddle stitch

## HALFTONE SCREEN:

Stochastic CMYK

## PROOFS

A color proof printed at 100% with registration marks and color bars must accompany all color ads. For contract color:

Kodak Approval, FinalProof, Match/Print or other SWOP-certified color proof. View specifications online at [swop.org](http://swop.org). The publisher will not be held responsible for color running incorrectly if a color proof is not submitted by the advertiser. Failure to follow these guidelines may require additional time and charges and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication.

# DIGITAL Website Specs trajectory/Show Daily eNewsletter specs

## WEBSITE DIGITAL SPECIFICATIONS (WIDTH x HEIGHT)

### Premium Ad Space A

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

### Premium Ad Space B and C

- Desktop - Large Leaderboard: 970 x 90 px
- Tablet - Leaderboard: 728 x 90 px
- Mobile Phone - 320 x 100 px

### Premium Ad Space D

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

### Ad Space E

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

### Ad Space F

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

### Ad Space G

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

### Ad Space H

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

## 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 DoubleClick 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 DoubleClick 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	Creative type
.jpg, .png or .gif	Image
.txt or .html	Third-party or DoubleClick tag
.js (JavaScript)	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 dpi resolution; RGB or indexed color format. Max file size 40kb. Must submit one click-through URL. Animated GIF files, we recommend 3 rotations, but can vary depending on advertising content.
- **DoubleClick Tag:** Sometimes called an "internal redirect" is a creative that is hosted by DoubleClick Campaign Manager (DCM). Similar to third-party creatives, a DoubleClick tag is used to retrieve a creative asset. However, DoubleClick tags are not sent to the user's browser. Instead, they are processed internally within the DoubleClick 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:** DFP 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 DFP 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 vide 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). DoubleClick allows for this type of tracking.

## eNEWSLETTER ACCEPTABLE FILE FORMAT

- eNewsletter Banner: 650 x 80 px
- All web images must be RGB color format and 72 dpi.
- Max file size: 40kb
- We accept the following file types: jpg, png, gif.
- URL HTML tags OK.
- Must supply URL for click-through.