



2024 MEDIA KIT

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

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



Produced by **diversified**
content marketing

Welcome Letter



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Thank you for your interest in digital offerings for Geo Week, the leading resource covering increased integration between the built environment, advanced airborne and terrestrial technologies, and commercial 3D technologies.

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.



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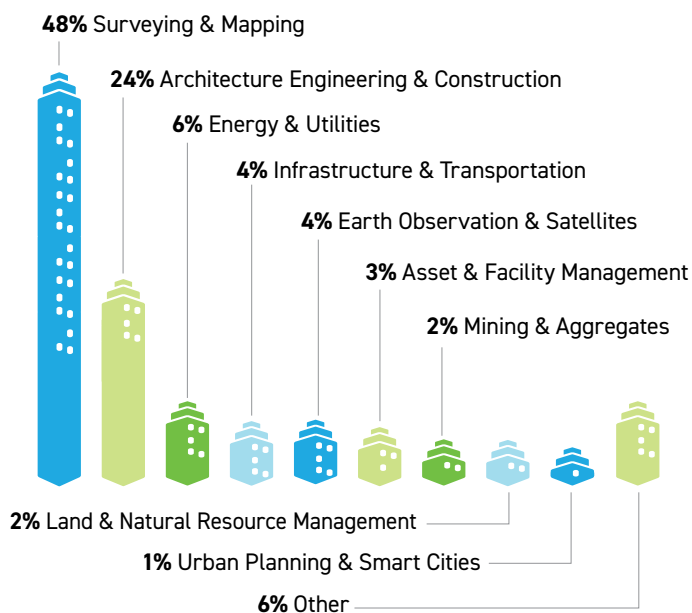
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Audience Overview

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



ACROSS THREE PRIMARY AUDIENCES:

AEC Innovations

Lidar & Geospatial

3D Technology

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

Aerospace Engineer

Airborne Acquisition Manager

Architect

BIM Manager

BIM/VDC Manager

Civil Engineer

Data Scientist

Data Systems Manager

Director of Operations and Technology

Director of Lidar & Remote Sensing

Director of Systems Engineering

Facilities Manager

Federal Geospatial Director

Field Survey Manager

Flight Operations Manager

Geodesist

Geomatics Analyst

Geoscientist

Geospatial Program Director

GIS Analyst/Photogrammetrist

GIS Engineer

GIS/UAS Specialist

Hydrogeologist

Innovations Manager

Integrations Engineer

IT Director

Lidar Product Leader

Mapper

Mechanical Engineer

Mobile Survey Specialist

Operations Director

Photogrammetrist

Product Manager

Program Director

Project Architect

Project Geophysicist

R&D Scientist

Reality Capture Team Leader

Reality Capture Specialist

Remote Sensing Director

Senior Systems Engineer

Solutions Architect

Spatial Data Scientist

Structural Engineer

Surveyor and Mapper

UAS Senior Solutions Engineer

Virtual Design & Construction Manager

VP & Chief Scientist

VP Imaging Systems

VP Innovation

VP of Geospatial Services

VP Operations

VP of AEC Enterprise Solutions



Exclusive Webinar

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



260

AVERAGE
REGISTRATIONS

(208-311 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.



252
AVERAGE
REGISTRATIONS



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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

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

By creating a digital twin, a company can build a digital model of a physical asset, such as a building or infrastructure, to help it manage and optimize its performance.



Autodesk is a leading provider of software solutions for the AEC industry.



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 hardware, 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.

Guest Post

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

With the help of LiDAR, the natural gas industry can detect leaks faster and more effectively.



Autodesk is a leading provider of software solutions for the AEC industry.



Contributed by Christine Sanchez, Senior Account Executive

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 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 expensive, 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



36,500+
Subscribers list



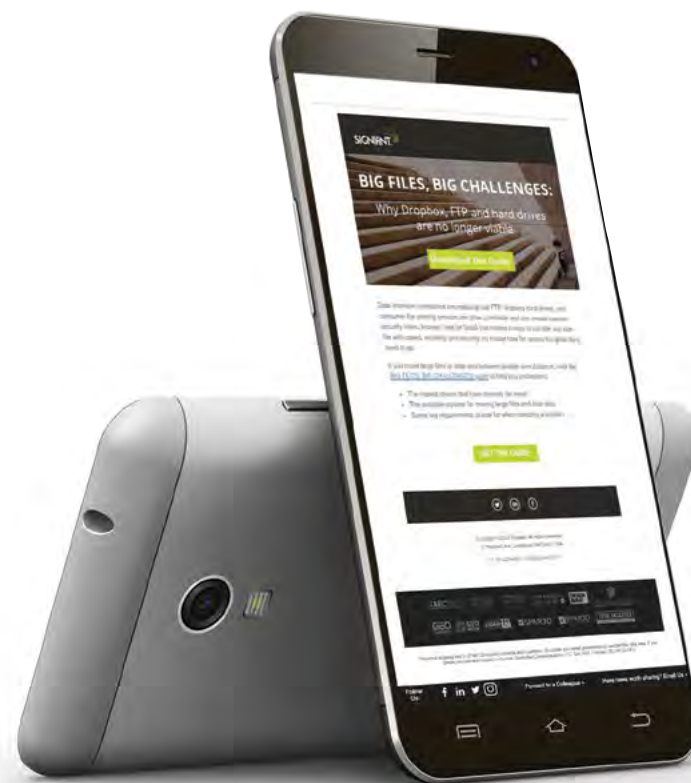
Average open rate **27.8%**

Average click to open rate **7.5%**

DEDICATED EMAILS ARE IDEAL FOR:

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

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



[>> Specs & Guidelines](#)



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.



YOUR
CONTENT IS
VALUABLE!



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



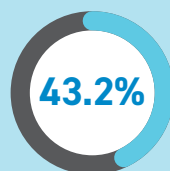
Geo Week News Web Traffic Stats:

Monthly Page Views:	50,723
Monthly Sessions:	23,528
Monthly Users:	18,198
Pages Per Visit:	2.31
Time Per Page:	2 mins 51 seconds
Time Spent Per Top 10 Articles:	3 mins 36 seconds

All stats taken from 2023 geoweekevents.com web traffic.



Geographic Breakdown:



United States



Global Audience

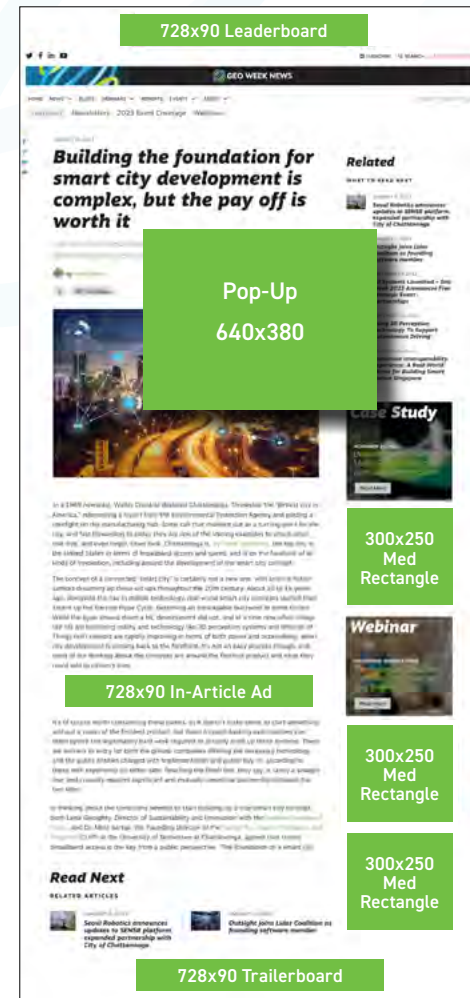
HOMEPAGE LOCATIONS



AVERAGE IMPRESSIONS AND CLICK THROUGH RATE PER MONTH

728x90 Impressions:	22,981	300x250 CTR:	0.08%
728x90 CTR:	0.14%	Pop Up Impressions:	20,000
300x250 Impressions:	18,587	Pop Up CTR:	2.7%

IN-ARTICLE LOCATIONS



ASK US
ABOUT
VIDEO
ADS!



Newsletter Banners



LIDAR & GEOSPATIAL NEWSLETTER

LEADERBOARD BANNER

FROM THE EDITOR

Welcome to the new Geo Week Newsletter!

A special note from me: While things might not look like other newsletters, our content is packed with interesting and useful content. We're excited to have a special platform for sharing the latest news, insights, and everything that's going on in the world of geospatial technology. We're excited to see the opportunity to bring you even more news, insights, and content than ever before. We're excited to see the opportunity to bring you even more news, insights, and content than ever before. We're excited to see the opportunity to bring you even more news, insights, and content than ever before.

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FEATURED STORY

Esri Developer Summit

March 7-10, 2024

Esri's annual developer summit is a must-attend event for anyone interested in geospatial technology. It's a great opportunity to learn from the experts, network with peers, and get the latest news and insights from the company. We're excited to see the opportunity to bring you even more news, insights, and content than ever before. We're excited to see the opportunity to bring you even more news, insights, and content than ever before. We're excited to see the opportunity to bring you even more news, insights, and content than ever before.

MID-ARTICLE BANNER

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TRAILERBOARD BANNER

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GEO WEEK

3D TECHNOLOGY NEWSLETTER

LEADERBOARD BANNER

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FEATURED STORY

GEO WEEK NEWS

Daniel McCarthy
CEO, Dodge Data & Analytics

Very Exciting the "Digital Transformation" of Construction

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FEATURED STORY

How to Make Your Own: Cloud, Laptop, and the Top 100: The Future of Construction

MID-NEWSLETTER BANNER

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GEO WEEK

AEC INNOVATIONS NEWSLETTER

LEADERBOARD BANNER

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GEO WEEK

Lidar & Geospatial Newsletter:

Subscribers: **10,560**
Avg. Open Rate: **31.4%**

3D Technology Newsletter:

Subscribers: **16,741**
Avg. Open Rate: **26.5%**

AEC Innovations Newsletter:

Subscribers: **9,291**
Avg. Open Rate: **29.7%**

POSITION	SIZE
Leaderboard Banner	728x90
Mid-Newsletter Banner	728x90
Trailerboard Banner	728x90



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.

9-Jan 23-Jan	6-Feb 20-Feb	5-Mar 19-Mar
2-Apr 16-Apr 30-Apr	14-May 28-May	11-Jun 25-Jun
9-Jul 23-Jul	6-Aug 20-Aug	3-Sept 17-Sep
1-Oct 15-Oct 29-Oct	12-Nov 26-Nov	10-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.

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

2-Jan 16-Jan 30-Jan	27-Feb	12-Mar 26-Mar
9-Apr 23-Apr	7-May 21-May	4-Jun 18-Jun
2-Jul 16-Jul 30-Jul	13-Aug 27-Aug	10-Sep 24-Sep
8-Oct 22-Oct	5-Nov 19-Nov	3-Dec 17-Dec