



2027 MEDIA KIT

more content.
more leads.
more exposure.

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

Thank you for your interest in digital offerings for Geo Week. 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.



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CREATE A PACKAGE TAILORED TO YOUR GOALS:



— BRAND AWARENESS —

- Website Display Advertising
- News Site Takeover
- Dedicated Email



— PRODUCT LAUNCH —

- Newsletter Banners
- Technology Spotlight
- Webinar



— THOUGHT LEADERSHIP —

- Webinar
- Custom Content
- Gated Content



— LEAD GENERATION —

- Webinar
- Gated Content
- Website Display Advertising



Audience Overview

INDUSTRY SECTOR



68.2%

Surveying & Mapping



44.0%

Architecture, Engineering & Construction



34.8%

Energy & Utilities



28.7%

Infrastructure & Transportation



24.1%

Land & Natural Resources



22.1%

Asset & Facilities Management



20.7%

Oil & Gas



17.7%

Water Resource Management



16.9%

Disaster & Emergency Management



16.3%

Urban Planning & Development



15.2%

Mining & Aggregates



14.4%

Telecommunications



14.2%

Climate & Sustainability



13.8%

Industrial & Manufacturing



9.3%

Historical Preservation & Archaeology

LEVERAGE OUR CONTACTS to reach established decision-makers across every corner of the geospatial industry.

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

*Percentages reflect multiple industry selections

Site Display Advertising

PLACE YOUR
BRANDING
directly on
your prospects'
screens.

Geo Week News Web Traffic Stats:



Average Monthly Page Views: **35,218**

Monthly Users: **19,893**

Views Per Active User: **1.77**

Average Engagement Time: **1 min
15 seconds**

Geographic Breakdown:



United States



Global Audience

Average Click Through Rate Per Month:

728x90 CTR: **0.18%**

300x250 CTR: **0.13%**

HOMEPAGE LOCATIONS

Homepage locations include:

- Panorama 980x120
- 300x250 Medium Rectangle
- 300x250 Medium Rectangle
- 300x250 Medium Rectangle
- 300x250 Medium Rectangle
- 300x600 Half Page
- Super Trailerboard 970x90

IN-ARTICLE LOCATIONS

In-article locations include:

- Panorama 980x120
- 300x250 Medium Rectangle
- 300x250 Medium Rectangle
- 300x250 Medium Rectangle
- 300x600 Half Page
- Leaderboard 728x90
- Super Trailerboard 970x90

All stats taken from 2025 geoweeknews.com web traffic.



Newsletter Banners

THE GEO WEEK NEWSLETTER IS SENT
TO SUBSCRIBERS EVERY WEDNESDAY.



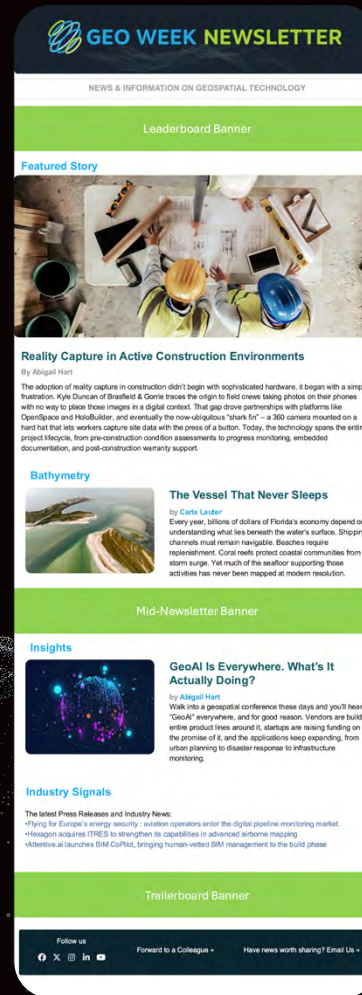
**LEADERBOARD
BANNER**
SIZE: 728 x 90



**MID-NEWSLETTER
BANNER**
SIZE: 728 X 90



**TRAILERBOARD
BANNER**
SIZE: 728 X 90



GEO WEEK NEWSLETTER



Geo Week Newsletter:

Subscribers:
25,000+

Avg. Open Rate:
27%

**BE SEEN BY
READERS
actively interested
in expanding their
industry
knowledge!**



GEO WEEK NEWSLETTER

Technology Spotlight

An opportunity to have your content featured in a themed special edition of the Geo Week Newsletter.

INCLUDED IN PACKAGE:

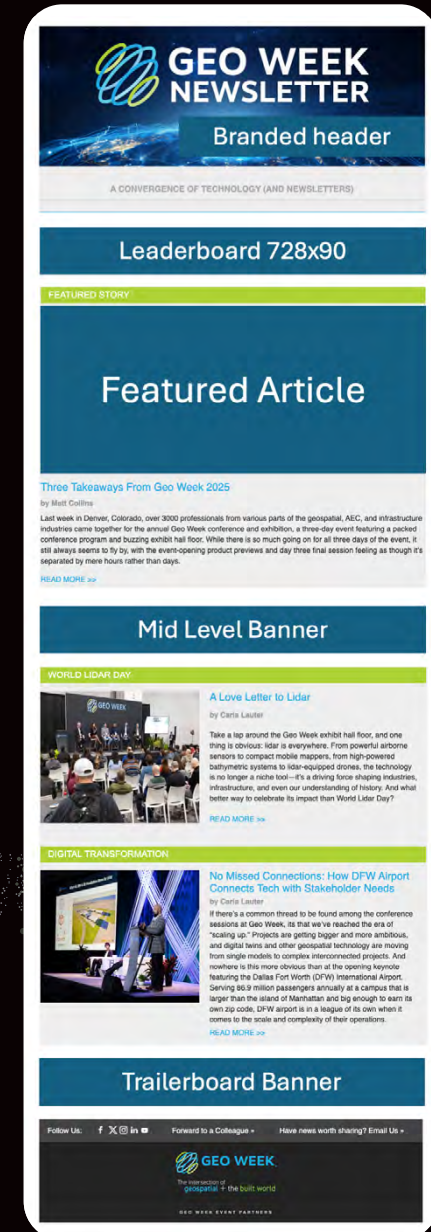
- Branded newsletter header image, e.g., "Technology Spotlight presented by..."
- Featured Article written by Geo Week News Editorial - Top Position
- Full-site branding for one week with a Geo Week News homepage "skin" takeover
- 728x90 - Leaderboard Banner Ad
- 728x90 - Mid Level Banner Ad
- 728x90 - Trailerboard Banner Ad

Newsletter
Subscribers:
25,000+

Avg. Open
Rate:
27%

OWN THE
CONVERSATION
around your technology
— and make your
brand synonymous
with its innovation!

Spotlight Theme	Issue Date
Event Features SOLD	January 20
Contact Us SOLD	February 10
AI-Powered Geospatial SOLD	March 31
Bathymetry and Coastal Mapping SOLD	April 28
SLAM Lidar SOLD	May 26
GeoAI SOLD	June 23
UAV SOLD	July 28
Contact Us SOLD	August 25
Photogrammetry and Imaging	September 29
Cloud and Edge Processing	October 27
Contact Us SOLD	November 17
Contact Us	December 15
New Innovations	January 19, 2027
Event Preview / Contact Us	February 16, 2027





News Site Takeover

Put your brand front and center with a full-site takeover, including placement on all homepage ad spaces and a sponsored spotlight section.

SPONSORED SPOTLIGHT



HOMEPAGE LOCATIONS



ACHIEVE MAXIMUM VISIBILITY with the people actively searching for what's next in the industry.

PANORAMA
SIZE: 980 x 120

MEDIUM RECTANGLE
SIZE: 300 x 250

HALF PAGE
SIZE: 300 x 600

TRAILERBOARD BANNER
SIZE: 970 x 90



Custom Content

AMPLIFY YOUR
EXPERTISE
to the audience that
matters the most!

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.

Custom Content can take the form of an interview, article, series,
or a combination of elements may be incorporated.

Guest Post

The Next Leap in Construction Safety Will Come from How Our Tools Connect

As Construction Safety Week 2026 launches a five-year vision under the 'All in together' banner, the industry's hardest gains will hinge less on adopting new technology than on integrating the lidar, reality capture, AI and collaboration tools already on the jobsite.

Guest Author

MAY 9, 2025

GET THE LATEST

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By Steve Smith - Director of Partnerships, Bluebeam, Inc.

By almost any honest measure, the construction industry is finally getting better at jobsite safety. The data tells the story:

- 1,034 construction workers died on the job in 2024, the most recent year for which data is available, according to the Bureau of Labor Statistics — 41 fewer than in 2023.
- The total injury rate fell to 9.2 per 100,000 full-time equivalent workers, the lowest rate in over a decade — but still nearly three times the rate across all private industry.
- Federal OSHA fatal investigations dropped 11% in fiscal year 2024, with some 6,000 fewer deaths, down from nearly 7,000 in 2023, and far fewer deaths than in the 1990s.

That progress is real, and it's worth naming. Compliance, training and enforcement — the levers the industry has pulled hardest over the past decade — are working. But the rate is still stubbornly high, and the easiest gains have been made.

The harder question, and the one Construction Safety Week's new five-year vision is really pointing at, is what comes next. From where? At the next step forward in construction safety won't come from another regulation or another standalone tool. It will come from something less visible: how the technologies we already deploy on a jobsite connect to each other — and to the people who need to act on what those technologies see.

The fragmentation problem

Spend any time on a complex jobsite in 2026 and you'll see the future and the past stacked on top of each other.

Drones perform moving scans. Mobile lidar units capture as-built conditions twice a week. AI-powered cameras flag missing PPE in real time. Wearable sensors track fatigue and posture. Reality-capture platforms compare scheduled progress against actual site conditions. BIM models drive coordination across trades. Digital markup and collaboration tools — including the kind we make at Bluebeam — keep field crews and office teams aligned on RFIs, submittals, and drawing revisions.

Any one of those technologies, deployed well, can move the safety needle. The issue is not whether the tools exist, or whether they work. The issue is whether they connect.

Industry research has been pointing at this for a while. Around 27% of construction companies use four or more applications on their projects, and many of those applications are not properly integrated. That is not a tooling problem so much as a workflow problem. And in safety, workflow problems get people hurt.

This is what fragmentation looks like in practice: A drone scan identifies a trench edge erosion hanging into a construction work zone, but the data sits in a cloud, unconnected to the safety-critical systems that need to know.

Featured Article

The Vessel That Never Sleeps

Inside Woodport's autonomous approach to mapping Florida's seafloor

By David Smith, Senior Systems Manager, Ocean Works

Every year, billions of dollars of Florida's economy depend on understanding what lies beneath the water's surface. Shipping channels must remain navigable. Beaches require replenishment. Coral reefs protect coastal communities from storm surge. Yet much of the seafloor supporting these activities has never been mapped at modern resolution.

This is not just a problem for Florida. The vast majority of the ocean floor remains largely unmapped. Experts estimate that only about 20% of the global seafloor has been mapped, a gap driven by the sheer scale and difficulty of the task. That gap is not merely a scientific curiosity. Seafloor data informs tsunami warning systems, coastal resilience planning, marine safety, habitat conservation, and the management of fisheries and underwater infrastructure. Without a complete picture of what lies beneath the surface, the consequences can be devastating, measured in economic losses, compromised national security, and preventable loss of life.

For Florida, there are additional local economic and environmental consequences to not having the full picture of the seafloor, or coastal development, hurricanes and other ecological phenomena are all impacted by local bathymetry.

To address this need, the Florida Department of Environmental Protection set up a mandate to map the seafloor of all state waters and coastal waters at high resolution. The Florida Seafloor Mapping Program is among the most ambitious marine geospatial programs ever undertaken in the United States, covering tens of thousands of square kilometers of continental shelf.

The project's goal is to produce a seamless digital elevation model (DEM) of Florida's continental shelf that can serve researchers, regulators, mariners, and the public for decades to come. The DEM will ultimately provide the state of Florida with a map that integrates bathymetric data with a recently collected terrestrial lidar dataset.

Woodport was chosen to lead major portions of the effort, applying aircraft equipped with topographic lidar sensors over the Florida Keys and uncovered surface results for sonar-based mapping across the Northeast, Big Bend, and Gulf of Mexico regions. With decades of hydrographic surveying experience, advanced processing capabilities, and a track record with emerging technologies at scale, Woodport was well positioned to take on a project whose scope would push conventional survey approaches to their limits.

What followed was not just a mapping project; it became a test case for a new model of offshore operations, one that paired autonomous technology with a cloud-native processing platform to keep data flowing continuously from vessel to shore.

The Problem

Mapping tens of thousands of linear nautical miles of seafloor is not something traditional hydrographic methods were designed to do quickly. The conventional approach relies on crewed vessels staffed with seasoned mariners and onboard hydrographic technicians requiring massive offshore fuel costs or weeks at a time and returning to port with hard drives full of raw data that then needs to be processed. The results require fast maps, crew rotations, and port visits. They are expensive to mobilize, constrained by human endurance, and routinely delayed by weather. In past projects of this type, mapping was typically completed only during summer months when sea conditions were calm enough to operate safely. For a project the size of DEM, that seasonal window would have stretched the timeline to three to five years.

The data problem was equally daunting. Survey missions at this scale can generate petabytes of raw multibeam, singlebeam, and ancillary sensor data. In a traditional workflow, that data would arrive in batches and require through manual processing steps on locally installed software. A project of this volume would overwhelm any manual pipeline. Processing hundreds would ultimately translate directly into delayed deliveries, higher costs, and gaps in project visibility.

A Machine That Doesn't Sleep

Solving these challenges meant moving beyond conventional approaches. One solution was the *Woodport Cloud*.

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PREMIUM CONTENT

Case Study

63 kilometers, one live corridor, no margin for error

Inside the Topcon machine control workflow keeping earthworks and paving precise across one of West Africa's most significant active infrastructure projects.

Guest Author

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Case Study contributed by Topcon Positioning Systems

The reconstruction of the Ashaiman Roundabout to Akosombo Junction section of Ghana's Eastern Corridor is more than just a road upgrade. It is the renewal of a strategic national artery that will help improve local mobility and stimulate economic growth.

Stretching across 63.7 kilometers, the project forms a vital connection between the Port of Tema and the northern regions. Supporting the movement of goods deep into the country and onward to Burkina Faso.

With a contract exceeding \$250 million, the scheme stands as one of the most significant infrastructure investments currently underway in West Africa, and its successful delivery will shape mobility and commerce for decades to come.

Delivering major infrastructure renewal

The reconstruction of the Ashaiman Roundabout-Akosombo Junction section of the Eastern Corridor is technically demanding. The route's key role as the primary connection between the Port of Tema and the northern regions means construction must progress while the corridor remains operational.

The renewal sees the road upgraded from single lane to dual or a triple lane road in either direction, as well as a new fly-over, greatly increasing capacity and ease of travel from Ghana's major port all the way to Burkina Faso.

Working space is limited along much of the road, with the combination of live traffic and varied ground conditions placing significant pressure on accuracy, sequencing and safety.





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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, and social media post.



230

AVERAGE
REGISTRATIONS

150 - 325

REGISTRATION RANGE



Geo Week has consistently helped drive our webinar registrations and put us in front of exactly the audience we're trying to reach." - NavVis



Dedicated Email

SPEAK DIRECTLY
to Geo Week's
established and
engaged audience
of geospatial
professionals!

DEDICATED EMAILS ARE IDEAL FOR:

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

DEDICATED EMAIL STATS



23,400+
Subscribers list

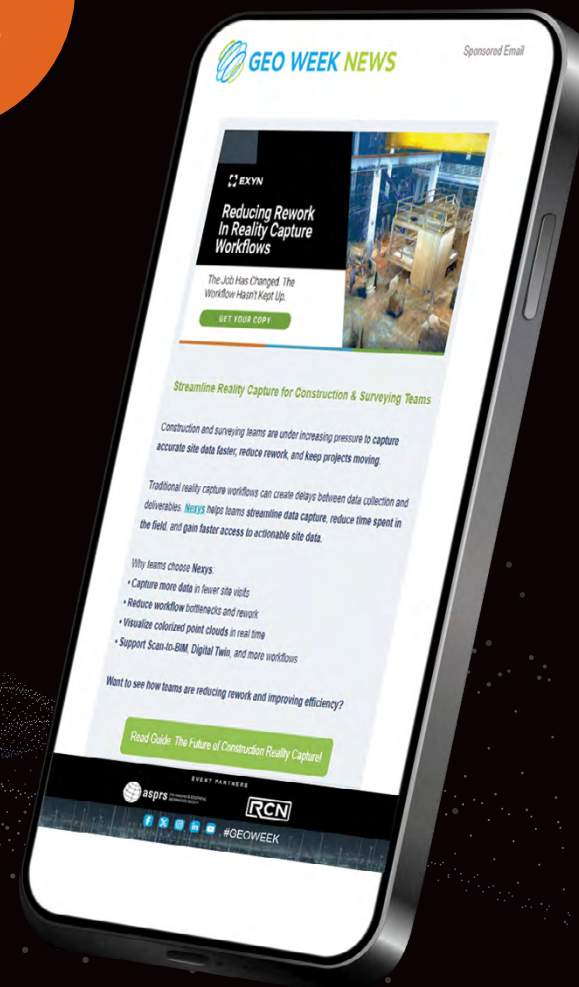


Average open rate **27%**
Average click to open rate **10%**

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



Over the years, Geo Week News emails have been a valuable channel for promoting NV5's geospatial webinars and offerings. We've consistently seen strong registration and attendance numbers, with participants coming from high-quality organizations and bringing genuine interest and engagement to our events." – NV5



*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.

TURN YOUR
CONTENT
into a pipeline of
ready-to-engage
leads!



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, and social media posts.



157

AVERAGE NUMBER
OF LEADS

YOUR
CONTENT IS
VALUABLE!

Don't have a design team?

We've got you covered.

You bring the product; we'll handle the creative. Our in-house design team knows the Geo Week audience inside and out and can create everything from display banners to sponsored content layouts — built to spec, on brand, and ready to deploy.

Ask your sales rep about adding design services to your package.

What's Next?

Contact Casey or Connor to discuss pricing and secure your sponsorship today. Plus, learn how you can bundle opportunities to maximize your value!



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creynolds@divcom.com
207-842-5624



Connor Richards
Account Executive
crichards@divcom.com
207-842-5546

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