

MEDIA PARTNER KIT 2022

SURVEYING AND MAPPING, ELEVATED



xyHt is the **preferred source of information** for professionals and prosumers in the fields of surveying, mapping, imaging, and data collection. Produced by xyHt, LLC, **xyHt** comes to you monthly print or digital magazine, as well as exclusive online articles, news, videos, and social media interaction.

While we focus on surveying and mapping, our varied content also includes, GNSS/location technology, hydrography/marine, aerial photogrammetry/UAS, lidar/imaging, construction/BIM, spatial IT/GIS, and much more.

**THE
GEOSPATIAL
RESOURCE FOR
NORTH AMERICA**





Meet Your Next Customers through xyHt

Our audience comprises decision-makers, so we believe that a planned strategy of consistent messaging can bring more prospects to your company. When we surveyed our readership* in 2020, we were pleased to learn that they are:

- Making company financial decisions (Q19)
92.9% “a little” to “a great deal”
- Making new investment in equipment or software this year (Q22)
78.8% “somewhat likely” to “likely”
- Using media to assist with buying decisions (Q20)
76.3% Usually, often, or a great deal
- Plus, many of our readers are seeking partnerships in new areas, such as UAS, scanning, mapping, BIM, GIS, GNSS, surveying, hydro, and more. Are you there to help them?

In today's economy, with increased competition all going after the same business, xyHt offers a unique, effective, targeted way of talking to people who are already looking and spending! If planned and measured properly, your cost per lead will be significantly less than you'd find through other resources such as trade shows and direct mail! Are you leaving leads for someone else?

*(Readership study taken September 2020, with 6% margin of error, based on 287 responses from print, web, email, and social media)

Our marketing partners say it best:

“We have seen a substantial increase in sales and interest in Stonex products in North America. I'd like to believe this advertising plays an important role in this success.

— Ray Weatherbee Jr., director of sales,
U.S. and Canada, Stonex America

“Our partnership with xyHt is definitely one that I value, and we look forward to continuing that partnership for years to come.

— Wendy Hart, marketing manager,
Schonstedt Instrument Company

“Our partnership with xyHt has strengthened our visibility within the geospatial community, which has helped to grow the RIEGL brand throughout North America.

— Jillian Kreider, marketing manager, Riegl USA

“Our media partnership with xyHt has endured because the publication has evolved to reflect the interests of a changing market. We appreciate the in-depth coverage given to topics that are moving the industry forward.

Cody Cooper,
marketing communications manager, Trimble

ADVERTISING A VARIETY OF MEDIA

In order to maximize your company's outreach to the right prospects, xyHt offers a variety of marketing options that reflect circulation growth, audience quality and value of our content to geospatial professionals. Let us use our competitive rates, along with a strategy to grow business, to generate a media plan that makes the best use of your marketing investment.

These products include

xyHt Magazine

Our core print product, mailed to subscribers by request or delivered digitally every month.

SPECIALLY TARGETED SECTIONS:

Located—What's new, happening and current

Maps as Art—Beauty paired with cartography

Unmanned and Unlimited—UAVs, robotics and more

Doers—Spotlight on a superstar dealer or distributor/the personalities shaping the industry

Webinars

If lead generation is your goal, our package is tough to beat.

Special Editions

Supplemental to our print magazine, we also produce issues that can be taken to relevant trade shows, including Heights (aerial) and Outlook, plus other special focus issues.

Electronic

xyHt.com—our website, with continuously updated content and additional contributions not found in the magazine

E-newsletters—focused on both traditional and emerging technologies including surveying, GNSS, UAS, GIS and more. Ask about our monthly preview email, Field Notes, Pangaea, or any custom option.

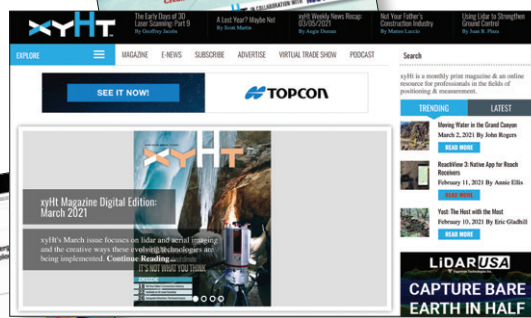
Eblasts—commercial messages emailed to more than 10,000 opt-in subscribers.

Sponsored Content - NEW!

Publish your own story through our digital, print, and social channels.

Flexible rates allow our marketing partners to decide which plan makes more sense for their businesses, whether it be through a month-by-month approach, an annual contract, or a rebate program for consistent clients. Companies that see xyHt as a valued partner and regularly promote their businesses will see the best rates.

You reserve your best pricing for your most consistent customers, don't you? So do we.



PRINT RATES & SPECS



Monthly Geospatial Magazine

AS WE CONTINUE TO GROW xyHt as North America's leading geospatial precision measurement, positioning and imaging resource, we hope you'll allow us to put our media planning and strategy expertise to use!

RATES

AD SIZE	NON CONTRACT/ AGENCY/OPEN RATES
2-page spread.....	\$7,500
Full page.....	\$4,500
2/3 page.....	\$3,150 (vertical only)
1/2 page.....	\$2,700 (vertical/horizontal)
1/3 page.....	\$1,800 (vertical/horizontal)

CONTRACT RATES

- Minimum 15% off every ad with signed annual agreement
- Second ad, same month: additional 15% off
- Third ad, same month:
 - Full page.....\$1,950
 - 2/3 page.....\$1,450 (vertical only)
 - 1/2 page.....\$1,150 (vertical/horizontal)
 - 1/3 page.....\$750 (vertical/horizontal)
- Standby Program:
 - Full page.....\$1,950
 - 1/2 page.....\$1,100 (vertical/horizontal)

PREMIUM POSITIONING OPTIONS:

Additional charges apply for inside or back covers, or other specific or unusual positioning.

DEALER/DISTRIBUTOR PROGRAM:

Add-on or second ad rates of manufacturer extended to dealers!

CONTENT MARKETING:

Let xyHt produce your story using your content and images. \$1,500 per page with no ads, except your own, within the story.

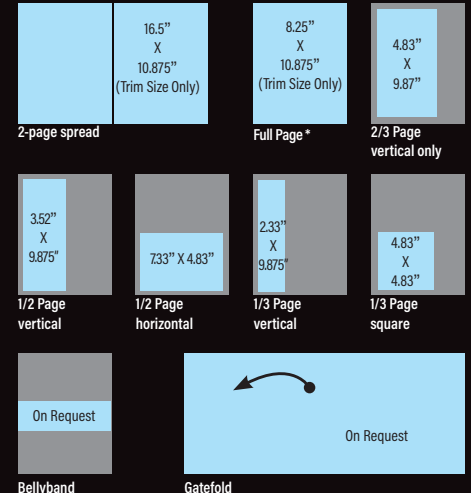
SPECIAL AD UNITS

Inserts, Gatefolds, Bellybands or other special ad units quoted on demand and may change based on size, weight, month selected and co-mail pricing provided by our printer.



Growing
Subscriber
Base!

A Variety of Popular Formats



IMPORTANT

*Total image area for a full-page ad is 8.5" X 11.125" (215.9 mm X 282.575 mm) **This includes a full bleed.** Make sure the background fills the space and that text, logos, or other art elements are at least 0.75" (19.05 mm.) from all edges. Crop marks aren't necessary. If your ad has crop marks, they must lie outside the image area.

The total image area for a 2-page spread is 16.75" X 11.125" (425.45 mm X 282.575 mm). **This includes a full bleed.**

Questions? Contact Alex Werder at alex.werder@xyht.com

PRODUCTION CALENDAR

Issue Date	Distribution	Space Reservation	Art Deadline
January 2022	December 16	November 24	December 1
February 2022	January 20	December 29	January 5
March 2022	February 17	January 26	February 2
April 2022	March 24	March 2	March 9
May 2022	April 21	March 30	April 6
June 2022	May 19	April 27	May 4
July 2022	June 23	June 1	June 8
August 2022	July 21	June 29	July 6
September 2022	August 18	July 27	August 3
October 2022	September 22	August 31	September 7
November 2022	October 20	September 28	October 5
December 2022	November 17	October 26	November 2

ELECTRONIC & ONLINE



xyht.com

xyHt.com Web Banners (per month)

OPEN/NON-CONTRACT RATES

Leaderboard 728x90	\$750
Sidebar 300x250	\$600
Middle Banner 350x60	\$475
Channels 300x250	\$350-500
Interstitial or popup/under	\$500

CONTRACT RATES

Signed multi-ad contracts or print schedules will earn 5-20% off electronic, online, and email rates.



Pangaea e-news Banner Rates (with editorial content)

OPEN/NON-CONTRACT RATES

468X60	\$300
120X600	\$400
120X90	\$200

Published second Tuesday of each month.



Published first Thursday of each month.

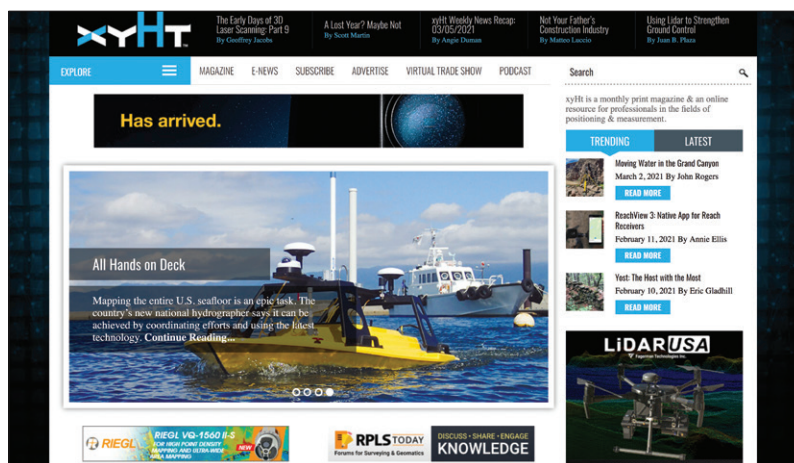
Monthly Email Newsletter Sponsorship Rates (with editorial content)

OPEN/NON-CONTRACT RATES

Field Notes	\$1,500
xyHt Preview	\$995

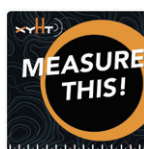
CONTRACT RATES

Field Notes	5-20% off
xyHt Preview	10-40% off



Sponsored Content Distribution

Your message, story, press release or point of view—your way. We'll post your submission online with the appropriate tags and keywords to improve your article's search capabilities. We'll format, post, and share through social media and distribute the same way as xyHt-developed online content! Only \$250 per submission. Print content available—quoted upon request.



Podcast

xyHt's very own podcast, Measure This!, is available on most popular platforms, featuring an editor or publisher of xyHt.

Webinars

Did you know that xyHt, in partnership with Diversified Communications, can coordinate, develop, promote, and execute your own webinar?

Package includes:

- Print Full Page
- Three Email Blasts
- Multiple Web Ads
- Lead Generation
- Social Media
- Full Coordination and Execution

All for
**one turnkey
package price...**
Call Us!



Produce and send a successful campaign.

1 AVOID SPAM

What we do:

- Maintain an opt-in list with one-click unsubscribe.
- Include a plain text version with each mailing.
- Maintain a very high rate of successful delivery. This means that almost all the messages we send get through the recipients' servers.

What you can do:

- Make sure your html is properly coded.
- Use text in proportion to images.
- Check your test mailing to ensure the links are accurate.

2 CONSIDER YOUR SUBJECT LINE — CAREFULLY

What you can do:

- Write a subject line that is short, concise, and relevant to the content inside.
- Include your company name in the subject line.
- Avoid these words: Test, Free, Help, Reminder, ANYTHING IN ALL CAPS, Lots of exclamation points!!!!

3 INCREASE YOUR CLICK RATE

What we do:

- Send the campaign at optimal times during the week. This is proven to increase open and click rates.
- Send stats of deliveries, opens and clicks on request.

What you can do:

- Insert interesting (but relevant) images.
- Insert social media share tags.
- Include more links because they equal a higher average click-through rate.

HOW IT WORKS

What we do:

- We take your html ad file, your subject line, and your test list and create an E-blast test to mail the Monday before your scheduled Wednesday E-blast.
- Our staff reviews your E-blast test and waits for your final approval before setting up your final E-blast on your scheduled day.
- We supply the click stats on your E-blast upon request.

What you can do:

- Send your artwork and subject line on time.
- Double check your html coding, images and links. We will perform one test and make only minimal changes. All changes must be requested by 5:00 pm EST Monday.
- Important: Cancellation within two weeks of delivery subject to cancellation fees.

SPECIFICATIONS

Deadlines:

File due: Friday before the eblast. Please include a subject line and list of test recipients.

Test: Monday morning

Changes due: Monday 5:00 pm EST. We can accommodate minor text changes. All other changes must be accompanied by a new html file.

Final mailing: Wednesday

Technical:

- Submit your html using inline CSS for most faithful rendering.
- Images must be hosted on your website and coded using an absolute path.
- Your eblast should be no more than 600 pixels wide to fit the preview pane of most email programs.

10,000+ OPT-IN RECIPIENTS

Midweek Eblasts

Email Only Users.....1x \$2,950

Email Only Users.....2-5x \$2,350

Email only Users.....6x \$2,150

Print Users pay flat.....\$1,950

Weekend Eblasts

Nonprint Users pay flat.....\$1,500

Print Users pay flat.....\$1,195

(One eBlast per month maximum, per advertiser, based on availability)

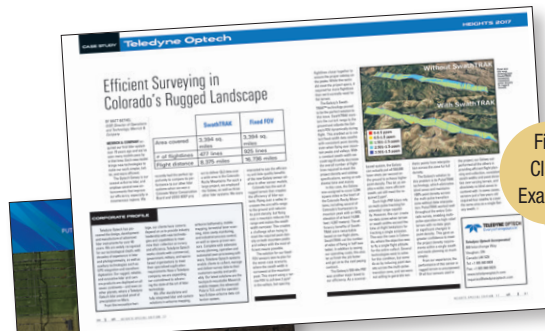
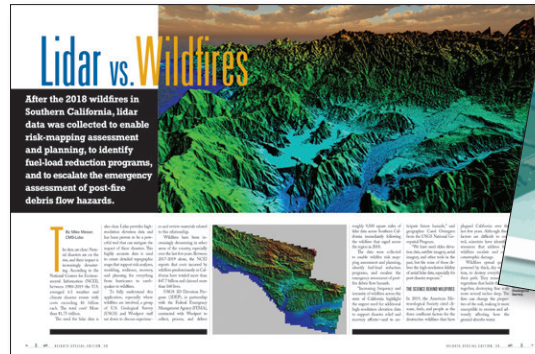
HEIGHTS 2022

Annual xyHt Bonus Edition (distributed with April issue)

All Things Aerial

PHOTOGRAMMETRY, UAV, SATELLITES, HYPERSPECTRAL IMAGERY, AERIAL LIDAR, case studies, special projects and insight from some of the top minds in the industry all come together in this comprehensive resource for aerial imagery, surveying, mapping, and data collection!

REACH OUT to other geospatial professionals seeking your expertise through this heavily promoted and distributed special edition, produced this summer only. Additional coverage through xyht.com. Reserve your ticket early for best positioning and choice of online schedule!



First
Class
Example



3 full pages includes your case study, corporate profile and a full-page display ad.



Coach
Class
Example

Includes your corporate profile and a half-page display ad.



SPACE DEADLINE.....1/21/22
CONTENT DEADLINE.....2/11/22
DISPLAY AD DEADLINE.....2/25/22

REACH NEW HEIGHTS!

Here's your chance to tell your story your way!

FIRST CLASS

INCLUDES

- a) 1½ page case study,
 - b) company profile
 - c) full page display ad, and
 - d) six large banner insertions in Pangaea
- Three pages and six banners (a \$14,700 value!)

SPECIAL \$7,500 (Print only, subtract \$1,000)

BUSINESS CLASS

INCLUDES

- a) Full page client story,
 - b) ½ page company profile
 - c) ½ page display ad
 - d) six small banner ads in Pangaea
- 2 page impact with online support (a \$9,700 value!)

SPECIAL \$5,000 (Print only, subtract \$600).

COACH CLASS

INCLUDES

- a) ½ page company profile,
 - b) ½ page display ad and
 - c) three 468 X 60 banners in Pangaea or xyht.com
- A full page impact with online support (a \$5,300 value!)

SPECIAL \$3,500 (Print only, subtract \$600).

ADS ONLY

Full: \$2,900; Half: \$1,750; Cover: \$3,500

EDITORIAL POLICY



xyHt welcomes article submissions

from writers and practitioners in the positioning and measurement disciplines. Contributions can include feature stories, short articles, blogs, and small items of interest (for our Located section).

Feature stories often take the form of a case history involving a project that used a company's product or service, an overview of a certain activity or technology, or a discussion of a trend.

We have several types of short articles that run throughout the magazine on a monthly or semi-regular basis. If you plan to submit a short article, we advise you to read several stories in the magazine and familiarize yourself with our guidelines. Then contact us to present your idea or discuss possibilities. Email jeff.thoreson@xyht.com



Submitting an Article

1

EXCLUSIVITY

We publish stories that have not run in other national U.S. industry-related magazines and are not being offered to them.

2

LENGTH

2000-3000 words for features, 1000-1200 words for short articles, and just a photo and a couple of sentences for our Located section.

3

VOICE

Write in first person and describe the experience, if appropriate.

4

BALANCE

Please go easy on the testimonials and advertising hype, as we don't want the article to appear to be an advertisement. Like most magazines, we strive for objective, balanced journalism.

5

IMAGES

We always need images to go with an article. Photos should be high resolution (300 dpi) and of a good size. Photos should also have descriptions accompanying them. Please don't embed graphics in Word documents—send them separately. (We're also looking for possible cover photos, which need to be very large.)

6

AUTHOR

An article should include a byline, brief bio of the author, author photo and email address, and a direct quote from the author related to the story.

Total Circulation: 30,199

Circulation figure based on USPS report filed Sept. 2020 includes:

- 20,171 qualified direct request mailed
- 10,028 qualified non-duplicated digital subscribers

Bonus Distribution at Relevant Trade Shows!

xyht.com Web Traffic: 13,000 unique visitors per month, 26,000 + page views per month, +4% avg. increase each month.



Editorial Calendar 2022

Issue	Included Disciplines	Editorial Deadline	Ad Space Deadline	Conferences
JAN	Young Professionals edition	Nov. 15	Nov. 24	
FEB	LiDAR and Remote Sensing	Dec. 15	Dec. 29	• GeoWeek
MAR	Construction/AEC/Civil	Jan. 14	Jan. 26	
APR	Surveying	Feb. 15	Mar. 2	• Carlson Go West • UESI Surveying + Geometrics
	Heights'22 Special Edition: All Things Aerial	Jan. 20	Jan. 18	
	Sent to all relevant trade shows.			
MAY	UAV	Mar. 15	Mar. 30	• AUVSI
JUN	Hydro	Apr. 15	Apr. 27	• HxGN Live!
JUL	GIS	May 16	June 1	
AUG	Location Technology	June 15	June 29	
SEPT	UAV	July 15	July 27	• Commercial UAV
OCT	International	Aug. 15	Aug. 31	• InterGeo
NOV	Scanning and BIM	Sept. 16	Sept. 28	• Trimble Dimensions
DEC	Mapping and photogrammetry	Oct. 17	Oct. 26	

• Deadlines and editorial focus are subject to change.

Topics in xyHt

- Land surveying, boundary, cadastral
- Geodesy
- Legacy terrestrial surveying, total stations, levels
- Cartography
- GIS, Spatial IT, 3D Modeling
- GNSS, Precise Point Positioning
- Fleet management, routing, routing grade
- Precision agriculture, precision guidance, intelligent transportation systems
- Precision navigation, robotics guidance
- Hydrography, bathymetry
- Marine/underwater construction surveying
- Structural monitoring, deflections/seismic, large motion monitoring
- BIM, plant & process, facilities, architecture
- Engineering surveying, construction surveying, machine control, quantities
- Terrestrial signal-based navigation/guidance systems
- Indoor location systems
- Satellite imaging/photogrammetry
- Satellite radar/sensing
- Airborne, UAS photogrammetry
- Airborne, UAS lidar, radar
- Terrestrial photogrammetry
- Terrestrial lidar, radar
- Sonar/acoustic systems, vessel, AUV, ROV
- Inertial systems
- Integrated positioning systems—IMU/GNSS/DMM/laser/RF