

SURVEYING AND MAPPING, ELEVATED



MEDIA PARTNER KIT 2024-25

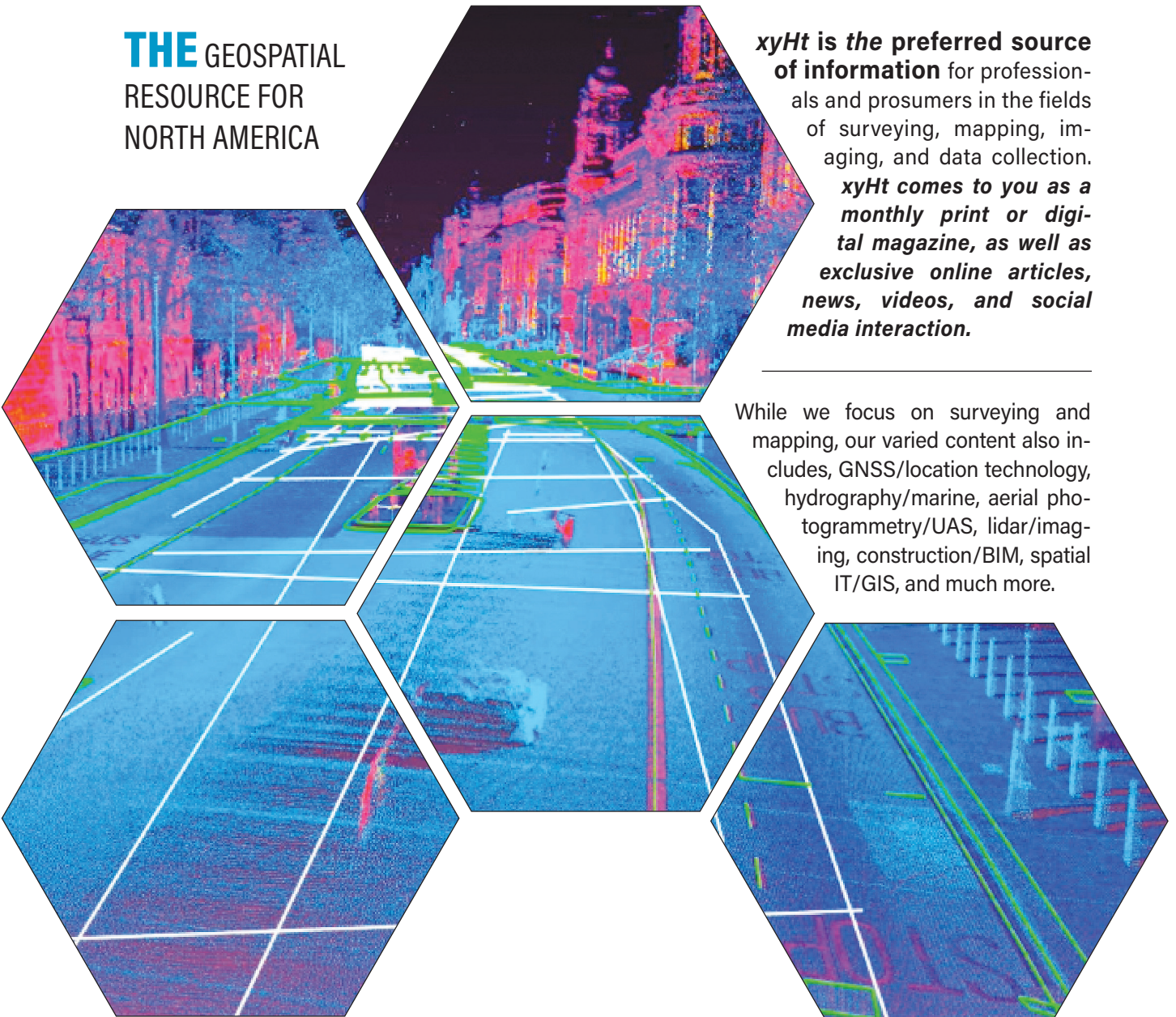
THE GEOSPATIAL
RESOURCE FOR
NORTH AMERICA

**xyHt is the preferred source
of information** for profession-

als and prosumers in the fields
of surveying, mapping, im-
aging, and data collection.

***xyHt comes to you as a
monthly print or digi-
tal magazine, as well as
exclusive online articles,
news, videos, and social
media interaction.***

While we focus on surveying and
mapping, our varied content also in-
cludes, GNSS/location technology,
hydrography/marine, aerial pho-
togrammetry/UAS, lidar/imag-
ing, construction/BIM, spatial
IT/GIS, and much more.



OUR AUDIENCE



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 2023, we were pleased to learn that they are:

- Making company financial decisions (Q19)
89% "a little" to "a great deal"
- Making new investment in equipment or software this year (Q22)
82% "somewhat likely" to "likely"
- Finding trade publications helpful in making buying decisions (Q20)
79% Helpful or very helpful
- 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 October 2023, with 6% margin of error, based on 237 unduplicated responses from print, web, email, and social media)

“ 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*

“ Over the years, I've realized that successful marketing is like a symphony. When all instruments are in tune and working together, it's a thing of beauty. Similarly, xyHt's multi-media platform allows me to conduct my marcom like an orchestra, surrounding my target in a 360° manner using both traditional and digital platforms, to the success of my clients.

— Jeff Wilson, marketing consultant,

“ 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 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



Special Editions

Supplemental to our print magazine, we also produce issues that can be taken to relevant trade shows, including *Heights* (aerial) and our *Young Professionals* issue.

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*, or any custom option.

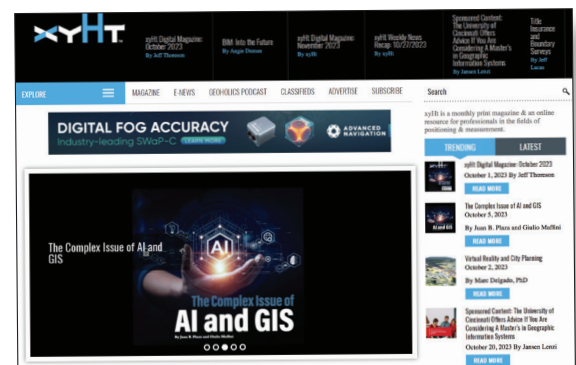
Eblasts—commercial messages emailed to more than 17,000 opt-in subscribers.

Sponsored Content

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.....\$1,990
 - 1/2 page.....\$1,250 (vertical/horizontal)

PREMIUM POSITIONING OPTIONS:

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

DEALER/DISTRIBUTOR PROGRAM:

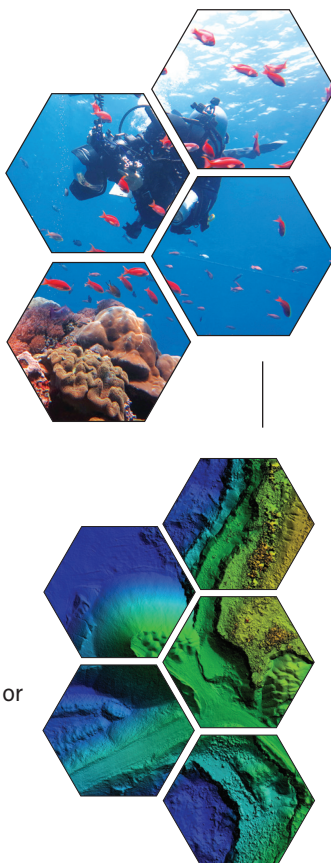
Add-on or second ad rates of manufacturer extended to dealers!

CONTENT MARKETING:

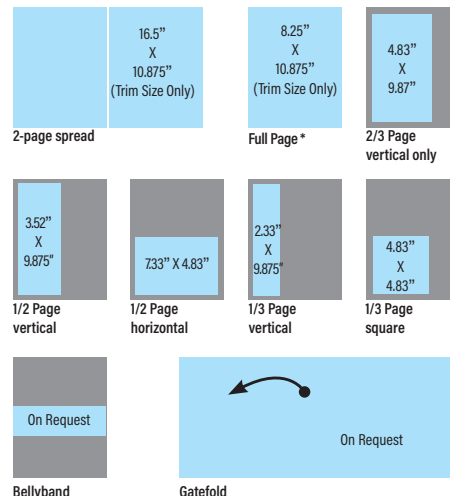
Let **xyHt** produce your story using your content and images. \$1,650 per page with no ads, except your own, within the story.

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.



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 Ian Sager at ian.sager@xyht.com

PRODUCTION CALENDAR

Issue Date	Distribution	Space Reservation*	Art Deadline**
February	end Jan	end Dec	beg Jan
March	end Feb	end Jan	beg Feb
April	end Mar	end Feb	beg Mar
May	end Apr	end Mar	beg Apr
June	end May	end Apr	beg May
July/Aug	end Jun	end Jun	beg June
September	end Aug	end July	beg Aug
October	end Sept	end Aug	beg Sept
November	end Oct	end Sept	beg Oct
Dec/Jan	end Nov	beg Nov	beg Nov

* Generally, the last Wednesday of month

** Generally, the first Wednesday of month

—All dates subject to change due to holiday or special production needs—

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
Retargeting (if available)	cost x2

CONTRACT RATES

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



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



Media Partner
GEOHOLICS PODCAST
thegeoholics.com



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.

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.

17,000+ OPT-IN RECIPIENTS

Midweek Eblasts

Email Only Users.....1x	\$2,500
Email Only Users.....2-5x	\$2,350
Email only Users.....6x	\$2,150
Print Users pay flat.....	\$1,975

Weekend Eblasts

Nonprint Users pay flat.....	\$1,750
Print Users pay flat.....	\$1,295

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

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 (mid-week). Monday before the eblast (week-end) Please include a subject line and list of test recipients.

Test: Monday morning, Thursday morning

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

Final mailing: Wednesday, Saturday

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.

HEIGHTS



Annual xyHt Bonus Edition (distributed with May 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!



Efficient Surveying in Colorado's Rugged Landscape

COMPARISON PROFILE

	SwathTRAK	Fixed FOV
Area covered	3,394 sq. miles	3,394 sq. miles
# of flightlines	477 lines	505 lines
Flight distance	8,375 miles	10,736 miles

Without SwathTRAK
With SwathTRAK

First Class Example

REACH NEW HEIGHTS!

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

FIRST CLASS

INCLUDES

- 1½ page case study,
- company profile
- full page display ad, and
- six large web banners on xyht.com

Three pages and six banners (a \$14,700 value!)

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

BUSINESS CLASS

INCLUDES

- Full page client story,
- ½ page company profile
- ½ page display ad
- six small web banner ads on xyht.com

2 page impact with online support (a \$9,700 value!)

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

COACH CLASS

INCLUDES

- ½ page company profile,
- ½ page display ad and
- three 468 X 60 web banners on 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

Trust your Position

applanix

Reduce the cost & improve the accuracy of airborne mapping. No matter what you fly!

Coach Class Example

Don't Miss the Point!

The NEW Galaxy T2000

Teledyne Optech's new Galaxy T2000 is an incredible 2-1/2 page impact case. What is so unique about this?

The fact that the entire 2-1/2 page version is focused primarily on the ground is a game-changing feature. That every point is captured from every angle.

The result? 2-1/2 pages of data, exactly where you need it. This means your points, just where they are on the ground where they are needed most.

GALAXY T2000 FEATURES/BENEFITS

- Highest point density - 1 point per square meter, highest available point density
- Highest resolution - 10cm per pixel, highest available resolution
- Best impact resolution - Highest quality data product

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

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

SPACE DEADLINE.....mid-February
CONTENT DEADLINE.....mid-March
DISPLAY AD DEADLINE.....end of March

For more information contact Director of Sales and Business Development, Chuck Boteler at chuck.boteler@xyht.com ■ 301.662.8171 ext 115

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: 31,022

Circulation figure based on USPS report filed 10/1/2022 includes:

- 19,962 Qualified mailed print distribution
- 11,060 Qualified non-duplicated digital subscribers (as of June '23 edition)

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 2024

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/DMI/laser/RF

Issue	Included Disciplines (but content not limited to):	Editorial Deadline	Ad Space Deadline	Conferences
FEB	LiDAR and Remote Sensing	mid-Dec	end-Dec	• GeoWeek
MAR	Construction/AEC/Civil	mid-Jan	end-Jan	• Con/Ag Expo (every 3 years)
APR	Surveying	mid-Feb	end-Feb	• Carlson UC
MAY	UAV	mid-Mar	end-Mar	• AUVSI
	Heights'24 Special Edition: All Things Aerial	mid-Feb	end-Feb	<i>Sent to all relevant trade shows.</i>
JUN	Hydro	mid-Apr	end-Apr	• HxGN Live! • THSOA
JUL/AUG	GIS /Survey	end-May	beg-Jun	• Esri
SEPT	GNSS/Location Technology	mid-Jul	end-Jul	• Commercial/UAV
OCT	International	mid-Aug	end-Aug	• InterGeo
NOV	Scanning and BIM	mid-Sept	end-Sept	• Trimble Dimensions
DEC/JAN	Young Professionals edition	end-Oct	beg-Nov	

• Deadlines and editorial focus are subject to change.