

MEDIA KIT 2024/25



GOGEOMATICS C A N A D A

ABOUT GOGEOMATICS

Founded in 2011, GoGeomatics is a Canadian-based social enterprise that focuses on geospatial information and technology. It was created with a mission to connect, inform and inspire professionals within the geomatics community, and has grown into Canada's largest geomatics communications channel. With a focus on professional development, career opportunities, knowledge sharing and community building, we attract the largest audience of professionals looking for all things geo.

Hundreds of organizations look to us to post their job openings, news and events on GoGeomatics Canada. We have published over 2,500 Canadian geomatics articles in our online magazine and reach thousands on social media and through our weekly newsletter, The Canadian Spatial Times.

Each year, GoGeomatics hosts two major national events- Geolgnite in Ottawa and the GoGeomatics Expo in Calgary. We are also home to popular webinars, numerous student-driven networking events and Career Fairs.

WHO READS GOGEOMATICS CANADA?

SURVEY OF SUBSCRIBERS

Working Professionals:	61.6 %
Managers/Executives:	25.6%
Job Seekers:	7.5 %
Students:	5.3 %

GoGeomatics Canada is pleased to offer several affordable ways for you to advertise with us. We track statistics and analytics for every campaign we run, so you'll be able to see just how successful working with us is.

Online Magazine Banners

www.gogeomatics.ca averages 50,000 impressions/month

Your banner ad can be prominently displayed in the online magazine, which has a large readership within in the sector. We offer two size options, and you can swap out the banner each month to refresh your ad. Graphic design services are available, if needed.

Pricing

Leaderboard Banner	728 (w) x 90 (h) pixels	6 months (min)	\$1,325 CAD* (\$1,000 USD**)
		12 months	\$2,150 CAD* (\$1,600 USD**)
Big Box Banner	300 (w) x 250 (h) pixels	6 months (min)	\$1,225 CAD* (\$925 USD**)
		12 months	\$1,875 CAD* (\$1,400 USD**)

*Taxes are extra ** Approximate US dollar value

The screenshot displays the GoGeomatics Canada website interface. At the top, a black box highlights a 'Leaderboard Banner 728 x 90 pixels'. Below this, a navigation menu includes links for SUPPORT, SUBSCRIBE, FIND A JOB, VOLUNTEER, MY ACCOUNT, and LOGOUT. The main header features the GoGeomatics Canada logo and a search bar. The content area is titled 'COMMUNITY' and contains three featured articles: a YouTube video about SUMSF 2023, a news item about supporting associations (OGC and CAG), and a call for public service leadership at the Calgary Expo. On the right side, a 'Big Box Banner 300 x 250 pixels' is shown, along with a 'MARKETING' section containing buttons for 'POST A JOB', 'POST AN EVENT', and 'POST A PRESS RELEASE'.

Specifications: Banners should be supplied in jpg or png format. Animated banners available.

Email: info@gogeomatics.ca • Magazine: gogeomatics.ca

[f](#) [X](#) [in](#) @gogeomatics

Newsletter Banners



The Canadian Spatial Times: Jobs, News & Events for September 24th, 2024

Welcome to the latest edition of the Canadian Spatial Times!

Stay updated with the latest news, job opportunities, and upcoming events. Our back-to-school socials are wrapping up, with the final one happening in Calgary tonight – a great chance to network and build community connections. Don't forget, Canada's National Geomatics Expo is fast approaching, and ticket prices go up this Friday. Secure your ticket today!

Leaderboard Banner 728 x 90 pixels

The Canadian Spatial Times 5,000+ subscribers

Our weekly newsletter has over 5,000 subscribers, and your ad can be seen by all! We offer six month blocks, and you can swap out your banner each month if you wish. Graphic design services available if needed.

Specifications:

Banners should be supplied in jpg or png format.

Pricing

Leaderboard Banner	728 (w) x 90 (h) pixels	6 months (min)	\$1,475 CAD* (\$1,100 USD**)
		12 months	\$2,275 CAD* (\$1,700 USD**)

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E-blast Campaign

Direct Email Blasts

Via Mailchimp 5,000+ subscribers

We have over 5,000 people in the geospatial community who have signed up to receive emails from us.

1 Direct Email Blasts
\$2,400 CAD* (\$1,800 USD**)

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Create and Send a Successful Email Campaign

Avoid SPAM

- Verify that your HTML coding adheres to standards.
- Strike a balance between text and images
- Double-check your test emails to ensure the links work.

Carefully consider your subject line

- Craft a concise, relevant subject line that captures the essence of your content.
- Include your company name in the subject line.
- Avoid using words like “test,” “free,” “help,” “reminder,” or excessive capitalization or exclamation points.

Increase your click-through rate

- Incorporate engaging and pertinent images.
- Integrate social media share tags into your emails.
- Add links, as they tend to result in a higher average click-through rate.



E-blast Campaign Process

- With your HTML ad file and chosen subject line, we create an e-blast test, and send it to you for final approval.
- All changes must be requested at least two business days before the scheduled date.
- The scheduled date is determined collaboratively by GoGeomatics and the client to ensure optimal timing and minimize opportunities for unsubscribes.
- We supply a report on your e-blast upon request.

Deadlines

- Content due two weeks before scheduled date.
- Any required changes must be submitted within two business days following the sending of the test email.

Technical

- Submit your MailChimp email template <https://mailchimp.com/help/share-a-template/>

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Writing Services

Feature Article or Interview

\$1,500 CAD* (\$1,125 USD**)

- Professionally written articles or interviews to highlight your company's innovations and expertise.
- Featured on GoGeomatics platforms and provided for your marketing use.

Why Choose GoGeomatics?

- **Industry Expertise:** Our skilled geomatics professionals understand the nuances and trends that matter to your audience.
- **Editorial Excellence:** Led by Anusuya Datta, our lead writer and editor, we offer compelling narratives. Anusuya's internationally published work spans over a decade, connecting innovators, executive leaders, scientists, policymakers, and stakeholders.



GoGeomatics Writing Services

We offer a range of geospatial content and consulting services:

- **Press Releases:** Effective, attention-grabbing press releases to communicate your news.
- **White Papers:** Position your brand as a leader with clear, solution-oriented white papers.
- **Success Stories/Case Studies:** Compelling case studies showcasing your unique services and successes.
- **Conference Papers:** Insightful conference papers that establish your expertise and open new opportunities.
- **Articles:** Well-crafted articles for leading industry journals that reinforce your thought leadership.
- **Blog Posts:** Regular blog content that highlights achievements and drives web traffic.
- **Social Media Content:** High-quality social media posts to boost your brand's presence and reinforce your leadership.

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Community Sponsor

www.gogeomatics.ca averages 50,000 impressions/month

Get your clickable logo seen by everyone visiting our website by being featured in our special Community Sponsors section of the front page.

Community Sponsor	Logo 300 x 300 pixels	1 year placement	\$2,650 CAD* (\$1,975 USD**)
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Press Release

Via website, email & social media

Published in our Newsmakers section of the magazine, you can share your news in an effective and clear way.

Press Release	1 Press Release	\$225 CAD* (\$175 USD**)
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Sponsored Content

Via website, newsletter, & social media

Publishing an article in the GoGeomatics online magazine will allow you to share information about your organization

Sponsored content	1 Article	\$1,000 CAD* (\$750 USD**)
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Event Posting

Via events calendar, newsletter & social media 10,000 impressions/month

Do you have a location technology-related event you'd like us to post on our calendar? With thousands of members, your event will reach a motivated and interested audience.

One Event Posting	\$675 CAD* (\$525 USD**)
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Sponsoring a GoGeomatics Social

Sponsor a social to present a talk or demonstrate your organization's technology. To sponsor a social, please email info@gogeomatics.ca for more information.

One Social	\$2,000 CAD* (\$1,500 USD**)
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GoGeomatics Webinar Service

This turnkey solution will allow you to focus on your content and goals. GoGeomatics will handle the promotion, registration and the backend of a 30- to 60-minute webinar.

Please email JonathanMurphy@gogeo.ca for more details.

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Our online magazine covers topics related to surveying, engineering, GIS, BIM, digital twin, earth observation, mapping, and lidar. Based in Ottawa, GoGeomatics is the largest and most popular geospatial media company in Canada.



“GoGeomatics is your gateway into the Canadian geospatial marketplace”

- Jonathan Murphy, CEO GoGeomatics

GOGEOMATICS ONLINE MAGAZINE STATS

MONTH	UNIQUE VISITORS	NUMBER OF VISITS	PAGES	HITS
May 2024	15,698	93,761	416,448	960,162
Jun 2024	31,511	91,746	491,569	898,210
Jul 2024	45,870	84,540	490,378	971,644
Aug 2024	62,892	167,162	795,274	1,256,897
Sept 2024	38,276	94,311	508,541	965,391

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SOCIAL MEDIA



Canadian Spatial Times

5K subscribers



GoGeomatics Facebook page

2.3K likes

Canadian GIS & Geomatics

6.1K likes

GIS-Jobs

5.1K likes



GoGeomatics X

10.5K followers



GoGeomatics LinkedIn Group

6K members

GIS & Geomatics Jobs

6K members

Canadian Geospatial Community

10K members



GoGeomatics Canada Professional
Meetup Groups 7 cities across Canada

5.5K members



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OUR EVENTS

IN PERSON EVENTS



The GoGeomatics Expo • Oct 28-30, 2024

Founded on the idea of community, this event welcomes everyone that is leveraging geospatial data and technology. It is a gathering of thought-leaders, innovators, entrepreneurs, companies, government and education programs that encourages learning and collaboration.

The Expo includes a trade show floor, speaking programs, panels, workshops and more. The GoGeomatics will return in 2024 for its second year, promising to be even bigger as it continues to blossom into a world-class event.



Geolignite - Canada's National Geospatial Leadership Conference • May 12-14, 2025

Geolignite is returning to Ottawa for its sixth year. Located in our nation's capital, this event brings together senior members of government, business executives and thought leaders from IT and location technology sectors. This conference encourages collaboration between the public and private sectors for the advancement of Canada's geospatial sector.



Geolignite Western Canada Career Fair Oct 29-30, 2024

The Geolignite Western Canada Career Fair is an opportunity for organizations to recruit highly qualified personnel. The Career Fair is partnered with the University of Calgary and SAIT. Held alongside the GoGeomatics Expo, and free to the public, this event encourages the next generation of professionals, cultivates interest in our sector and makes geomatics accessible to the general public.



Geolignite Eastern Canada Career Fair • May 13, 2025

Held alongside Geolignite in Ottawa, this annual event encourages the next generation of professionals and highly qualified personnel. GoGeomatics and Geolignite are committed to cultivating interest in the geospatial sector and endorsing the excellent education programs and job opportunities within it.

VIRTUAL EVENTS



Lidar CANEX • January 29, 2025

The Canadian Lidar Commercial Expo is a B2B event matching reality capture lidar vendors with practicing 3D professionals from Canada and beyond.



SUMSF • February 25, 2025

The SUMSF conference brings individuals and organizations together to share information about, and contribute to, improving the mapping of underground infrastructure. Founded by Geoff Zeiss, the conference continues his work.



Please scan this QR code to get more information about our events.



@gogeomatics
info@gogeomatics.ca

Please scan this QR code to sign up to our newsletter.



MENU

MARKETING ASSET	SPCIFICATIONS	FREQUENCY	PRICE
Online Magazine			
Leaderboard banner	728 (w) x 90 (h) pixels	6 months (min)	\$1,325 CAD* (\$1,000 USD**)
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Community sponsor	Logo 300 x 300 pixels	1 year placement	\$2,650 CAD* (\$1,975 USD**)
Press release		1 press release	\$225 CAD* (\$175 USD**)
Email Blasts (via MailChimp)			
Direct email blasts		1 email campaign	\$2,400 CAD* (\$1,800 USD**)
Sponsored Content (via website, newsletter & social media)			
Sponsored content	Article	1x	\$1000 CAD* (\$750 USD**)
Canadian Spatial Times Newsletter (weekly newsletter)			
Leaderboard Banner	728 (w) x 90 (h) pixels	6 months (min)	\$1,475 CAD* (\$1,100 USD**)
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Event (via events calendar, newsletter & social media)			
Event posting		1 per month	\$675 CAD* (\$525 USD**)
Sponsoring a GoGeomatics Social			
One social	Talk or demonstration	1x	\$2,000 CAD* (\$1,500 USD**)

Total



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MEDIA BUY

Client details

Full name: _____ Company name: _____
Street: _____ City: _____
Province or State: _____ Postal or ZIP Code: _____ Country: _____
Email Address: _____ Telephone: _____
Website URL: _____
HST/VAT/ID number: _____ Canadian: _____ Non-Canadian: _____

Billing Address (if different)

Name: _____ Company name: _____
Street: _____ City: _____
Province or State: _____ Postal or ZIP Code: _____ Country: _____

Contact Person

First Name: _____ Last Name: _____
Job Title: _____
Email Address: _____ Telephone: _____

Payment

Total in Canadian Dollars before tax: _____

An invoice will be sent to you with the tax if applicable.

10% discount if paying upfront in full.

Payment Methods 1. Direct deposit 2. Credit Card 3. Canadian INTERAC e-Transfer

Direct Deposit can be organized for you by contacting Jonathan Murphy at JonathanMurphy@gogeo.ca

If you pay via credit card there will be a 2.4% processing fee added to your invoice.

Taxes are extra.

Signature: _____ Date: _____

Printed Name: _____

Timelines Please specify the desired release dates and provide any relevant notes: