

# MEDIA KIT 2024



**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 2,200 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 Geolgnite 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

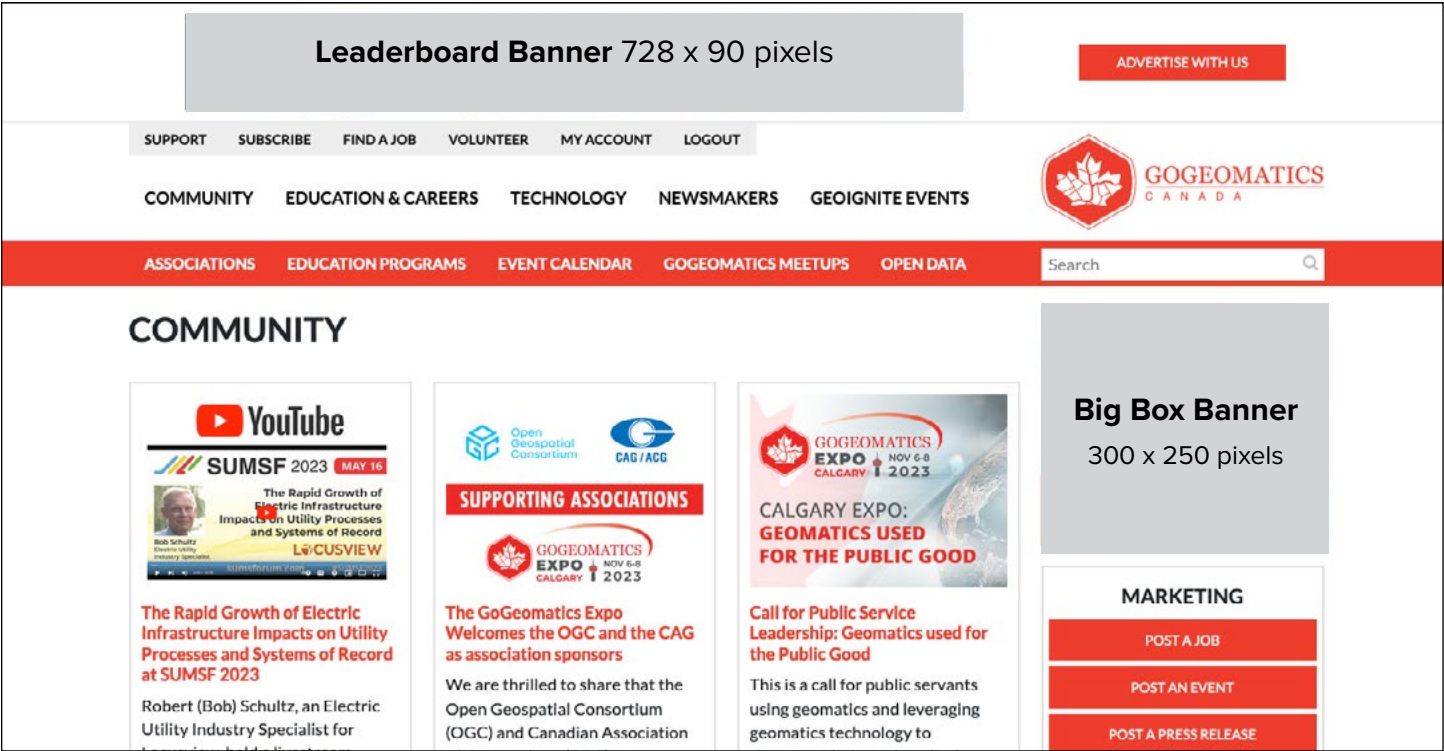
[www.gogeomatics.ca](http://www.gogeomatics.ca) averages 50,000 impressions/month

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



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

Email: [info@gogeomatics.ca](mailto:info@gogeomatics.ca) • Magazine: [gogeomatics.ca](http://gogeomatics.ca)

@gogeomatics

# Newsletter Banners


## The Canadian Spatial Times 6,000+ subscribers

Our weekly newsletter has over 6,000 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.

### 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**)

\*Taxes are extra \*\* Approximate US dollar value



**THE CANADIAN SPATIAL TIMES**

### Canadian Spatial Times: Jobs, News & Events for June 7th, 2023

**Leaderboard Banner 728 x 90 pixels**

Discover the captivating world of geospatial information! Explore this week's GoGeomatics newsletter, featuring upcoming events, fresh articles, and new job opportunities. Stay informed and immerse yourself in the exciting realm of geospatial knowledge!!!

**Specifications:** Banners should be supplied in jpg or png format.

**Email:** [info@gogeomatics.ca](mailto:info@gogeomatics.ca) • **Magazine:** [gogeomatics.ca](http://gogeomatics.ca)

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# E-blast Campaign



## Direct Email Blasts

Via Mailchimp 6,000+ subscribers

We have over 6,000 people in the geospatial community who have signed up to receive emails from us.

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

\*Taxes are extra    \*\* Approximate US dollar value

## 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 accuracy of embedded links.

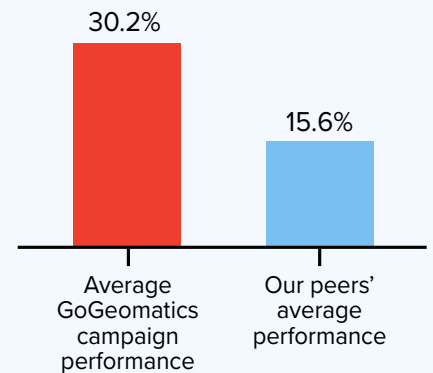
### Carefully consider your subject line

- 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.

### How our email campaigns compare



## 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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## 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](mailto: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](mailto:JonathanMurphy@gogeo.ca) for more details.

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**“GoGeomatics is your gateway into the Canadian geospatial marketplace”**

- Jonathan Murphy, CEO GoGeomatics

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 ONLINE MAGAZINE STATS

MONTH	UNIQUE VISITORS	NUMBER OF VISITS	PAGES	HITS
Mar 2023	16,174	35,513	265,525	688,981
Apr 2023	14,449	37,781	202,895	589,293
May 2023	12,514	24,379	189,849	637,958
June 2023	21,029	34,744	179,273	624,889
July 2023	18,132	29,943	170,020	631,927



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## Our Stats



Canadian Spatial Times

6K subscribers



GoGeomatics Facebook page

2.2K likes

Canadian GIS & Geomatics

5.8K likes

GIS-Jobs

4.1K likes



GoGeomatics Twitter

10.6K followers



GoGeomatics LinkedIn Group

6K members

GIS & Geomatics Jobs

6K members

Canadian Geospatial Community

9K members



GoGeomatics Canada Professional  
Meetup Groups 12 cities across Canada

5.5K members



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## OUR EVENTS

### IN PERSON EVENTS



#### GeoIgnite- Canada's National Geospatial Leadership Conference • May 14-15, 2024

GeoIgnite is returning to Ottawa for its fifth 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.



#### GeoIgnite Eastern Canada Career Fair • May 14-15, 2024

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



#### 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.



#### GeoIgnite Western Canada Career Fair Oct 29-30, 2024

The GeoIgnite 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.

### VIRTUAL EVENTS



#### Lidar CANEX • February 27-28, 2024

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



#### SUMSF • March 26-27, 2024

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.







## Client details

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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)

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Name:

Company name:

Street:

City:

Province or State:

Postal or ZIP Code:

Country:

## Contact Person

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First Name:

Last Name:

Job Title:

Email Address:

Telephone:

## Payment

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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](mailto: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:

# MENU



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MARKETING ASSET	SPCIFICATIONS	FREQUENCY	PRICE
<b>Online Magazine</b>			
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**)
<b>Email Blasts</b> (via MailChimp)			
Direct email blasts		1 email campaign	\$2,400 CAD* (\$1,800 USD**)
<b>Sponsored Content</b> (via website, newsletter & social media)			
Sponsored content	Article	1x	\$1000 CAD* (\$750 USD**)
<b>Canadian Spatial Times Newsletter</b> (weekly newsletter)			
Leaderboard Banner	728 (w) x 90 (h) pixels	6 months (min)	\$1,475 CAD* (\$1,100 USD**)
Leaderboard Banner	728 (w) x 90 (h) pixels	12 months	\$2,275 CAD* (\$1,700 USD**)
<b>Event</b> (via events calendar, newsletter & social media)			
Event posting		1 per month	\$675 CAD* (\$525 USD**)
<b>Sponsoring a GoGeomatics Social</b>			
One social	Talk or demonstration	1x	\$2,000 CAD* (\$1,500 USD**)

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