

# BOOST YOUR BRAND VISIBILITY IN 2025

**15% off**

Expires Dec 31, 2024



**GOGEOMATICS**  
C A N A D A

# MEDIA KIT 2025

## Advertise with GoGeomatics Canada

Reach Canada's largest geospatial audience through GoGeomatics, with over **50,000 monthly impressions** and a highly engaged community of **professionals, executives, and students**. From online magazine banners and newsletter ads to direct email campaigns and sponsored content, our tailored advertising solutions help you connect with the geomatics sector and showcase your brand.

## About GoGeomatics Canada

GoGeomatics Canada is the leading gateway connecting Canada's geomatics and geospatial community. We publish one of the most popular digital magazines in the industry, with over 2,200 featured articles and a reach of more than 5,000 subscribers through the Canadian Spatial Times newsletter.

GoGeomatics has established itself as Canada's go-to platform, sharing industry insights and announcements, promoting events and job opportunities, and driving collaboration and business growth in the geospatial sector.

Our events, including **Geolignite** and the **Geomatics Expo**, attract a diverse audience of public servants, private sector leaders, researchers, and students, making them the most prominent gatherings in the Canadian geospatial industry.

*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.*

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

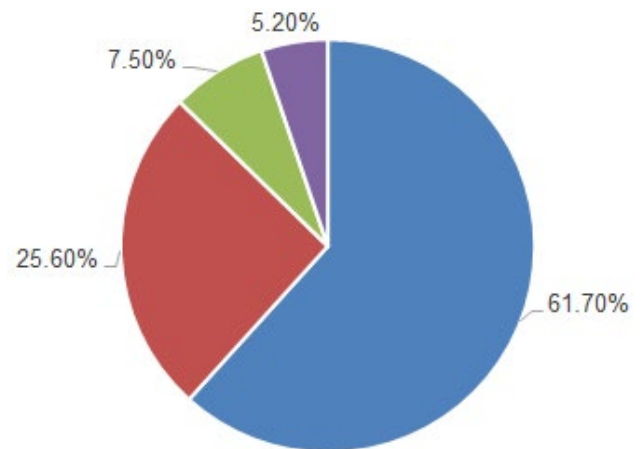
## GOGEOMATICS ONLINE MAGAZINE STATS

MONTH	UNIQUE VISITORS	NUMBER OF VISITS	PAGES	HITS
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
Oct 2024	53,379	126,430	605,371	1,055,943
Nov 2024	29,298	57,263	693,347	1,057,550

## WHO READS GOGEOMATICS CANADA?

### SURVEY OF SUBSCRIBERS

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



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

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

# Online Magazine Banners

## 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* (\$950 USD**)
		12 months	\$2,150 CAD* (\$1,525 USD**)
Big Box Banner	300 (w) x 250 (h) pixels	6 months (min)	\$1,225 CAD* (\$875 USD**)
		12 months	\$1,875 CAD* (\$1,325 USD**)

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

The screenshot displays the Gogeomatics Canada website interface. At the top, a black banner reads "Leaderboard Banner 728 x 90 pixels". Below this is a navigation menu with links: SUPPORT, SUBSCRIBE, FIND A JOB, VOLUNTEER, MY ACCOUNT, LOGOUT, COMMUNITY, EDUCATION & CAREERS, TECHNOLOGY, NEWSMAKERS, GEOIGNITE EVENTS. The Gogeomatics Canada logo is on the right. A red bar contains links: ASSOCIATIONS, EDUCATION PROGRAMS, EVENT CALENDAR, GOGEOMATICS MEETUPS, OPEN DATA, and a search bar. The main content area is titled "COMMUNITY" and features three articles: 1. "The Rapid Growth of Electric Infrastructure Impacts on Utility Processes and Systems of Record at SUMSF 2023" by Bob Schultz, with a YouTube video thumbnail. 2. "The GoGeomatics Expo Welcomes the OGC and the CAG as association sponsors", mentioning the Open Geospatial Consortium and Canadian Association. 3. "Call for Public Service Leadership: Geomatics used for the Public Good", a call for public servants. To the right, a grey box highlights a "Big Box Banner 300 x 250 pixels". Below it is a "MARKETING" section with 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](mailto:info@gogeomatics.ca) • Magazine: [gogeomatics.ca](http://gogeomatics.ca)

# 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* (\$1,050USD**)
		12 months	\$2,275 CAD* (\$1,625 USD**)

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

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

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

# 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\* (\$1,700 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 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/>

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

# Content Services

## Feature Article or Interview

\$1,500 CAD\* (\$1,075 USD\*\*)

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

## Video Offerings

- 2–3 Minute Video Interviews/Product Reviews  
– \$500 (\$375 USD\*\*)  
(Filmed at your booth during our events, such as Geolgnite or Geomatics Expo, and immediately promoted through GoGeomatics social channels with relevant text promoting your company and participation)
- 5-Minute Professional Videos  
– \$1,000 (\$725 USD\*\*)  
(We conduct a professional interview at our events or via an online meeting. You can provide product B-rolls or slides to be included. The video is professionally processed, shared on GoGeomatics social channels, and provided for your internal 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.

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

# Other Advertising Options

## Community Sponsor

[www.gogeomatics.ca](http://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* (\$1,875 USD**)
-------------------	-----------------------	------------------	------------------------------

## 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**)
---------------	-----------------	--------------------------

## 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* (\$725 USD**)
-------------------	-----------	----------------------------

## 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* (\$500 USD**)
-------------------	--------------------------

## 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* (\$1,425 USD**)
------------	------------------------------

[Meetup Groups](#): Lawrencetown, Toronto, Ottawa, Calgary, Vancouver, Victoria and Kelowna

## 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.

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

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

   @gogeomatics

# 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 Page

4K followers

GoGeomatics LinkedIn Group

6K members

GIS & Geomatics Jobs

6K members

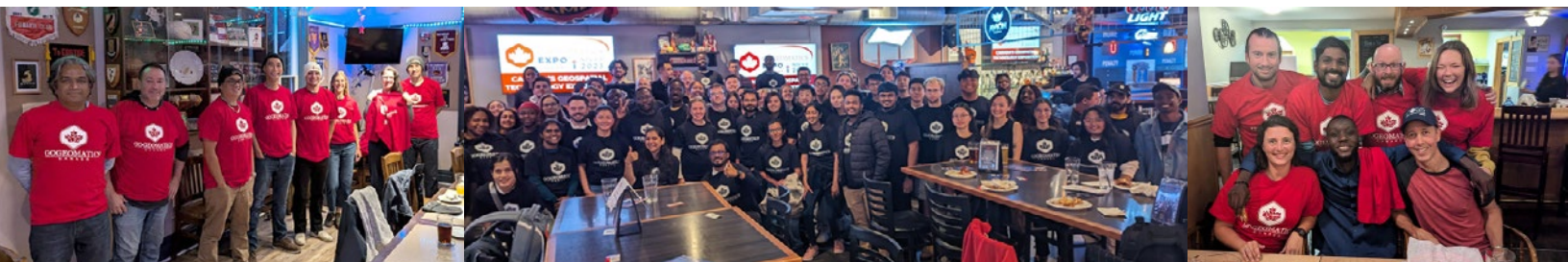
Canadian Geospatial Community

10K members



GoGeomatics Canada Professional  
Meetup Groups 7 cities across Canada

5.5K members



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

   @gogeomatics



# OUR EVENTS

## IN PERSON EVENTS



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

GeoIgnite 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.



### GeoIgnite Eastern Canada Career Fair • May 13, 2025

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 • Nov 3-5, 2025

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 Expo returns in 2025 for its third year, promising to be even bigger as it continues to blossom into a world-class event.



### GeoIgnite Western Canada Career Fair Nov 4-5, 2025

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, 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 • 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
<b>Online Magazine</b>			
Leaderboard banner	728 (w) x 90 (h) pixels	6 months (min)	\$1,325 CAD* (\$950 USD**)
Leaderboard banner	728 (w) x 90 (h) pixels	12 months	\$2,150 CAD* (\$1,525 USD**)
Big box banner	300 (w) x 250 (h) pixels	6 months (min)	\$1,225 CAD* (\$875 USD**)
Big box banner	300 (w) x 250 (h) pixels	12 months	\$1,875 CAD* (\$1,325 USD**)
Community sponsor	Logo 300 x 300 pixels	1 year placement	\$2,650 CAD* (\$1,875 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* (\$1,700 USD**)
<b>Sponsored Content</b> (via website, newsletter & social media)			
Sponsored content	Article	1x	\$1000 CAD* (\$725 USD**)
2-3 Minute Video Interview			\$500 CAD* (\$375 USD**)
5-Minute Video Interview			\$1000 CAD* (\$725 USD**)
<b>Canadian Spatial Times Newsletter</b> (weekly newsletter)			
Leaderboard Banner	728 (w) x 90 (h) pixels	6 months (min)	\$1,475 CAD* (\$1,050 USD**)
Leaderboard Banner	728 (w) x 90 (h) pixels	12 months	\$2,275 CAD* (\$1625 USD**)
<b>Event</b> (via events calendar, newsletter & social media)			
Event posting		1 per month	\$675 CAD* (\$500 USD**)
<b>Sponsoring a GoGeomatics Social</b>			
One social	Talk or demonstration	1x	\$2,000 CAD* (\$1,425 USD**)

**Total**



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

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




[@gogeomatics](https://www.instagram.com/gogeomatics)

# 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](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: