

# MEDIA KIT 2025



*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.*



## GOGEOMATICS

C A N A D A

### 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.

Our online magazine covers topics related to surveying, engineering, GIS, BIM, 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

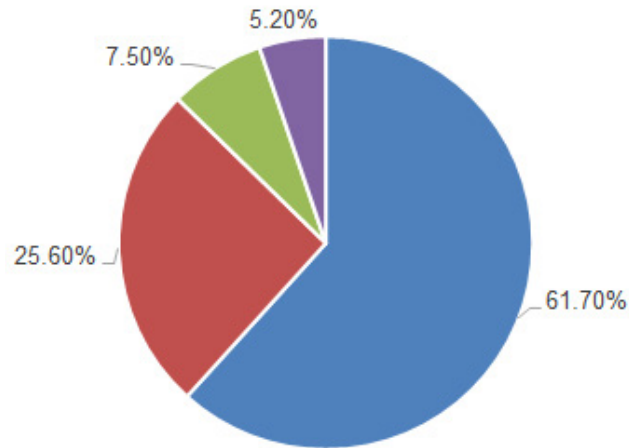
# GOGEOMATICS ONLINE MAGAZINE STATS

MONTH	UNIQUE VISITORS	NUMBER OF VISITS	PAGES	HITS
Nov 2024	29,298	57,263	693,347	1,057,550
Dec 2024	33,463	61,722	276,753	568,870
Jan 2025	44,505	78,305	352,645	725,674
Feb 2025	69,306	180,586	505,178	951,767
Mar 2025	44,808	98,757	324,901	774,792

## 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)

   @gogeomatics



# Newsletter Banners



## The Canadian Spatial Times: Jobs, News & Events for April 15, 2025

Welcome to this week's edition of Spatial Times! We begin with an important look at how Canada can leverage its rich geospatial legacy to embrace new global opportunities, as outlined in our feature article. We also explore France's journey towards open-source GIS and how it's setting a blueprint for digital sovereignty, which could offer valuable lessons for Canada.

Stay tuned for all the key industry news, event updates, and new job opportunities in the geospatial community!

**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* (\$1,075 USD**)
		12 months	\$2,275 CAD* (\$1,650 USD**)

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

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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 Blast  
\$2,400 CAD\* (\$1,750 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

\$1,000 CAD\* (\$725 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.

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# Other Advertising Options

## 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* (\$150 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* (\$725 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* (\$500 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* (\$1,450 USD**)
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[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

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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 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



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# OUR EVENTS

## 2025



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

Geolgnite 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.

[Geolgnite.ca](https://Geolgnite.ca)



### 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.

[GoGeomaticsExpo.com](https://GoGeomaticsExpo.com)

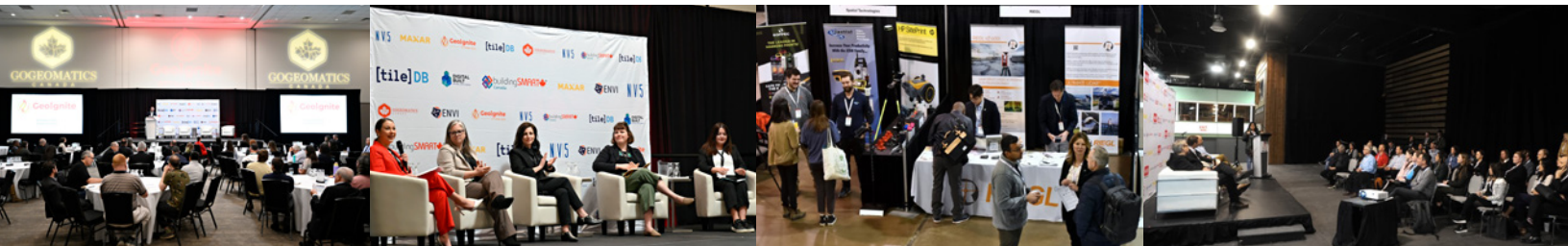
## 2026



### Lidar CANEX • February 24-25, 2026

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

[lidarcanex.com](https://lidarcanex.com)



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



@gogeomatics  
[info@gogeomatics.ca](mailto:info@gogeomatics.ca)

Please scan this QR code to signup 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* (\$1,550 USD**)
Big box banner	300 (w) x 250 (h) pixels	6 months (min)	\$1,225 CAD* (\$900 USD**)
Big box banner	300 (w) x 250 (h) pixels	12 months	\$1,875 CAD* (\$1,375 USD**)
Press release		1 press release	\$225 CAD* (\$150 USD**)
<b>Email Blasts</b> (via MailChimp)			
Direct email blasts		1 email campaign	\$2,400 CAD* (\$1,750 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* (\$1,075 USD**)
Leaderboard Banner	728 (w) x 90 (h) pixels	12 months	\$2,275 CAD* (\$1650 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* (\$1,450 USD**)

**Total**



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# MEDIA BUY

## 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)

---

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: