GISCAFÉ
YOUR MARKETING MACHINE
LET THE WORLD’S #1 GIS PORTAL SITE
BE YOUR #1 MARKETING TOOL!

WWW.GISCAFE.COM
SANJAY.GANGAL@GISCAFE.COM
408.337.6870
WHY ADVERTISE WITH US?

WE'RE THE WORLD'S #1 GIS WEB PORTAL
GISCafé.com reaches out to more GIS professionals than any other GIS site. The portal serves up to 3.1 million ad impressions per month and we send the daily Café News to more than 40,000 GIS industry leaders every day. GIS professionals count on us for the latest industry news and up-to-date technical information.

UNIQUE, INVALUABLE RESOURCES FOR GIS
These include the world's most complete GIS product catalog listings, technical papers, GIS news, CEO interviews, multimedia presentations, priority press releases, event postings, job placement and more.

WE ARE A MARKETING MACHINE
When you buy a membership on GISCafé.com, you get more than just banner ads — you get a company profile, download listings, multimedia presentations, catalog listings, email promotions and a CEO interview. In short, you get the most for your marketing dollar.

MEMBERSHIPS & BUNDLED PACKAGES

THE NEWBIE
OUR BASE PACKAGE
You will get a good overall package that includes 12 months of coverage, through banner ads, newsletter ads, and featured listings.

I KNOW WHAT I'M DOING
FOR THE POWER MARKETER
You will get better coverage over the 12 months, with even more banner ads, newsletter ads, and sponsored listings on homepage and newsletter.

THE BEST PACKAGE
FOR THE LEADER OF THE PACK
Stand out from the crowd! You're a true power marketer and you want to leverage our proven marketing tools year round to build your brand. Unparallelled options from our complete menu.

DECAF MEMBERSHIP
REGULAR MEMBERSHIP
ESPRESSO MEMBERSHIP
ADVERTISING OPTIONS

À LA CARTE OPTIONS

**Banner Ads**
Sizes include LeaderBoard (728x90 pixels), SkyScraper (120x600 pixels), Feature Ads (300x250 pixels), Tile ads (125x125 pixels), and Roadblocks / Interstitials (640x480 pixels)

**Custom Blogs**
With a GISCafe Customized Blog your voice and the voice of your co-workers are heard loud and clear by a targeted GIS audience. Be recognized as a thought leader in the industry.

**Custom eMail Blasts**
Send your message directly to our audience, which comprises over 40,000 subscribers - your custom email message is sure to get noticed.

**Featured / sponsored Listings**
Homepage and Newsletter listings in the popular sections – Videos, Important Notices, Corporate Newsletters, and Premium press releases.

**Job Postings**
Homepage and newsletter coverage for your jobs. Each job is also posted on TechJobsCafe.Com.
BANNER AD OPTIONS

LEADERBOARD 728 X 90 PIXELS

FEATURE AD 300 X 250 PIXELS

TILE AD 1 125 X 125 PIXELS

TILE AD 2 125 X 125 PIXELS

SKYSCRAPER 120 X 600 PIXELS
HOW THEY WORK
INTERSTITIAL // ROADBLOCK ADS
Anyone accessing any page on GIScfe.Com is first presented with this full-page ad for 10 seconds. Users can by-pass the ad by following the link to “Continue to requested page”. The ad is not presented again to the same user for 2 hours.

SPECIFICATIONS
Material can be emailed as attachments to gisadmin@ibsystres.com or served remotely from an external server.

Banner ads can contain GIF, JPEG, Flash, JavaScript, Forms, or Java. Animations should stop after 3 iterations or 10 seconds whichever is less.

The interstitial ads can be up to 640x480 pixels, up to 100 KB file size.

2-5X MORE CLICK THROUGHS
Intertitials help increase click through rates significantly

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ABOUT OUR EXCLUSIVE EMAIL BLAGS

Why do companies use eMail blasts?
- To promote webinars and seminars
- To drive registrations
- To launch new products
- To promote case studies / success stories

What is the cost?
- 10,000 subscribers: $2,500
- 20,000 subscribers: $4,500
- 30,000 subscribers: $6,000
- 40,000 subscribers: $7,500

How does it work?
You send us the creative in HTML format. We add our headers and footers and send you a preview message. After the final preview is approved, we can send out the email blast within 24 hours.
VIDEO BASED MARKETING

PROMOTE YOUR VIDEO

100 MILLION
# of Internet users who watch videos every day

1.8 MILLION WORDS
The estimated value of a 1 minute video (according to Dr. James McQuivey)

SPONSORED VIDEO

- Dominant position
- 2-3x more clickthroughs
- $500 / month
- Rotates with up to 10 videos
- Reach 40,000 subscribers

FEATURED VIDEO

- Dominant position
- 5-10x more clickthroughs
- $1,000 / month
- Rotates with up to 10 videos
- Reach 40,000 subscribers

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ABOUT OUR CUSTOMIZED BLOGS

Your thought leadership voice multiplier
Present thought leadership content featuring your technology to current and potential clients. With a GISCafe Customized Blog your voice and the voice of your co-workers are heard loud and clear by a targeted International GIS audience.

Unlike a traditional blog your customized blog allows you and selected team members to speak their mind and gain exposure for themselves and your company. Each of your participating team members has their own login, picture and biography.

Your company’s most recent posts are featured on our home page and in each of our e-newsletters that are sent to more than 40,000 targeted subscribers every weekday evening.

Your blogs are also featured on our new Facebook page to give you additional coverage.

Custom blogs are already being used effectively by many GIS companies, including Intermap, Digital Globe, TatukGIS, Exelis Vis, and many others.

A blog for you, and all your team members
Each of your team members has their own point of view and style, and now you can give each of them the opportunity to share their knowledge and expertise with the GISCafe community while providing thought leadership content that features your technologies.

Set-up, Maintenance and Support
We set-up your company and team member’s blogs. Then we provide on-going maintenance and support and continually upgrade your blogs with the latest plug-in functionality.
FIND YOUR IDEAL JOB CANDIDATE

Success is measured by results. Our portal power combined with TechJobsCafé.com brings you the targeted high-tech candidates you’re looking to hire in your company.

Testimonials from advertisers:
“TechjobsCafé is an excellent job board for attracting top talent”
IT Professional, Synplicity, Inc.

The most cost effective to fill your open positions, fast. Here’s why:

1. Each of your jobs posted on TechJobsCafé.com also appears on the GIScafé.com homepage. Visited by more than 40,000 GIS professionals every month, GIScafé.com is the #1 GIS web portal in the world.
2. Each of your job postings is also sent to our 40,000+ daily newsletter subscribers. This is an audience that may never visit any of the major job boards, such as, Monster, but we bring your job opening to this passive job-seeking audience.
3. We have thousands of resumes from GIS professionals accessible to you when you sign up for a three-month membership.
4. This extremely targeted approach costs much less than postings on Monster and is much more effective in finding you the right candidate.

Number of Job Postings

<table>
<thead>
<tr>
<th>Number of Job Postings</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 for $250 each</td>
<td>2 for $180 each</td>
</tr>
<tr>
<td>3 for $166 each</td>
<td>4 for $145 each</td>
</tr>
<tr>
<td>5-10 for $125 each</td>
<td></td>
</tr>
</tbody>
</table>

Standard Discounts

<table>
<thead>
<tr>
<th>Duration</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-5 months</td>
<td>-10 %</td>
</tr>
<tr>
<td>6-11 months</td>
<td>-15 %</td>
</tr>
<tr>
<td>12 months</td>
<td>-20 %</td>
</tr>
</tbody>
</table>
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**HOMEPAGE / NEWSLETTER**
CORPORATE NEWSLETTER & IMPORTANT NOTICES

**CORPORATE NEWS**
TELL EVERYONE WHAT’S NEW

**PROMOTE YOUR NEWS ON**
GISCAFE.COM

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**44%**
44% of email recipients made at least one purchase last year based on a promotional email

**72%**
72% of B2B buyers are likely to share useful contents of a promotional email

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**PREMIUM PRESS RELEASES**
- Featured on homepage
- Featured on inside pages
- Featured on newsletters
- $249 / each
- Reach 40,000 subscribers

**IMPORTANT NOTICE LISTINGS**
- Featured on homepage
- Featured on inside pages
- Featured on newsletters
- $500 / week
- Reach 40,000 subscribers

**CORPORATE NEWSLETTER LISTING**
- Featured on homepage
- Featured on inside pages
- Featured on newsletters
- $500 / month
- Reach 40,000 subscribers

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## GISCAFE.COM Run-of-Site Ads

<table>
<thead>
<tr>
<th>Banner Ad Description</th>
<th>Size (Pixels)</th>
<th>List CPM</th>
<th>1 Month (10% Discount)</th>
<th>3 Months (20% Discount)</th>
<th>6 Months (30% Discount)</th>
<th>12 Months (30% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728x90</td>
<td>$40</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,200</td>
<td>$2,800</td>
</tr>
<tr>
<td>Sidebar Tile Ad</td>
<td>125x125</td>
<td>$15</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,200</td>
<td>$1,050</td>
</tr>
<tr>
<td>Sidebar Skyscraper</td>
<td>120x600</td>
<td>$30</td>
<td>$3,000</td>
<td>$2,700</td>
<td>$2,400</td>
<td>$2,100</td>
</tr>
<tr>
<td>Feature Ad (IMU)</td>
<td>300x250</td>
<td>$40</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,200</td>
<td>$2,800</td>
</tr>
<tr>
<td>Interstitial (Roadblock)</td>
<td>640x480</td>
<td>$120</td>
<td>$12,000</td>
<td>$10,800</td>
<td>$9,600</td>
<td>$8,400</td>
</tr>
</tbody>
</table>

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<td>$40</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Sidebar Tile Ad</td>
<td>125x125</td>
<td>$15</td>
<td>$750</td>
<td>$675</td>
<td>$600</td>
<td>$525</td>
</tr>
<tr>
<td>Sidebar Skyscraper</td>
<td>120x600</td>
<td>$30</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,200</td>
<td>$1,050</td>
</tr>
<tr>
<td>Feature Ad (IMU)</td>
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<td>$2,000</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Interstitial (Roadblock)</td>
<td>640x480</td>
<td>$120</td>
<td>$6,000</td>
<td>$5,400</td>
<td>$4,800</td>
<td>$4,200</td>
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</tbody>
</table>

## Cafe News and GISWeekly e-Newsletter Ads

<table>
<thead>
<tr>
<th>Banner Ad Description</th>
<th>Size (Pixels)</th>
<th>Cost/DAY</th>
<th>1 Day</th>
<th>1 Week - 5 Days (20% Discount)</th>
<th>1 Month - 20 Days (30% Discount)</th>
<th>3 Months - 60 Days (40% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728x90</td>
<td>$600</td>
<td>$600</td>
<td>$480</td>
<td>$420</td>
<td>$360</td>
</tr>
<tr>
<td>Sidebar Tile Ad</td>
<td>125x125</td>
<td>$250</td>
<td>$250</td>
<td>$200</td>
<td>$175</td>
<td>$150</td>
</tr>
<tr>
<td>Sidebar Skyscraper</td>
<td>120x600</td>
<td>$500</td>
<td>$500</td>
<td>$400</td>
<td>$350</td>
<td>$300</td>
</tr>
<tr>
<td>Feature Ad (IMU)</td>
<td>300x250</td>
<td>$600</td>
<td>$500</td>
<td>$400</td>
<td>$350</td>
<td>$300</td>
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</table>
## CAFE MEMBERSHIPS
MAJOR DISCOUNTS FOR BUNDLED PACKAGES

### Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Rate</th>
<th>Qty</th>
<th>Cost</th>
<th>Qty</th>
<th>Cost</th>
<th>Qty</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Video Listings</td>
<td>$500 / Month / Listing</td>
<td>1</td>
<td>$500</td>
<td>2</td>
<td>$1,000</td>
<td>4</td>
<td>$2,000</td>
</tr>
<tr>
<td>Corporate Newsletter Listing</td>
<td>$500 / Newsletter</td>
<td>1</td>
<td>$500</td>
<td>4</td>
<td>$2,000</td>
<td>12</td>
<td>$6,000</td>
</tr>
<tr>
<td>Job Listings</td>
<td>$250 / Job / Month</td>
<td>4</td>
<td>$1,000</td>
<td>8</td>
<td>$2,000</td>
<td>12</td>
<td>$3,000</td>
</tr>
<tr>
<td>Premium Press Releases</td>
<td>$399 / PR</td>
<td>4</td>
<td>$1,000</td>
<td>8</td>
<td>$2,000</td>
<td>12</td>
<td>$3,000</td>
</tr>
<tr>
<td>Tile Banner Ads</td>
<td>$15 CPM</td>
<td>600,000</td>
<td>$9,000</td>
<td>600,000</td>
<td>$9,000</td>
<td>600,000</td>
<td>$9,000</td>
</tr>
<tr>
<td>Skyscraper Banner Ads</td>
<td>$30 CPM</td>
<td>0</td>
<td>$0</td>
<td>480,000</td>
<td>$14,400</td>
<td>1,200,000</td>
<td>$36,000</td>
</tr>
<tr>
<td>Exclusive Email Blast</td>
<td>$2,500 FOR 10,000 EMAILS</td>
<td>1</td>
<td>$2,500</td>
<td>2</td>
<td>$5,000</td>
<td>4</td>
<td>$10,000</td>
</tr>
<tr>
<td>Boombox Newsletter Ad</td>
<td>$500 / Day</td>
<td>12</td>
<td>$6,000</td>
<td>12</td>
<td>$6,000</td>
<td>24</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

### Total Cost

<table>
<thead>
<tr>
<th></th>
<th>DECAF</th>
<th>REGULAR</th>
<th>ESPRESSO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cost</td>
<td>$20,500</td>
<td>$41,400</td>
<td>$81,000</td>
</tr>
<tr>
<td>Discount 20%</td>
<td>$4,100</td>
<td>$12,420</td>
<td>$32,400</td>
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<tr>
<td>Membership Cost</td>
<td>$16,400</td>
<td>$28,980</td>
<td>$48,600</td>
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<tr>
<td>Monthly Membership Cost</td>
<td>$1,367</td>
<td>$2,415</td>
<td>$4,950</td>
</tr>
</tbody>
</table>

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PAGE 12
I have been advertising with GISCafe.com for a couple years now and have been extremely pleased with the results. We do our own web-advertising tracking and GISCafe.com has always generated more responses than all other GIS-based websites we have used in the past.

PAUL ADKINS
MARKETING COMMUNICATIONS

The relevancy and broad scope of GISCafé content keeps the readers at the forefront of what’s happening in the GIS industry. This quality readership means our advertising message gets in front of the right people.

BARBARA MCINERNEY
GIS MARKETING MANAGER

We have advertised with GISCafe for several years now and have always been happy with their customer service and the results we’ve gotten from our advertising efforts on their site. They go out of their way to make sure we’re well taken care of and feel like a valued customer.

JENN GAZDZIAK
MARKETING MANAGER

GISCafe has given us an excellent return on our investment. We are getting very good results with our online ads and videos views.

NICOLE BRECHT
MARKETING & COMMUNICATIONS MANAGER