

Reach GNSS design engineers and system integrators in North and South America, Europe and Asia Pacific

**Readers of the print editions

35,000
readers**

2012 Editorial Calendar

Issue	Special Features	Conference Distribution*	Your Opportunities
January/February	GNSS Interoperability	2012 ION ITM, January 30-February 1 Newport Beach, California Munich SatNav Summit, March 13-15, Munich, Germany	
March/April	INS/GNSS Integration	PLANS 2012, April 24-26, Myrtle Beach, South Carolina ENC 2012 – European Navigation Conference, April 25-27, Gdask, Poland	
May/June	Military Platforms & Requirements	Joint Navigation Conference, June 11-14, Colorado Springs, Colorado	
July/August	Autonomous/ Unmanned Systems	AUVSI North America 2012, August 7-10, Las Vegas, Nevada	
September/October	GNSS System Modernization	ION GNSS 2012 September 17-21 Nashville, Tennessee	
November/December	Precise Timing	PTTI 2012, USA	

*Preliminary & partial list

2012 Print Schedule

	Jan/Feb	March/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Ad Close	1/10	3/8	5/1	7/2	8/27	11/16
Materials Due	1/13	3/14	5/8	7/6	8/31	11/13
Typical Mail Date	1/27	3/30	5/23	7/2	9/14	11/3

2012 Advertising Rates

Print Advertising

FOUR-COLOR (gross) display rates in US\$, full run (domestic and international circulation)

AD SIZE	1X	3X	6X
SPREAD	15,700	14,500	13,750
FULL PAGE	9,500	8,975	8,485
2/3 PAGE	7,800	7,375	6,900
1/2 PAGE	5,800	5,575	5,250
1/3 PAGE	4,200	4,000	3,850
1/4 PAGE	3,300	3,150	2,900

BLACK & WHITE 20% discount from color display rates

MATCHED (PMS) COLOR add \$600

METALLIC COLOR add \$650

Ad mechanical specifications available online at WWW.INSIDEGNSS.COM/ADVERTISE

E-Newsletter Advertising

Inside GNSS Signals E-Newsletter

Ad Sizes Monthly Rates

LEADERBOARD (TOP) 728 x 90	2,500
SKYSCRAPER (VERTICAL) 160 x 600	2,500
TEXT	1,000

Website Banner Ads

(run of site, non-rotating) in US\$

Column-Size in Pixels Monthly Rates

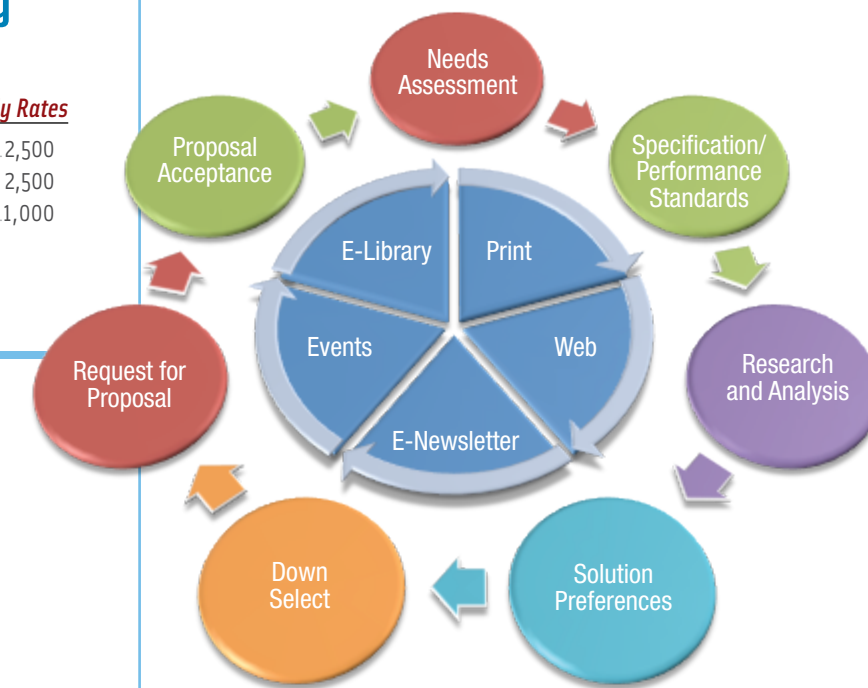
LEADERBOARD (TOP) 728 x 90	2,000
LEFT - 300 x 250	1,700
CENTER - 468 x 60	900
RIGHT - 160 x 160	500
RIGHT - 160 x 250	1100

FILE TYPES ACCEPTED: GIF, JPG, Flash (SWF)
(plus master FLA file when using Flash)

MAXIMUM FILE SIZE: 80 kb

Inside GNSS follows the Internet Advertising Bureau Guidelines

Product Acquisition Cycle



For advertising queries, contact

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