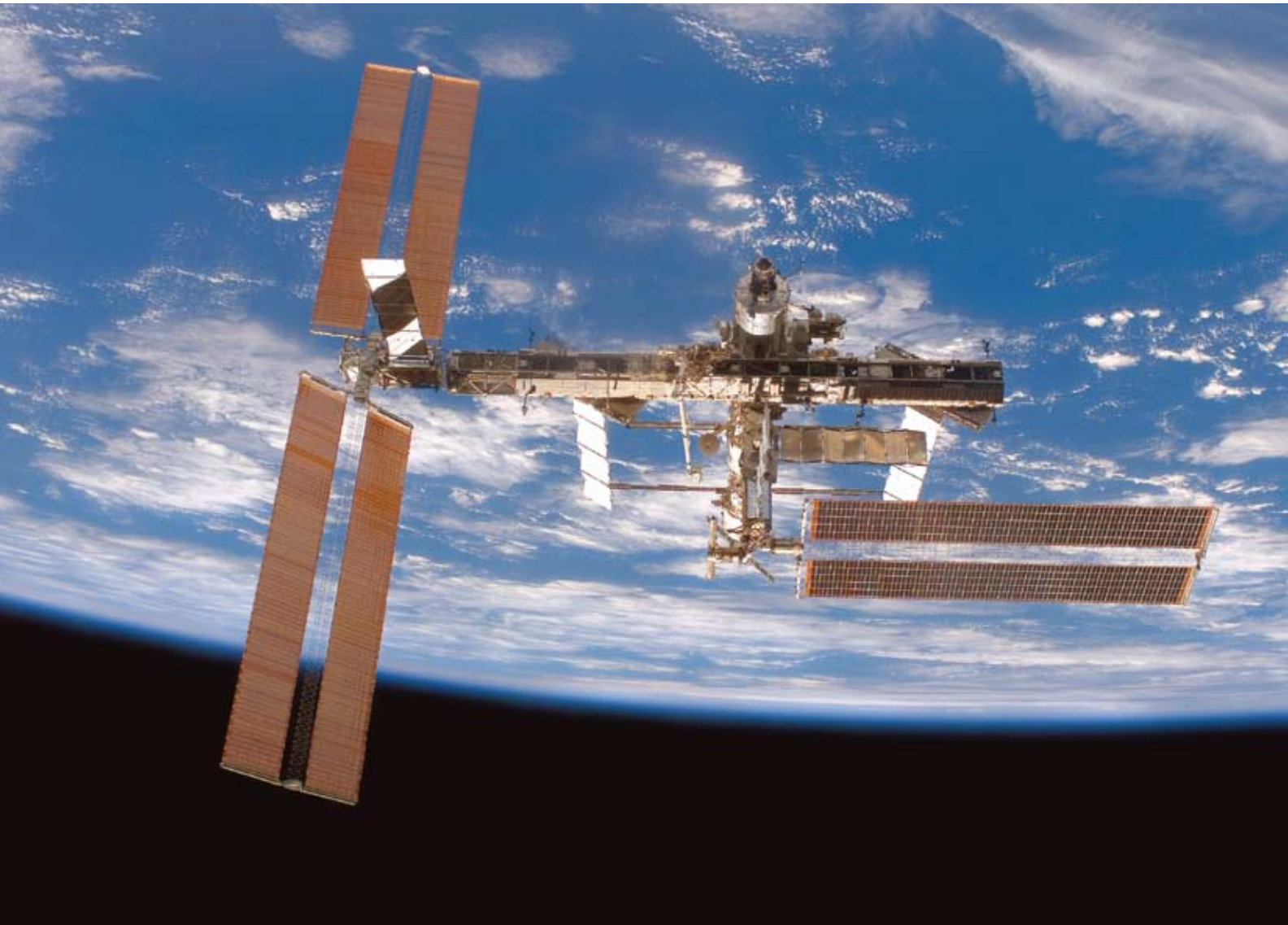


# InsideGNSS

Engineering Solutions from the Global  
Navigation Satellite System Community

2008 Media Kit



GNSS companies are riding the wave of the electronics revolution—They know a sea change has occurred in the value map of technology-based business.

Moore's Law, global labor markets, and economies of scale drove prices down and manufacturing offshore. Margins on end-user products still continue to shrink. GPS receivers that cost thousands or tens of thousands of dollars 10 years ago are an order of magnitude less expensive today.

Conversely, GNSS unit sales volumes have increased by orders of magnitude over the past decade, as have their performance metrics.

In this topsy-turvy world, where has the GNSS added value gone?

You know the answer – it's gone into engineering ingenuity, IP, technology integration, and product design that converts into competitive advantage in the marketplace.

At *Inside GNSS*, we meet our readers in this creative and dynamic realm.

Glen Gibbons  
Inside GNSS, managing partner



## CIRCULATION

# Decisions, decisions, decisions...

Put your products and services in front of the decision makers and influentials who read *Inside GNSS*.

Our 40,000 targeted readers are part of the growing international GNSS market who **recommend, approve, and buy your products**. Of these readers, at least 13,000 live and work outside the United States.

*Inside GNSS* magazine's geographic distribution includes all of the GNSS growth markets... with readers whose specialties include product design, system integration, technical management, manufacturing, and military, government and corporate procurement in these fields:

High-Accuracy Positioning & Guidance > Defense/Military > GNSS System Infrastructure & Operations > Public Safety > Aerospace > Civil Aviation > Location-Based Services (consumer) > Transportation, Logistics & Telematics > Wireless Communications/Internet > GPS/GNSS OEM Equipment Manufacturer > GPS/GNSS End-User Equipment Manufacturer > Product Design & Development > System Integration > GPS/GNSS Services Provider

A June 2007 survey of 3,400 *Inside GNSS* subscribers revealed the following results:

### Organizational affiliation:

Private Business	48%
Government/Public Sector	25%
Military/Defense	13.3%
University/College	8%
Non-Governmental Organization	2.5%
Other	3.2%

### Primary markets for their products/services (Respondents could indicate more than one market):

Consumer	46%
Commercial	55%
Military	34%

### Purchase, specify, or recommend the following GPS/GNSS form factors and services:

Chipsets	24%
PC Boards/Cards	29%
Modules	27%
Enclosures	12%
IP Licensing	11%
Receiver Components	30%
Antennas	46%
PCMCIA GPS/GNSS	24%
End User Products/Systems	39%
Simulators/Signal Generators	26%
Real-Time Differential GNSS Services	24%
Engineering Services	27%
GNSS-related Hardware (not receivers/components)	26%
GNSS-related Software	37%
Technical Training/Education	30%
GNSS System Infrastructure	20%

### They also purchase, specify, or recommend the following sensors and technologies for integration with GPS/GNSS:

Wireless Communications	43%
Non-GNSS RF Positioning & Navigation	28%
Inertial Measurement Units	31%
Differential GPS/GNSS Datalinks	37%

## GNSS Engineering Value Network

### GNSS End-User Equipment & Services

Commercial/Professional/Scientific Products | Modules  
Consumer Products | Military Equipment

### GNSS OEM Form Factors

Enclosures | Modules  
Smart Antenna | PCMCIA  
SW Receivers | Chipsets  
Boards/Cards

### Related Technologies

Signal Generators & Simulators  
Design Software | Data Modems  
Wireless Communications | IMUs  
Application Software

### Receiver Components

Crystal Oscillators | FPGAs | Microprocessors  
ASICs | IP | Correlators | PLLs/DLLs  
Batteries | RFICs | LNAs | Antennas  
DSPs | ADCs | Filters | Amplifiers

### GNSS Signals in Space

### GNSS Augmentations

### GNSS Infrastructure & System Operations

### GNSS Program Policy & Budget

## Key Players

End-User Product Manufacturers  
Incorporating GNSS Technology

Service Providers Using GNSS  
Positioning/Timing

Application-Specific  
End Users

GNSS OEM Receiver Manufacturers

Design Engineers:  
Analog | Digital | RF | Antenna  
Automotive | Communications | Etc.

System Integrators

GNSS-Related SW Vendors

GNSS-Related HW Vendors

Component Designers  
& Manufacturers

System Operators:  
USAF, RSA, ESA, FAA,  
USCG, etc.

Aerospace Industries

Public Officials

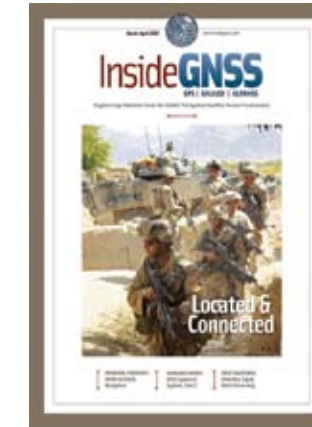
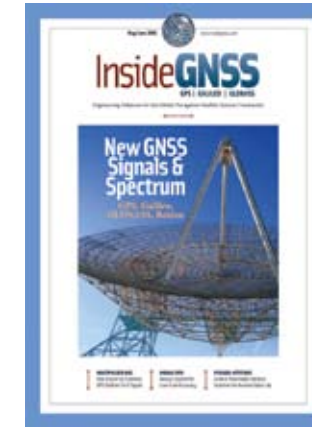


# GALILEO

# GLONASS

## 2008 EDITORIAL CALENDAR

ISSUE	CLOSING DATES	SPECIAL FEATURE	BONUS DISTRIBUTION
January/February	Ad close – January 7 Material Due – January 14	GNSS Interoperability GNSS/Wireless Communications  Military Applications	<b>2008 ION National Technical Meeting</b> January 28–30, San Diego, California USA <b>Munich Satellite Navigation Summit 2008</b> February 19–22, Munich, Germany <b>GPS Wireless 2008</b> March 4–5, San Francisco, California USA <b>2008 Joint Navigation Conference</b> March 17–19, Las Vegas, Nevada USA
March/April	Ad close – February 21 Material due – February 28	GNSS/Inertial Integration	<b>European Navigation Conference-GNSS 2008</b> April 23–25, Toulouse, France <b>IEEE/ION PLANS 2008</b> May 5–8, Monterey, California USA
Spring Issue	Ad close – April 2 Material due – April 9	Engineering GNSS Products for Consumer Markets	<b>European Navigation Conference-GNSS 2008</b> April 23–25, Toulouse, France
May/June	Ad close – May 8 Material due – May 15	GNSS/Sensor Integration	<b>15th International Conference on INS</b> May 26–28, St. Petersburg, Russia
July/August	Ad close – July 9 Material due – July 16	GPS/GNSS System Modernization	<b>ION GNSS 2008</b> September 16–19, Savannah, Georgia USA
September/October	Ad close – August 29 Material due – September 5	High-Precision Applications  Precise Timing	<b>Trimble Dimensions 2008</b> Las Vegas, Nevada USA <b>PTTI 2008</b> Washington, D.C. area, USA
Fall Issue	Ad close – October 6 Material Due – October 13	Engineering GNSS Products for Commercial & Military Application Markets	<b>Trimble Dimensions 2008</b> Las Vegas, Nevada USA <b>System on a Chip (SoC) Conference</b> Newport Beach, California USA
November/December	Ad close – November 12 Material due – November 19	International Cooperation	<b>NaviForum Shanghai 2008</b> December, Shanghai, China <b>International Committee on GNSS</b> December 8–12, Pasadena, California USA



### EDITORIAL SECTIONS AND DEPARTMENTS

#### FEATURE ARTICLES

Case studies of product design, platform integration, system development, and application of GNSS and related technologies.

#### THINKING ALOUD

Commentary from Glen Gibbons, editor of *Inside GNSS*, and letters to the editor

#### 360 DEGREES

News articles from around the world of GNSS

#### WORKING PAPERS

A regular column chronicling advances in the science and technologies associated with space-based positioning, navigation, and timing. Professor Günter Hein, head of the Institute of Geodesy and Navigation, University FAF Munich, Germany, coordinates the column.

#### GNSS SOLUTIONS

A refereed department in which experts and readers answer technical questions from other readers. Dr. Gérard Lachapelle and Dr. Mark Petovello, members of the University of Calgary (Canada) Positioning, Location and Navigation Research Group, serve as contributing editors for GNSS Solutions.

#### INDUSTRY VIEW

Company and industry news items

#### TIMELINE

Calendar of major conferences and events

#### GNSS INSIDE

New Products

### OCCASIONAL FEATURES

#### ITERATIONS

Point/counterpoint column – different political points of view from the capitals of the world of GNSS.

#### HUMAN ENGINEERING

Profiles of leading engineers in industry, academia, NGOs, and government.

#### GNSS HOTSPOTS

GNSS data points and factoids to amuse and inform.

#### GNSS FORUM

Commentary articles from GNSS leaders.

#### GNSS WORLD

News analysis and commentary about GNSS activities

# COMPASS

InsideGNSS

Engineering Solutions from the Global Navigation Satellite System Community

**2008 DISPLAY RATE CARD** based on total circulation of 40,000

**FOUR-COLOR** (gross) display rates, full run (domestic and international circulation)

AD SIZE	1X	3X	6X	12X	18X	24X	36X	48X
SPREAD	15,735	14,840	14,020	13,125	12,810	12,445	12,075	11,705
FULL PAGE	9535	8995	8485	8015	7770	7545	7325	7085
2/3 PAGE	7815	7375	6955	6565	6375	6185	6005	5810
1/2 PAGE	5910	5575	5260	4960	4815	4680	4540	4395
1/3 PAGE	4290	4050	3920	3610	3495	3395	3295	3185
1/4 PAGE	3340	3150	2965	2805	2720	2640	2565	2480

**BLACK & WHITE** display rates (gross), full run (domestic and international circulation)

\*Add \$550 for Standard 2-Color, Add \$650 for Matched 2-Color

AD SIZE	1X	3X	6X	12X	18X	24X	36X	48X
SPREAD	13,320	12,425	11,600	10,815	10,395	10,030	9295	9015
FULL PAGE	8325	7785	7275	6800	6565	6335	5880	5705
2/3 PAGE	6610	6170	5750	5355	5165	4975	4800	4605
1/2 PAGE	4705	4370	4055	3755	3605	3470	3335	3185
1/3 PAGE	3080	2840	2715	2395	2290	2190	2090	1980
1/4 PAGE	2130	1945	1760	1595	1515	1435	1355	1270

**PREMIUM CHARGES**

- COVER 2 (Inside Front Cover): 20%
- COVER 3 (inside Back Cover): 20%
- COVER 4 (Back Cover): 30%
- PREFERRED OR REQUESTED POSITIONS: 10%

**WWW.INSIDEGNSS.COM BANNER ADS**

- AD SIZE:
- LEFT COLUMN: 300x250 pixels
- CENTER COLUMN: 486x60 pixels.
- RIGHT COLUMN: 160 pixels wide, various depths.
- PREMIUM BANNER ACROSS TOP: 728x90 pixels
- FILE TYPES ACCEPTED: GIF, JPG, Flash (SWF)  
(plus master FLA file when using Flash)
- MAXIMUM FILE SIZE: 40 kb

For advertising inquiries, contact:

**InsideGNSS**

Glen Gibbons  
Publisher

Eliza Schmidkunz  
Director of Marketing

T (408) 216-7561  
C (541) 510-8286  
F (408) 216-7525  
E glen@insidegnss.com  
E eliza@insidegnss.com

**ADVERTISING MECHANICAL REQUIREMENTS**

**SPACE UNIT DIMENSIONS**

- Full Page ..... 7" x 10"/177 mm x 254 mm
- Full Page (bleed) ..... 8-1/4" x 11"/209.6 mm x 279.4 mm
- 2/3 Page ..... 4-9/16" x 10"/115 mm x 254 mm
- 1/2 Page Island..... 4-9/16" x 7-1/2"/115 mm x 190 mm
- 1/2 Page Horizontal ..... 7" x 4-7/8"/177 mm x 123 mm
- 1/2 Page Vertical ..... 3-3/8" x 10"/85 mm x 254 mm
- 1/3 Page Square ..... 4-9/16" x 4-7/8"/115 mm x 123 mm
- 1/3 Page Vertical ..... 2-3/16" x 10"/55 mm x 254 mm
- 1/3 Page Horizontal . . . 7" x 3.25" 177 mm x 83 mm
- 1/4 Page..... 3-3/8" x 4-7/8"/85 mm x 123 mm
- Publication Trim Size .... 8" x 10-3/4"/203 mm x 273 mm
- Bleed ad specifications include 1/8" trim on all four sides; please keep live type 1/4" from final trim
- Column Width ..... Page is three columns wide, each column is 2-1/8" (13 picas) wide
- Printing Method..... Web Offset
- Binding Method ..... Perfect
- Material..... Digital files required (See Digital Guidelines)
- Line Screens ..... All ads 150 line screen recommended
- Color Proofs ..... SWOP certified proof is required
- Rotation of Colors ..... Black, cyan, magenta, yellow

**DIGITAL GUIDELINES**

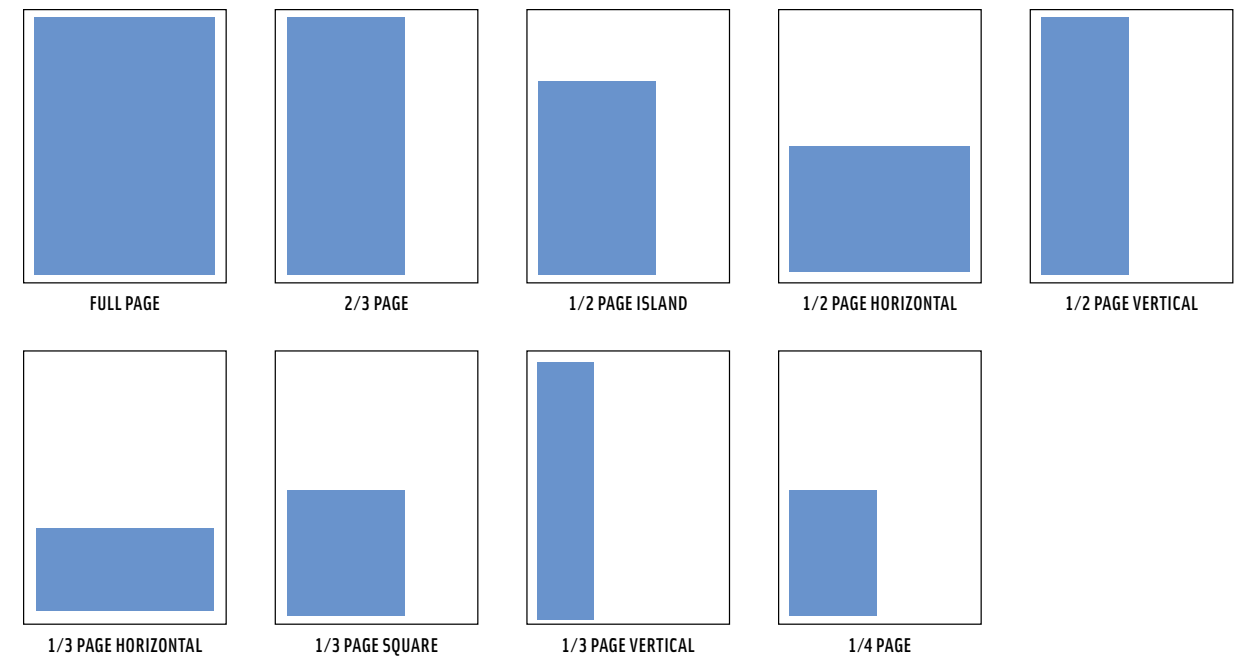
Digital data is required for all ad submissions. Acceptable formats include PDFX/1 and Press Ready PDFs. Any ads supplied as native application files are subject to a processing fee of \$150. If film is supplied, it will be copydot scanned at a cost of \$50. In order to ensure the accuracy of the ad production, a SWOP-certified color proof should be forwarded with the digital data. Without this proof, we cannot guarantee the accuracy of the ad or issue any "make-goods."

**MAILING INSTRUCTIONS**

General and Reproduction Materials: Contracts, correspondence, proofs, copy and materials prepaid to:

**Production Department**  
**Inside GNSS Magazine**  
1574 Coburg Road #233  
Eugene, OR 97401-4802  
Fax: 408-216-7525

**Electronic files to:** production@insidegnss.com





**InsideGNSS**

Engineering Solutions from the Global  
Navigation Satellite System Community

### **ABOUT GIBBONS MEDIA & RESEARCH LLC**

Managed by Glen Gibbons, an industry veteran with more than 18 years covering GPS, GLONASS, Galileo, Compass and related systems, the company offers GNSS-focused custom publishing & consulting, market research & marketing communications, audience identification & targeting, and other services.

Gibbons is founding editor of *GPS World*, *Galileo's World*, and *Inside GNSS*. He has a B.A. degree in political science from Willamette University (Salem, Oregon USA) and an M.A. from the University of Oregon School of Journalism. He received the 2003 Norman P. Hays Award from the Institute of Navigation (U.S.) in recognition of outstanding encouragement, inspiration, and support contributing to the advancement of navigation.

#### **Gibbons Media & Research LLC**

1574 Coburg Road #233  
Eugene, OR 97401-4802 USA

**T (408) 216-7561**

**F (408) 216-7525**

**E sales@insidegnss.com**

**www.insidegnss.com**