

# 2011 Media Kit





## VerySpatial, LLC

VerySpatial, LLC is the award winning\* New Media company that focuses on Geography and geospatial technologies. Our goal is to convey information about the impact of Geography and the evolution of Geographic Information Systems, and geospatial technologies in general, in approachable and convenient ways. We do this through different mechanisms including:

- *VerySpatial.com* - our portal to all VerySpatial generated content and home of our blog.
- *A VerySpatial Podcast (avsp)* - our weekly podcast which has been running since Summer 2005
- *avsp Roadshow* - our conference feed that focuses on content, participants, and vendors at conferences that are attended by VerySpatial hosts.

Each of these products offers your company a chance to reach the VerySpatial audience.

\*In 2007, VerySpatial, LLC was presented with an ESRI Special Achievement in GIS award in recognition of our efforts to bring a New Media focus to Geography and geospatial technologies.

## Audience of *VerySpatial.com*

*VerySpatial.com* began in late July 2005, with the first episode of *A VerySpatial Podcast* made available the first week that the iTunes service began to offer podcasts. That inaugural episode was downloaded 75 times in the first week of its release, but as of October 2010 the first episode has now been downloaded over 6,000 times.

Our audience leans toward students and professionals interested in Geography and geospatial technologies. At first, the audience was represented mostly by those who were tech-savvy and early participants in New Media communication. As more people have become familiar with podcasting, we have seen our audience broaden to a wide range of individuals interested in geography and geospatial technologies. Content such as our interviews with Peter Morville, author of *Ambient Findability* and Jack Dangermond, president of ESRI, has continued to bring in new audiences.

Both the website and the podcast have a growing international audience, with our website showing daily hits from numerous countries, especially in Europe and Australia, and weekly downloads of the podcast from every continent...with the obvious exception of Antarctica.

## ***A VerySpatial Podcast (avsp)***

is our weekly podcast on Geography and geospatial technologies. Geography touches most everything in our daily lives, but we rarely even think of it. The podcast attempts to address this lack of geographic understanding through news highlights, a roundup of events, discussions on Geography and geospatial topics, and interviews with prominent geographers and geospatial professionals.



## ***avsp* In-Show Advertising**

We offer two advertising spots per episode of *A VerySpatial Podcast*, an ‘ad spot’ and a ‘shout out spot’. If you are our weekly ‘ad spot’ advertiser, *avsp* listeners will hear your advertisement at the beginning of each sponsored episode, within the first two minutes of the episode. Advertisements can be presented either in a prerecorded 30 second spot created by the sponsor or a bulleted highlight list that we will use as a guideline to discuss your products and services. We will also discuss an event or product provided by the ‘ad spot’ sponsor at the end of the podcast. If you are our weekly ‘shout out’ advertiser, we will also discuss the event or product you specify approximately 10 minutes into the podcast. All in-show advertising includes one website advertising block (150 x 250 pixels).

## **Show Notes**

Show notes for *avsp* are available on our website. A banner ad (468 x 60 pixels) will be included in our show notes and will remain attached to the show notes of the episodes you sponsor. All banners will be provided by you to ensure that they convey your product in the best way.

## **Website Advertising**

In addition to the *in-show* advertising, a badge advertisement that will be seen on every page of the VerySpatial.com website in our right column will feature each sponsor. The badge dimensions are 150 pixels by 250 pixels. Multiple badge advertisement images are welcome and will be randomly accessed and may link to any location on your website. Stand alone website advertising is also available for those not sponsoring one of our podcasts. All badge ads will be provided by you to ensure that they convey your product in the best way.

## **Other Promotions**

We are happy to work with you to create other promotions that will feature your products and services. If you are interested in supporting one of our contests or providing our audience with product coupons we are very interested in supporting these options.



# Sponsorship Pricing

| Duration                   | avsp Ad Spot | avsp Shout Out | Web Only |
|----------------------------|--------------|----------------|----------|
| Single Week                | \$250        | \$160          | \$125    |
| 4 Weeks<br>(10% Discount)  | \$900        | \$576          | \$450    |
| 13 Weeks<br>(15% Discount) | \$2,700      | \$1,768        | \$1,380  |
| 52 Weeks<br>(20% Discount) | \$10,400     | \$6,656        | \$5,200  |

## By the Numbers:

These numbers are from August 2010.

- Unique IP addresses: 10,088
- Total visits: 78,262
- Total page views (unadjusted<sup>1</sup>): 419,729
- Total podcast downloads<sup>2</sup>: 34,552
- Average podcast downloads in first month: 600
- Average podcast downloads in first year: 1,500

<sup>1</sup> unadjusted includes RSS feed hits and search bots

<sup>2</sup> includes downloads of all released podcasts to date

## Contact:

For details and to discuss advertising options contact:

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