

# GIS LOUNGE



## 2018 MEDIA KIT

(Updated January 10, 2018)

# Editorial Content

[GIS Lounge](#) focuses on GIS, remote sensing, maps, cartography, and other geospatial technologies.

GIS Lounge is part of a wider network of sites:

## [GISLounge.com](#)

This primary section provides informational articles about advances in GIS, geospatial technology, and geographic concepts as well as news items, tips, and resources for the geospatial field. Common topics cover industry news, geospatial advances, introductory concepts in GIS, trends in GIS, education, and careers in GIS. Also posted are general interest geographic subjects including maps and geography.

## [GeoLounge.com](#) - Geography

Resource site covering a range of topics about geography and maps.

## [GISGig.com](#) - GIS Industry News and Jobs

Free job board listing GIS, remote sensing, and related geospatial jobs. Jobs and PR are posted and viewed for free.

## [Newsletter and Social Media](#)

### Weekly GIS Lounge Newsletter

The top articles and posts are featured each Wednesday in this weekly newsletter sent out to 9,200+ double opt-in subscribers.

Sign ups for all available email based updates are available here:

<http://gislounge.com/subscribe/>

### Social Media

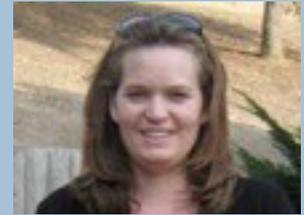
GIS Lounge maintains an active social media presence via:

- Twitter ([@geospatialnews](#))
- Facebook ([facebook.com/gislounge](https://www.facebook.com/gislounge))
- Google Plus
- LinkedIn

## About the Editor

### Caitlin Dempsey

B.A, M.A. Geography - UCLA  
Editor of GIS Lounge since 2001



## Outreach Statistics

(as of July 2017)

### Weekly Newsletter

8,900+ subscribers

### Social Media

Twitter - 37,000 followers  
Facebook - 19,500 fans  
Google Plus - 6,200 in circle  
LinkedIn Group - 34,500 members

### Submissions

Guidelines for accepting submissions (job listings, PR, case studies, articles, events) <http://gislounge.com/how-to-submit-material-to-gis-lounge/>

### Contact

1200 Franklin Mall # 524  
Santa Clara CA 95052  
[editor@gislounge.com](mailto:editor@gislounge.com)



## Visitor and Pageview

Data From Google Analytics

Users

1,096,438

Sessions

1,456,069

Pageviews

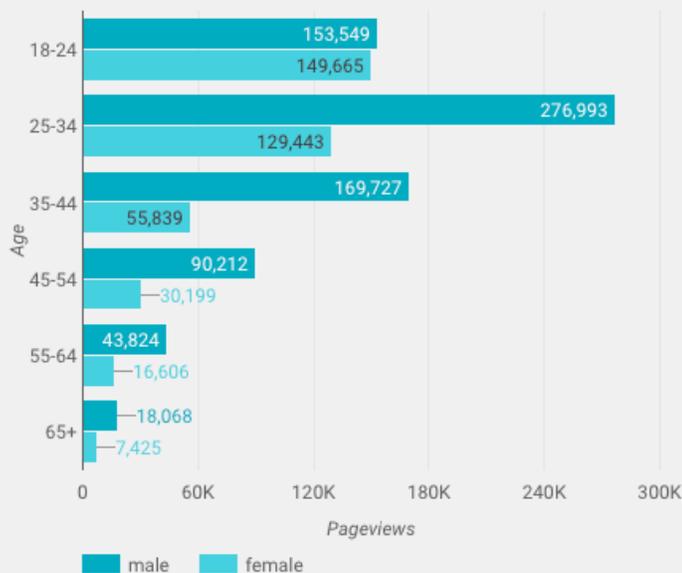
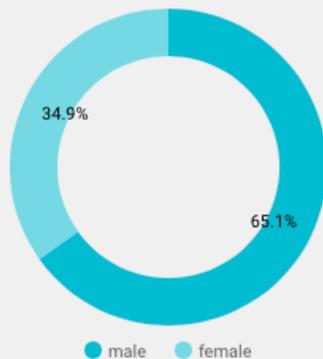
1,963,598

Bounce Rate

36.3%

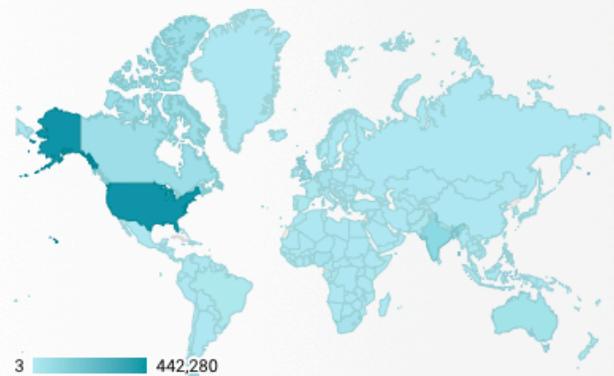


## Engagement by Age & Gender



## What are the top countries visiting GIS Lounge?

Users and pageviews per country



	Country	Users	Pageviews
1.	United States	442,280	442,280
2.	India	89,188	
3.	United Kingdom	60,613	
4.	Canada	54,963	
5.	Australia	34,808	
6.	South Africa	21,716	
7.	Nigeria	18,575	
8.	Germany	18,508	
9.	Philippines	15,089	
10.	Netherlands	13,135	

# Ad placement slots

The screenshot below highlights the four ad placement areas available on GIS Lounge. For available ad size options for each placement, please consult the ad rate table on the next page.

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GIS LOUNGE

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## New Detailed Map of the Ocean Floor

OCTOBER 6, 2014 BY CAITLIN DEMPSEY MORAIS GIS DATA

**Ad:**

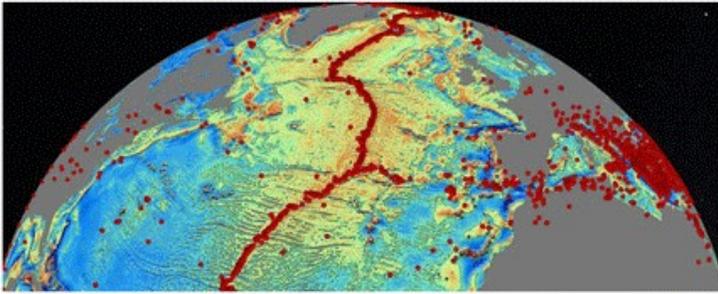
IA

More than two-thirds of the earth's surface is covered by deep oceans, yet researchers know one hundred times more about the topography of Mars than about the seafloor. While ship-based surveys provide a high resolution of the ocean's floor, the amount of coverage by ships represents a very small fraction of the total surface area and it would require 100-200 years of survey time to map the entire ocean. Fortunately, researchers are able to use remote sensing to access the more remote areas of the ocean floor to create a complete map of the world's oceans. Variations in the topography of the ocean floor affects the gravitational pull which can be captured by radar altimeters on satellites.

The new map created from satellite data has exposed the existence of thousands of previously unknown ocean mountains.

The latest ocean map has twice the resolution of the last global seafloor map which was created twenty years ago. The map was created using data pulled from European Space Agency's (ESA) CryoSat-2 satellite and NASA's Jason-1 satellite to measure gravity on the ocean floor. The remote sensing techniques used to create the map allows researchers to see below mile-thick layers of ocean sediment to understand tectonics of the ocean including continental connections.

KML files of marine gravity anomaly, vertical gravity gradient, and gravity error are available for download from the [Exploring Ocean Tectonics from Space](#) site.



NEW SEAFLOOR MAP: VIEW OF THE ATLANTIC SHOWING EARTHQUAKES (RED DOTS), SEAFLOOR SPREADING RIDGES, AND FAULTS.

### Sponsors

R1

R2

R3

### References

Sandwell, D. T., R. D. Müller, W. H. F. Smith, E. Garcia, R. Francis, *New global marine gravity model from CryoSat-2 and Jason-1 reveals buried tectonic structure*, Science, Vol. 346, no. 6205, pp. 65-67, doi: 10.1126/science.1258213, 2014.

"New Map Exposes Previously Unseen Details of Seafloor." *Scripps Institution of Oceanography, UC San Diego* [N.p., 2 Oct. 2014. Web. 06 Oct. 2014. <<https://scripps.ucsd.edu/news/new-map-exposes-previously-unseen-details-seafloor>>].

### Subscribe and Connect

Enter your email to receive the weekly GIS Lounge newsletter:

## Ad Positions - (all stated sizes are in pixels):

Currently, four ad areas are available on the site and one newsletter ad option:

1. 300 x 250 cube place inset to the left of the article content found on all articles across GIS Lounge. This ad position experiences the highest CTR - averaging 0.3 - 0.6%.
2. Ad placed in the right sidebar above the scroll. CTR average is 0.2 - 0.3%.
3. Ad placed in the second slot, sidebar: CTR average is 0.1% - 0.3%
4. Ad placed in the third slot, sidebar: CTR average is 0.1% - 0.3%

## Ad Serving

All direct ads are served through Google's DFP Small business program. Ads will run based on requested flight dates and availability. Average CTRs based on previous advertising.

## Ad Rates

Ad Area	Ad Location Description	Size	Price per 1,000 impressions (CPM)
IA	Top Ad Inset with Articles	300 x 250 Cube	\$4.00
R1	Top Ad - Righthand Column	300 x 250 Cube	\$2.50
R2	Second Ad - Righthand Column	300 x 250 Cube	\$1.50
R4	Third Ad - Righthand Column	300 x 250 Cube	\$1.00

For custom ad requests please email [editor@gislounge.com](mailto:editor@gislounge.com) to discuss.

GIS Lounge does not guarantee numbers of clicks or readership of an ad.  
Advertising rates are subject to change.

Advertising purchases and any questions about advertising on GIS Lounge should be directed to:  
Caitlin Dempsey at  
[editor@gislounge.com](mailto:editor@gislounge.com)

# Advertisers

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# Article Submissions

Article submissions are welcomed and are a great way to introduce readers to your products. Articles must be original and not previously published. The focus of the article should be to either showcase a real world example of your product in use or to provide tips/tutorials about using your company's products. Please avoid the use of superlatives or else it will read like a PR piece.

Guidelines for accepting submissions (job listings, PR, case studies, articles, events)

<http://gislounge.com/how-to-submit-material-to-gis-lounge/>