

GIS LOUNGE



2019 MEDIA KIT

(Updated February 7, 2019)

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 9,700+ 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 (deprecating April 2019)
- 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

9,700+ subscribers

Social Media

Twitter - 39,300 followers
Facebook - 22,100 fans
Google Plus - 6,700 in circle
LinkedIn Group - 36,700 members

Submissions

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

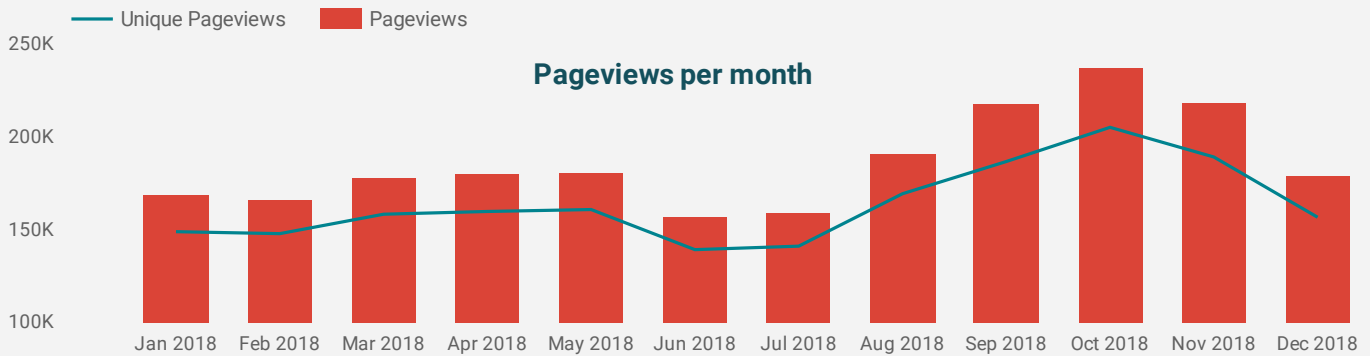
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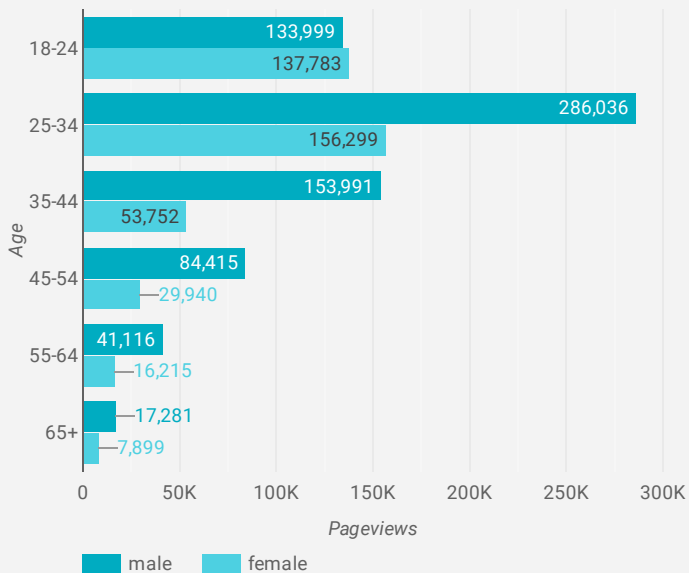
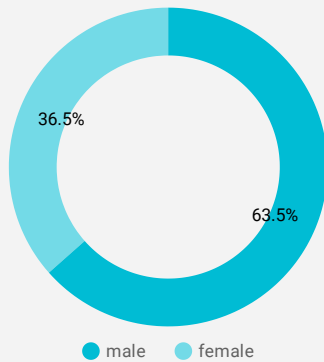
Visitor and Pageview Metrics

Data From Google Analytics

Users **1,262,779** Sessions **1,663,719** Pageviews **2,231,005** Bounce Rate **37.9%**

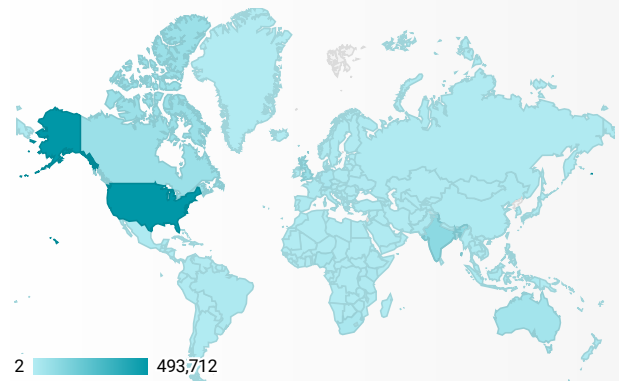


Engagement by Age & Gender



What are the top countries visiting GIS Lounge?

Users and pageviews per country in 2018



Rank	Country	Users	Pageviews
1.	United States	493,712	493,712
2.	India	106,444	
3.	United Kingdom	69,136	
4.	Canada	64,814	
5.	Australia	40,925	
6.	Germany	22,288	
7.	South Africa	21,536	
8.	Nigeria	19,246	
9.	Philippines	17,604	
10.	Kenya	15,190	

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

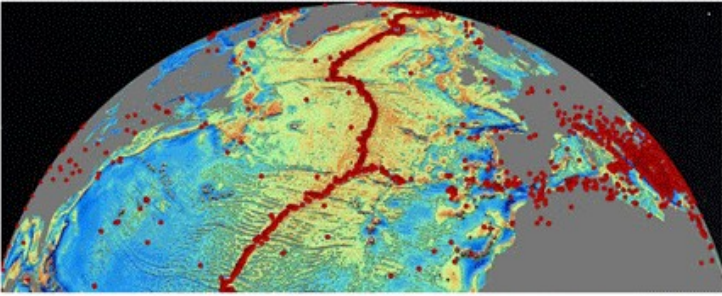
Ad:

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.

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>>.

Sponsors

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R3

Subscribe and Connect

Enter your email to receive the weekly GIS Lounge newsletter:

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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 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

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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/>