WHY ADVERTISE WITH US?

We’re the World’s #1 AEC web portal.

AECCafé.com reaches out to more AEC professionals than any other AEC site. The portal serves up to 3.1 million ad impressions per month and we send the daily Café News to more than 25,000 AEC industry leaders every day. AEC professionals count on us for the latest industry news and up-to-date technical information.

We have unique, invaluable resources for the AEC community.

These include the world’s most complete AEC product catalog listings, technical papers, AEC news, CEO interviews, multimedia presentations, priority press releases, event postings, job placement and more.

We are a marketing machine.

When you buy a membership on AECCafé.com, you get more than just banner ads — you get a company profile, download listings, multimedia presentations, catalog listings, email promotions and a CEO interview. In short, you get the most for your marketing dollar.

ADVERTISING OPTIONS

À La Carte Options

- **Banner Ads** – In a variety of standard sizes including LeaderBoard (728x90 pixels), SkyScraper (120x600 pixels), Feature Ads (300x250 pixels), Roadblocks / Interstitials (640x480 pixels), 234x60 pixels, 125x125 pixels, and 468x60 pixels
- **Newsletter Ads** – In all of the standard banner ad sizes by CPM or by number of days in the daily newsletter (CafeNews) or the weekly newsletter (AECWeekly)
- **Custom eMail Blasts** – Up to 25,000 subscribers
- **Featured and sponsored Listings** – Homepage and Newsletter listings in the popular sections – Downloads, Videos, Important Notices, Corporate Newsletters, Case Studies and Technical Papers, Presentations

Membership and Bundled Packages

- **Decaf Membership** – Receive comprehensive coverage on the site for 3-months including banner ads, newsletter ads, and featured listings
- **Regular Membership** – Receive comprehensive annual coverage with year-round presence with small banner ads, newsletter ads, and sponsored listings on homepage and newsletter.
- **Espresso Membership** – Be recognized as a mover-n-shaker of the industry with large banner ads, newsletter ads, sponsored listings on homepage and newsletter and custom email blasts.
- **Product launch package** – Receive special coverage on the site including marketing collateral development, banner ads, exclusive email blasts, and much more.
- **Webinar package** – Host a webinar on AECCafe. We provide a moderator, behind-the-scenes technology, promotion on AECCafe using banner ads and an exclusive email blast.

CONTACT

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GIS News

GIS Weeks Magazine
Alternative Positioning Systems Boost LBS Industry
Each GISWeekly Review delivers to its readers news concerning the latest developments in the GIS industry, along with a selection of other articles that we feel you might find interesting.

Previous Weekly Magazines

Important Notices
Applanix at INTERGEO Booth 4.310
QTI Infrastructure.org is Here and the Solutions Cont.
QFP Deadline is Extended to Monday!

INTERGEO 2009, Sep 22-24, Karlsruhe, Germany. You can now order tickets for the INTERGEO trade fair...

Race Track Technology, HP, and what am I doing in an Indy 500 race car anyway?

Subscribe
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Subscribe to our Daily Newsletter and get daily updates on events and happenings.

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Blue Marble Geographies
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Near real-time GIS data gets to firefighters

Pilney Bowes Business Insight by Pilney Bowes

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eMail: Sanjay.Gangal@AECCafe.com
web: www.AECCafe.com
### AECCafe.Com Run-of-Site Ads

<table>
<thead>
<tr>
<th>Banner Ad Description</th>
<th>Size (Pixels)</th>
<th>List CPM</th>
<th>Monthly Cost for 100,000 impressions/month</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1-Month Program</td>
</tr>
<tr>
<td>Top Small Banner</td>
<td>234x60</td>
<td>$15</td>
<td>$1,500</td>
</tr>
<tr>
<td>Top Medium Banner</td>
<td>468x60</td>
<td>$30</td>
<td>$3,000</td>
</tr>
<tr>
<td>Top Leaderboard</td>
<td>728x90</td>
<td>$50</td>
<td>$5,000</td>
</tr>
<tr>
<td>Sidebar Tile Ad</td>
<td>125x125</td>
<td>$12</td>
<td>$1,200</td>
</tr>
<tr>
<td>Sidebar Skyscraper</td>
<td>120x600</td>
<td>$50</td>
<td>$5,000</td>
</tr>
<tr>
<td>Feature Ad</td>
<td>300x250</td>
<td>$40</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

### AECCafe.Com Run-of-Site Ads

<table>
<thead>
<tr>
<th>Banner Ad Description</th>
<th>Size (Pixels)</th>
<th>List CPM</th>
<th>Monthly Cost for 50,000 impressions/month</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1-Month Program</td>
</tr>
<tr>
<td>Top Small Banner</td>
<td>234x60</td>
<td>$15</td>
<td>$750</td>
</tr>
<tr>
<td>Top Medium Banner</td>
<td>468x60</td>
<td>$30</td>
<td>$1,500</td>
</tr>
<tr>
<td>Top Leaderboard</td>
<td>728x90</td>
<td>$50</td>
<td>$2,500</td>
</tr>
<tr>
<td>Sidebar Tile Ad</td>
<td>125x125</td>
<td>$12</td>
<td>$600</td>
</tr>
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<td>$50</td>
<td>$2,500</td>
</tr>
<tr>
<td>Feature Ad</td>
<td>300x250</td>
<td>$40</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

### CafeNews and AECWeekly eNewsletter Ads

<table>
<thead>
<tr>
<th>Banner Ad Description</th>
<th>Size (Pixels)</th>
<th>Cost/day</th>
<th>Daily Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1-Day Program</td>
</tr>
<tr>
<td>Top Small Banner</td>
<td>234x60</td>
<td>$200</td>
<td>$200</td>
</tr>
<tr>
<td>Top Medium Banner</td>
<td>468x60</td>
<td>$400</td>
<td>$400</td>
</tr>
<tr>
<td>Top Leaderboard</td>
<td>728x90</td>
<td>$600</td>
<td>$600</td>
</tr>
<tr>
<td>Sidebar Tile Ad</td>
<td>125x125</td>
<td>$200</td>
<td>$200</td>
</tr>
<tr>
<td>Sidebar Skyscraper</td>
<td>120x600</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Feature Ad</td>
<td>300x250</td>
<td>$500</td>
<td>$500</td>
</tr>
</tbody>
</table>
How does Interstitial/Roadblock ad work

Anyone accessing any page on AECafe.Com is first presented with this full-page ad for 10 seconds. Users can bypass the ad by following the link to "Continue to requested page". The ad is not presented again to the same user for 2 hours.

Specifications

Material can be emailed as attachments to AECAdmin@ibsystems.com or served remotely from an external server. Specify linked URL.

Banner ads can contain GIF, JPEG, Flash, JavaScript, Forms, or Java. Animations should stop after 3 iterations or 10 seconds whichever is less.

The interstitial ads can be up to 640x480 pixels, up to 100 KB file size.

---

### Monthly Cost for Roadblock Ads

<table>
<thead>
<tr>
<th>Impressions/month</th>
<th>CPM</th>
<th>1-Month Program</th>
<th>3-Month Program</th>
<th>6-Month Program</th>
<th>12-Month Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000</td>
<td>$200</td>
<td>$5,000</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>50,000</td>
<td>$200</td>
<td>$10,000</td>
<td>$9,000</td>
<td>$8,000</td>
<td>$7,000</td>
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<tr>
<td>75,000</td>
<td>$200</td>
<td>$15,000</td>
<td>$13,500</td>
<td>$12,000</td>
<td>$10,500</td>
</tr>
</tbody>
</table>

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About Exclusive eMail Blasts

Why do companies use eMail blasts?

- To promote webinars and seminars
- To drive registrations
- To launch new products
- To promote case studies / success stories

Cost

- 20,000 subscribers -- $4,500

How does it work?

You send us the creative in HTML format. We add our headers and footers and send you a preview message. After the final preview is approved, we can send out the email blast within 24 hours.

Example eMail Blast

Subject: Webinar: Deeper Analysis, Faster Insight with WorldView-2’s New Spectral Bands!

From: GIScafe on behalf of Digital Globe <gis_news_letter@GIScafe.com>

Date: 7/15/2009 5:34 AM

To: sanjay@GIScafe.com

---

Deeper Analysis, Faster Insight: Enhanced Applications with WorldView-2’s New Spectral Bands

WorldView-2, scheduled to launch on October 8th, 2009, will be the first 8-band multispectral commercial satellite available today! With a mission life of 7.25 years, and operating at an altitude of 770 km, the WorldView-2 system is expected to bring unsurpassed agility, capacity, accuracy and spectral diversity to commercial earth imaging.

Join this Webinar to hear Dr. Kumar Navulur, DigitalGlobe’s Principle Scientist, as he discusses how the new spectral bands will improve remote sensing applications such as better feature identification and classification, improved bathymetry, better change detection and more.

In Our Free Webinar You Will:

- See how the four additional spectral bands (coastal blue, yellow edge, red edge, and near infrared 2) enable broader ranges of classifications, enhanced vegetation and coastal analysis, the extraction of more features and the identification and tracking of coastal changes and intractions.

Contact

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# Café Membership Program Menu

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>Rate</th>
<th>Quantity</th>
<th>Value</th>
<th>Quantity</th>
<th>Value</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsored Text Listings</strong>&lt;br&gt;Downloads, Technical Papers, Case Studies, Presentations -- each listing rotates with other sponsored listings on daily newsletter and homepage</td>
<td><strong>Sponsored Text Listings</strong>&lt;br&gt;Downloads, Technical Papers, Case Studies, Presentations -- each listing rotates with other sponsored listings on daily newsletter and homepage</td>
<td>1 listings for 12 months</td>
<td>$600</td>
<td>5 Listings for 12 months</td>
<td>$3,000</td>
<td>10 listings for 12 months</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>Sponsored Video Listings</strong>&lt;br&gt;Downloads, Technical Papers, Case Studies, Presentations -- each listing rotates with other sponsored listings on daily newsletter and homepage</td>
<td><strong>Sponsored Video Listings</strong>&lt;br&gt;Downloads, Technical Papers, Case Studies, Presentations -- each listing rotates with other sponsored listings on daily newsletter and homepage</td>
<td>1 Listing for One Month</td>
<td>$500</td>
<td>1 listing for 12 months</td>
<td>$6,000</td>
<td>1 listing for 12 months</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>Corporate Newsletter listing</strong>&lt;br&gt;We publish your corporate newsletter on AECCafe homepage and daily newsletter</td>
<td><strong>Corporate Newsletter listing</strong>&lt;br&gt;We publish your corporate newsletter on AECCafe homepage and daily newsletter</td>
<td>1</td>
<td>$500</td>
<td>4</td>
<td>$2,000</td>
<td>12</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>Premium Press Releases</strong>&lt;br&gt;Each press release is bolded, and moved to the top of the daily news on homepage and in the newsletter</td>
<td><strong>Premium Press Releases</strong>&lt;br&gt;Each press release is bolded, and moved to the top of the daily news on homepage and in the newsletter</td>
<td>4</td>
<td>$1,000</td>
<td>8</td>
<td>$2,000</td>
<td>12</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Tile Banner Ads</strong>&lt;br&gt;125x125 pixel side banners</td>
<td><strong>Tile Banner Ads</strong>&lt;br&gt;125x125 pixel side banners</td>
<td>$12 CPM</td>
<td>$7,200</td>
<td>600,000</td>
<td>$7,200</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Skyscraper Banner Ads</strong>&lt;br&gt;120x600 pixel side banners</td>
<td><strong>Skyscraper Banner Ads</strong>&lt;br&gt;120x600 pixel side banners</td>
<td>$30 CPM</td>
<td>$0</td>
<td>400000</td>
<td>$12,000</td>
<td>1200000</td>
<td>$36,000</td>
</tr>
<tr>
<td><strong>Exclusive eMail Blast</strong>&lt;br&gt;One email blast to 10,000 subscribers</td>
<td><strong>Exclusive eMail Blast</strong>&lt;br&gt;One email blast to 10,000 subscribers</td>
<td>1</td>
<td>$2,500</td>
<td>2</td>
<td>$5,000</td>
<td>4</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Email Feature Ad</strong>&lt;br&gt;A 300x250 pixel ad on the homepage and CafeNews for one day - Sent to 16,000+ subscribers by email.</td>
<td><strong>Email Feature Ad</strong>&lt;br&gt;A 300x250 pixel ad on the homepage and CafeNews for one day - Sent to 16,000+ subscribers by email.</td>
<td>$500/day</td>
<td>$6,000</td>
<td>12</td>
<td>$6,000</td>
<td>24</td>
<td>$12,000</td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td><strong>Total Value</strong></td>
<td>$18,300</td>
<td>$43,200</td>
<td>$79,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Discount</strong></td>
<td><strong>Discount</strong></td>
<td>20%</td>
<td>30%</td>
<td>40%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>12-Membership Price</strong></td>
<td><strong>12-Membership Price</strong></td>
<td>$14,640</td>
<td>$30,240</td>
<td>$47,400</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Monthly Membership Price</strong></td>
<td><strong>Monthly Membership Price</strong></td>
<td>$1,220</td>
<td>$2,520</td>
<td>$3,950</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Thousands of AEC industry professionals visit AECCafé.com daily to learn about the latest industry trends, gather mission-critical technical and business information, learn about the latest design tools and services, and to get the latest company information.

The site attracts more than 500,000 page views per month and has been the #1 AEC portal for many years.

AECCafé.com web portal attracts more than 75,000 unique visitors to the site every month.

AECCafé.com also reaches out daily to more than 25,000 AEC industry leaders with its Café News, a daily HTML e-zine that brings the latest industry news and technical advancements right to the professional's desktop.

Primary Target Audience
Our primary target audience is architects, designers, engineers, and construction management professionals.

DEMographics By Domain Name

<table>
<thead>
<tr>
<th>Domain</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>.Com</td>
<td>70%</td>
</tr>
<tr>
<td>.Gov/ mil/us</td>
<td>2%</td>
</tr>
<tr>
<td>.Org</td>
<td>1%</td>
</tr>
<tr>
<td>.Edu</td>
<td>4%</td>
</tr>
<tr>
<td>.Net</td>
<td>10%</td>
</tr>
<tr>
<td>International</td>
<td>13%</td>
</tr>
<tr>
<td>.Edu</td>
<td>4%</td>
</tr>
</tbody>
</table>

TRAFFIC By CONTINENT

- North America: 59%
- Europe: 16%
- Asia: 17%
- South America: 4%
- Australia: 1%
- Other: 3%

DEMographics By JOB Function

- Designers / Engineers: 33%
- Architects / Contractors: 15%
- Managers: 16%
- Directors: 6%
- Marketing & Sales: 7%
- V.P./ CxO: 3%
- Student & Professors: 7%
- Others: 13%