

eMail List

GPS World International

Email Addresses Available 1,941 \$445 per 1,000

Who They Are

Target high-level corporate managers, project and engineering managers, product designers, researchers, and system developers in the business and technology of Global Navigation and Positioning. They are the professional end users and manufacturers in:

- Survey & Construction
- Military & Government
- Avionics & Transportation
- Location-Based Services
- Mass Market OEM
- Utilities & Communications
- System Design & Test
- Agriculture & Natural Resources



What They Buy

Over 95% of these subscribers are actively involved in the specification and acquisition of GPS products and services including:

- Accessories
- Equipment
- Mapping
- GIS Systems
- Engineering Services
- Location Based Services
- Wireless Communication
- GPS Related Internet Applications
- Timing Devices
- Handheld, Computer GPS Cards & Modules
- Land Vehicle Navigation & Route
- Integrated Navigation Equipment
- Surveying RTK
- Geodetic/Geophysical
- Surveying GIS
- Software Receivers
- Automatic Vehicle Location
- PCs/Laptops & Handheld Computers
- Cameras
- Antennas
- Differential GPS
- Survey Equipment
- Sensors

Mail List AVAILABLE

Why They Subscribe

Readers rely on *GPS World* for continuous innovation in delivery of the freshest, most comprehensive GPS/GNSS-related news when making purchase decisions in this \$5.8 billion market. Not limited to coverage of the U.S. Global Positioning System, editorial chronicles the development and business of global navigation satellite systems throughout the world. *GPS World's* mission is to provide business and technical information to executives and engineers who have the need to incorporate global positioning, navigation and timing technologies into their corporate strategies and operations to maximize profit and productivity. *GPS World* achieves this mission through an integrated system of print, e-newsletters, and Web sites that provide critical intelligence to industry decision makers.

Ilene Schwartz
Senior Account Director, Kroll Direct Marketing
216-371-1667 • ilene@krolldirect.com

For advertising opportunities visit www.gpsworld.com

Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results

Minimum Order
\$750

List Source

Controlled Circulation, VERIFIED
Verified Audit Pending AUDIT PENDING

Mail/Email/Phone Lists

Combination Discounts Available
Call for Rates

Selections

Base Rate + \$15/M
Job Title
Job Function
Business/Industry
Business Address
Geography
Gender
Max Per Site
All Other Selects \$15/M-\$25/M

How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
 - Quantity of names requested
 - Test names and corresponding email addresses
 - Target date you need the email message sent
 - Sample of the email message
 - Prepayment if requested for a first time renter
- A signed email list rental contract is required with each order before transmission.

Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.



QUESTEX
MEDIA

www.questex.com

eMail List

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Breakdown By Job Function

Corporate/General Management	345
Program/Engineering/Technical/Production Mgmt	1,225
Marketing/Sales/Purchasing/Other	361

Breakdown By Business And Industry

End Users

Survey & Mapping	552
Avionics & Transportation	156
Military & Government	193
Utilities/Telecom	182
Agriculture and Natural Resources	76

Manufacturers

OEM and Product Design	251
System Design/Test	58

Service Providers

Location Based Services	223
Distributors and Resellers	161
Others Allied to the Field	84

Email List Terms and Conditions:

1. All transmissions must be sent by Questex Media's service provider.
2. In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
3. Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
4. Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
5. The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
6. The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
7. Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
8. Pricing is based on net, error free emails delivered.
9. Prepayment is required for first time renters.
10. The list owner reserves the right to refuse any mailer or offer message.



Contact Ilene Schwartz at 216-371-1667 • ilene@krolldirect.com • www.questex.com
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