

Mailing List

GPS World International

Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results

Subscribers Available for Rental 2,688 \$250 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

eMail 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.

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For advertising opportunities visit www.gpsworld.com

Minimum Order
2000 Names

List Source
Controlled Circulation,
Verified Audit Pending



Telemarketing List
Base Rate + \$60/M

Mail/Phone/Email 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

Addressing/Format Options

Email File	\$50/flat
Mag Tape	\$35/flat
Diskette	\$55/flat
Cheshire Labels	NC
Peel & Stick Labels	\$10/M
Galley Printout	\$10/M
Key Codes	\$3/M
Splits	\$25 ea.
Barcoding (labels)	\$6/M \$30 min.

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

Guaranteed 98% Mail Deliverability

Terms and Conditions
Rented for one time use only. Sample mailing piece required, subject to approval.

Cancellations
\$15/M running charges plus \$50 cancellation fee. List must be returned within 90 days or full rental charges apply.



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Mailing List

GPS World International

Breakdown By Job Function

Corporate/General Management 470
Program/Engineering/Technical/Production Mgmt 1674
Marketing/Sales/Purchasing/Other 476

Breakdown By Business And Industry

End Users

Survey & Mapping	736
Avionics & Transportation	223
Military & Government	270
Utilities/Telecom	243
Agriculture and Natural Resources	84

Manufacturers

OEM and Product Design	380
System Design/Test	85

Service Providers

Location Based Services	278
Distributors and Resellers	197
Others Allied to the Field	183



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