

# eMail List GPS World

Email Addresses Available 16,522 \$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.


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For advertising opportunities visit [www.gpsworld.com](http://www.gpsworld.com)

**Quality Leads  
Targeted Penetration  
Guaranteed Value  
Proven Results**

Minimum Order  
3,000 Names

## List Source

Controlled Circulation,  Verified 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](http://www.questex.com)

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## Breakdown by Job Title

Corporate/General Manager	5,053
Program Manager	1,109
Engineering Manager	3,612
Technical Manager or Staff	4,476
Manufacturing/Production/Operations	1,133
Purchasing/Procurement Manager or Staff	275
Marketing/Sales	457
Other Named Executives	404

## Breakdown by Business/Industry

### End Users

Survey & Mapping	3,752
Avionics & Transportation	1,055
Military & Government	1,874
Utilities/Telecom	1,046
Agriculture and Natural Resources	458

### Manufacturers

OEM and Product Design	4,727
System Design/Test	1,222

### Service Providers

Location Based Services	1,167
Distributors and Resellers	725
Others Allied to the Field	453

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## 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](mailto:ilene@krolldirect.com) • [www.questex.com](http://www.questex.com)  
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