

2008 Media Kit





VerySpatial, LLC

VerySpatial, LLC is the award winning New Media company that focuses on Geography and geospatial technologies. Our goal is to convey information about the impact of Geography and the evolution of Geographic Information Systems, and geospatial technologies in general, in approachable and convenient ways. We do this through different mechanism including:

- *VerySpatial.com* - our portal to all VerySpatial generated content and home of our blog.
- *A VerySpatial Podcast (avsp)* - our weekly podcast which has been running since Summer 2005
- *VerySpatial TV (vstv)* - our seasonal video podcast which is currently in its second season
- *avsp Roadshow* - our conference feed that focuses on content, participants, and vendors at conferences that are attended by VerySpatial employees.

Each of these products offers your company a chance to reach the VerySpatial audience.

Audience of *VerySpatial.com*

VerySpatial.com began in late July 2005, with the first episode of avsp made available via iTunes the first week that the iTunes service began to offer podcasts. That inaugural episode was downloaded 75 times in the first week of its release, but as of October 2008 the first episode has now been downloaded over 3000 times.

Our audience leans toward geospatial professionals and geographers and, at first, was represented mostly by those who were tech-savvy and early participants in New Media communication. As more people have become familiar with podcasting, we have seen our audience broadening to include more geographers, teachers, and others interested in geography and geospatial technologies. Content such as our interview with Peter Morville, author of *Ambient Findability*, has also worked to bring in new audiences.

Both the website and the podcast have a growing international audience, with our website showing daily hits from numerous countries, especially in Europe and Australia, and weekly downloads of the podcast from every continent...with the obvious exception of Antarctica. In 2007, we were presented with an ESRI Special Achievement in GIS award in recognition of our efforts to bring a New Media focus to Geography and geospatial technologies.

What is 'New Media'?

New Media technologies are Internet-based media, especially podcasts and video podcasts. A podcast is a downloadable audio program that can be used to disseminate information on any topic. The podcast is downloaded as a self-contained .mp3 file, which can be played on any computer or portable .mp3 device. The portability of these players makes them perfect for use while on a plane, commuting to work, or while simply riding a bike. While downloadable audio content is not necessarily new, it is the ability to subscribe to the audio via RSS that is perhaps the most important component in distributing podcasts.



A *VerySpatial Podcast* is our weekly podcast on Geography and geospatial technologies. Geography touches most everything in our daily lives, but we rarely even think of it. The podcast attempts to address this lack of geographic understanding through news highlights, a roundup of events, discussions on Geography and geospatial topics, and interviews with prominent geographers and geospatial professionals.

VerySpatial TV is our video podcast that focuses on a range of topics from 'how-to' and conference round-ups to examples of Geography in the real world. VerySpatial TV runs in 13 episode seasons with special episodes made available between seasons. There are generally two seasons per year.

avsp In-Show Advertising

We offer two advertising spots per episode of A VerySpatial Podcast, an 'ad spot' and a 'shout out spot'. If you are our weekly 'ad spot' advertiser, *avsp* listeners will hear your advertisement at the beginning of each sponsored episode, within the first two minutes of the episode. Advertisements can be presented either in a prerecorded 30 second spot created by the sponsor or a bulleted highlight list that we will use as a guideline to discuss your products and services. We will also discuss an event or product provided by the sponsor at the end of the podcast. If you are our weekly 'shout out' advertiser, you will be mentioned in the weekly introduction and we will also discuss an event or product at the end of the podcast. All in-show advertising includes one website advertising block.

vstv In-show advertising

We offer one ad spot at the end of each episode of VerySpatial TV. This ad can either be a static image that will run for 5 seconds or a 5-15 second video clip. All in-show advertising includes one website advertising block.



Sponsorship Pricing

Duration	avsp Ad Spot	avsp Shout Out	vstv Ad Spot	Web Only
Single Week	\$250	\$150	\$200	N/A
4 Weeks (10% Discount)	\$900	\$540	\$720	\$396
13 Weeks (15% Discount)	\$2,700	\$1,650	\$2,210	\$1,215
52 Weeks (20% Discount)	\$10,400	\$6,240	N/A	\$4,576

Show Notes

Show notes for *avsp* and *vstv* are available on our website. A banner ad of 468 pixels wide by 60 pixels high will be included in our show notes and will remain attached to the show notes of the episodes you sponsor. All banners will be provided by you to ensure that they convey your product in the best way.

Website Advertising

In addition to the in-show advertising, a badge advertisement that will be seen on every page of the VerySpatial.com website in our right column will feature each sponsor. The badge dimensions are 150 pixels by 250 pixels. Multiple badge advertisement images are welcome and will be randomly accessed and may link to any location on your website. Website advertising is also available stand-alone for those not sponsoring one of our podcasts. All badge ads will be provided by you to ensure that they convey your product in the best way.

Other Promotions

We are happy to work with you to create other promotions that will feature your products and services. If you are interested in supporting one of our contests or provide our audience with product coupons we are very interested in supporting these options.

Pricing

Sponsorship of *avsp* or *vstv* includes all three advertising methods, in-show, website, and show notes. Website advertising is also available as a stand-alone option. We know that every sponsor's needs are different and we look forward to working with you to meet your advertising needs.

Contact:

For details and discuss advertising options contact:

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