



# 2021 GeoLocator

SERVING THE SURVEYING | ONLINE AND GEOMATICS MARKET | JULY 2021



With everyday search engines delivering general results it's hard for customers to find exactly what they need, and it's easy for your company to get lost in the clutter. The POB GeoLocator directory is the ultimate industry search portal, ensuring that when a potential customer is ready to choose the best company to meet their needs, they find you and not someone else.

- Accessible year-round to POB's 28,500+ average unique monthly website users\*
- Premium Listings include a 12-month special feature in the Digital Edition

## Listing Packages:

### Basic Listing - \$35

- Limited contact information (excludes email & website)
- 50-word company description

### Linked Listing - \$145

Includes Basic Listing plus:

- Complete contact information
- Live links to email & website
- Inclusion in the Request for Proposal (RFP) program - LEADS!

### Deluxe Listing - \$260 (Free with July display ad)

Includes Linked Listing plus:

- Color logo
- Improved positioning online

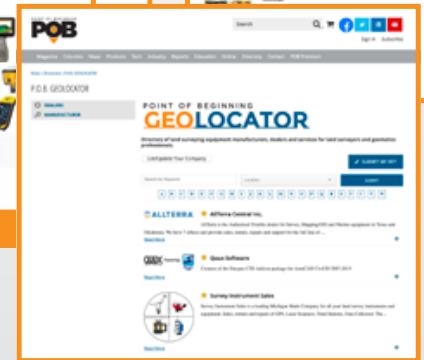
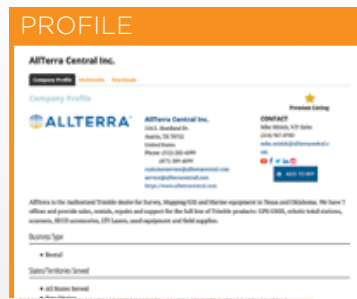
### Premium Listing - \$655

(\$440 with July display ad)

Includes Deluxe Listing plus:

- BEST positioning online
- 3 photos
- Video
- NEW Digital Edition Sponsorship feature
- Social Media linked icons
- 3 PDF downloads
- Leaderboard Ad posted to 3 category pages

## PREMIUM LISTING SAMPLE PAGES



## Additional Options:

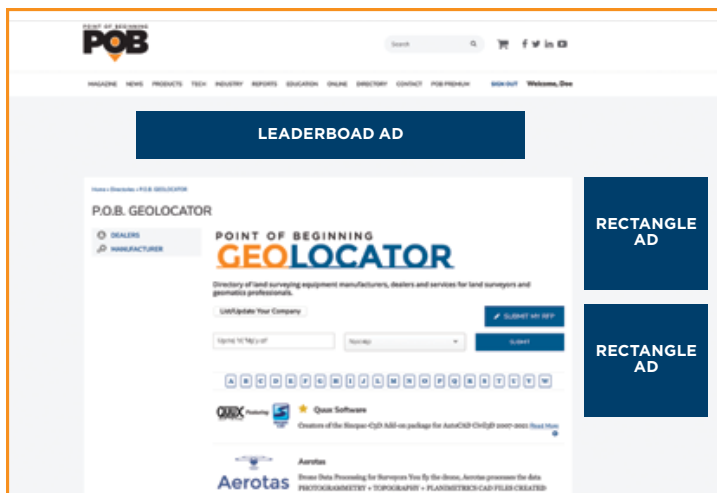
### Social Media Links - \$125

Connect with your customers by including an icon in your online listing for each of your social media platforms. Each icon will be linked to your Facebook, Twitter, LinkedIn, YouTube and Instagram accounts.

## Update your Listing Online Today!

Contact Stacey Hurley at (248) 786-1662 or Hurleys@bnpmedia.com

**Listing Deadline: June 15, 2021**



### Homepage Leaderboard Ad - \$500/year

Ad rotates on the homepage page of the online buyers guide for more exposure to your customers. Ad is linked to your website and can be animated. Sold on a first come, first served basis (728x90 pixels).

### Medium Rectangle Ad - \$995/year

Appears on EVERY page of the online POB GeoLocator directory for an entire year! Ad is linked to your website and can be static or animated. Sold on a first come, first served basis (300 x 250 pixels).

**LIMITED SPACE AVAILABLE! Contact Stacey to reserve your spot!**

\* June 2020 BPA Statement