



GEOSMART

MAGAZINE

La voce della Società 5.0

www.geosmartmagazine.it

MEDIA PLAN 2024

Geosmart Magazine is part of Geosmartcampus Innovative Ecosystem

Geosmart Magazine is the information portal launched by Geosmartcampus dedicated to **digital** and **technological innovation**.



Geosmartcampus is an innovation ecosystem based on the values of Open Innovation and Coalescence Innovation with an acceleration program based on digital geography. The goal is to promote the culture of innovation and to be able to discover talents and projects, support them and develop innovative, ready-to-use solutions, bringing them to the market in the near future.

Geosmartcampus is supported by a [network of international and national partners](#) united by the desire to work collaboratively, who share their skills and put their knowledge at disposal.

The ecosystems in which we participate:



Geosmart Magazine Geosmart Magazine is a reference for companies, institutions, professionals, associations and in general for all operators involved in **territorial**, **smart city** and **cultural heritage sectors**.

Geosmart Magazine is a **magazine registered** at Tribunale di Roma.

► Dissemination

Born in July 2021 Geosmart Magazine, updated daily and effectively indexed by search engines, can count over **15,000 accesses to the site per month** and a growing following through social channels (LinkedIn, Facebook, Twitter, Instagram, YouTube) with more than **12,000 followers**.

About dissemination of content, we also make use of numerous and important media partnerships with portals, events and sector fairs, as well as collaboration of partners of GEOsmartcampus ecosystem.

► Target

The Magazine is aimed at a large audience made up of the management of institutions, companies, organizations, and technicians interested in professional updates on new technologies and their applications.

The Magazine also deals with insights into the world of innovators and startups, giving ample space to opportunities for meeting between the innovation and the market.

The editorial staff, composed of a team of expert resources, guarantees authority and quality of the contents and communication, an attention rewarded by the continuous growth of interest from readers.



NEWS

Publication of news and articles on case histories, services, technologies, events, webinars, etc. with dissemination on social networks and newsletters.

VIDEO

Production and dissemination of high-quality multimedia material for your company, your event or your product.

Video



VIDEO – Rilievi ad alta precisione con WingtraOne PKK

Geo-IT | Redazione | 12 Novembre 2022

In questo video potrete vedere in azione WingtraOne PKK, il drone di Wingtra per rilievi ad alta precisione, <https://www.youtube.com/embed/KwKcGDMKTTs>



MIP OnAir intervista Andrea Fato, CEO di StartaCrowd


MIP OnAir | Redazione | 1 Novembre 2022

Proseguiamo il nostro appuntamento con il "MIP OnAir", la rubrica di interviste a cura di Murate Idea Park, acceleratore del Comune di Firenze ed...

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HOME GEO-IT SMART CITY CULTURA & TURISMO SANITÀ DIGITALE FORMAZIONE EVENTI LAVORO

ULTIME NOTIZIE | *Telerilevamento ambientale e del territorio: seminario IUII e Copernicus Academy*



Intelligenza artificiale per la previsione incendi di infrastrutture TLC

Progetto Smart City Milano: 2000 km di strade rilevati dal mapping di Cyclomedia

Call startup per lo sviluppo di soluzioni di Intelligenza Artificiale

Osservazione della Terra: un progetto per la nuova costellazione satellitare IRIDIUM NEXT

YOUR BANNER HERE

CSICA

f i+ in y t w

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Geo-IT

Nuove tecnologie spaziali italiane: grande successo di MIPOnAir22

Tecnologie per il territorio e l'ambiente: accordo eGOS e INGV

Rece la International Water Academy, accademica per l'acqua ed i territori

International Water Academy

Pitch Competition Programma

Pitch Competition di Fondazione Arnaldo al NSI: Dispositivi premiati a 20.000 €

Risorse idriche e rischi per eventi estremi: workshop internazionale

Telerilevamento ambientale e del territorio: seminario IUII e Copernicus Academy

Pitch Competition di Fondazione Arnaldo al NSI: Dispositivi premiati a 20.000 €

New Space Economy: call per imprese, PMI e startup del settore spazio

Osservazione della Terra: un progetto per la nuova costellazione satellitare IRIDIUM NEXT

Rischi per il territorio: nasce GeoScienzeR, infrastruttura di ricerca per la mitigazione dei rischi

YOUR BANNER HERE

SMART CITY

Politiche energetiche nelle aree strategiche di Genova: il ruolo di Enecon

Energy manager: in download il manuale di Enecon

FORUM CITYLAB ENERGY

Geo-IT

DIGITAL CITY

VISITA I NOSTRI PARTNER

esri Italia

ENERCOM

BANNER

Available in different formats:

- 728x90 - 300x250 GIF or JPG.
- Exclusive or shared.

DIGITAL STAND

Your online, interactive virtual office, wherever you want.



Technical services and video production

- ▶ Video services are essential promotional tools for projects, companies, products, events and much more.
- ▶ The services include multiple solutions that can be adapted to all needs:
 - ▶ OPENING VIDEO
 - ▶ VIDEO EDITING
 - ▶ COMMERCIAL
 - ▶ PHOTOSHOOT
 - ▶ REPORT OF THE EVENT
 - ▶ PROJECT STORY

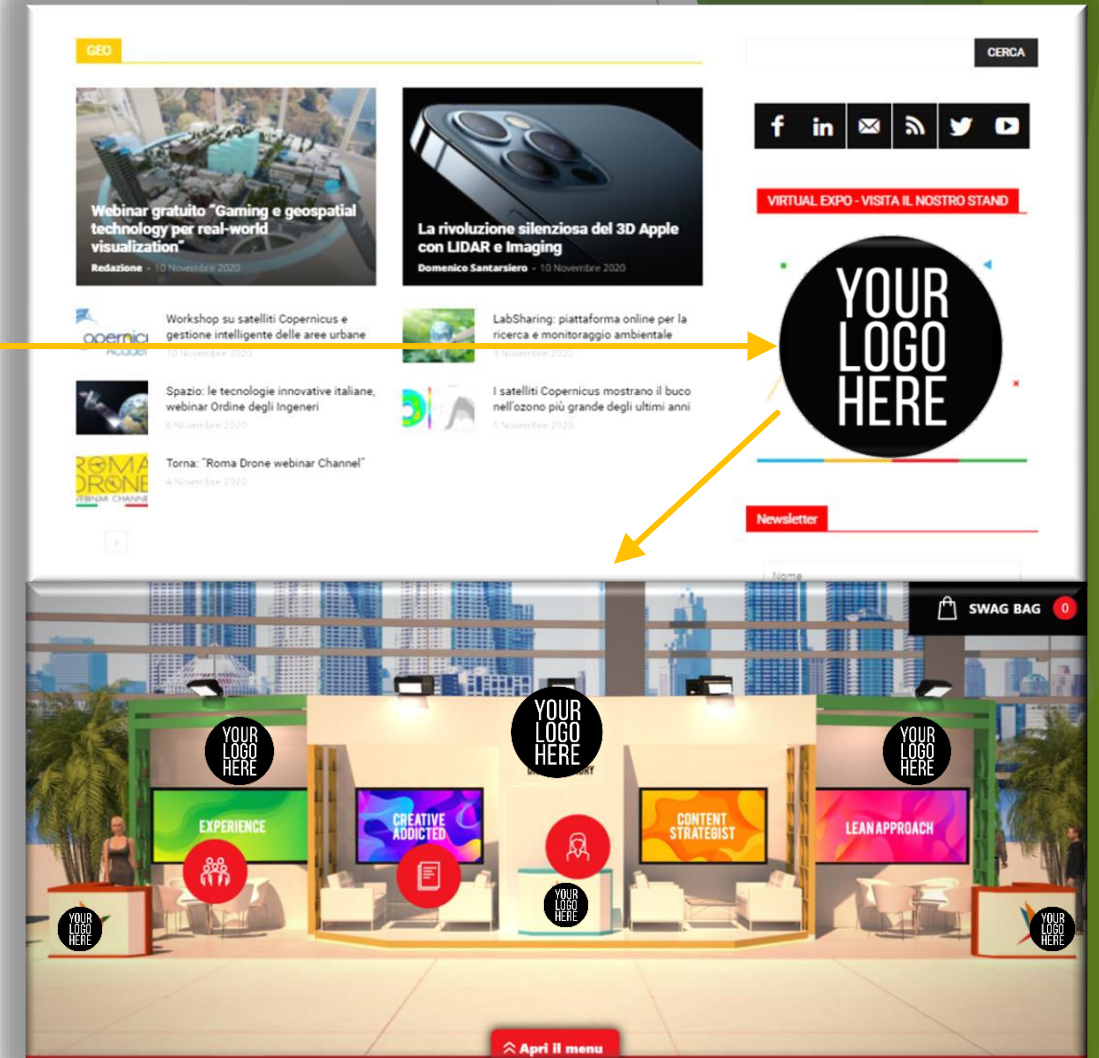
- ▶ The «**Project Story**» is an innovative, dynamic and impactful presentation tool, produced by a team of professionals with top quality equipment.

Here are some links to Project Stories created for one of our customers:

- [Regione Lombardia oltre i confini dell'innovazione](#)
- [RFI: StationLand](#)
- [Progetto Moses](#)
- [Enel Green Power: un modello chiamato Innovability](#)

Digital Stand

- ▶ The ideal solution for managing dialogue between organization and user in a simple and direct way. Created to involve the public and accelerate the creation of opportunities, through interaction tools and a new digital experience. A dedicated and personalized space.
- ▶ Through the banner, user accesses to the virtual office.
- ▶ The **3D graphic environment** is engaging and allows easy access to content.
- ▶ It will be possible:
 - ❖ **HOST** your customers, partners and employees in an exclusive environment that talks about your business.
 - ❖ **TELL** your products and services through conference activities in modality (one-to-one, one-to-many, on-demand).
 - ❖ **TRAIN** its users by transferring knowledge and use of products and services.
- ▶ Through a "permanent link", the Digital Stand can be used on its own site or made available on third-party websites.



Price lists

COMMUNICATION PLAN	CONTENTS	PRICE LIST*
<u>OPTION A</u>	<ul style="list-style-type: none"> • Publication of #6 news on the website (content provided by the customer); • dissemination of articles/news through the social channels of Geosmartcampus; • dissemination through the periodic newsletter; • editorial support. 	€ 1.200,00
<u>OPTION B</u>	<ul style="list-style-type: none"> • Publication of #12 news on the website (content provided by the customer); • publication of #1 video provided by the customer (uploaded on the GSC YouTube channel and disseminated on social); • creation and publication of #1 10/15 minutes video interview (uploaded on the GSC YouTube channel and disseminated on social networks); • dissemination of articles/news through the social channels of Geosmartcampus; • dissemination through the periodic newsletter; • editorial support. 	€ 2.600,00
<u>OPTION C</u>	<ul style="list-style-type: none"> • Publication of #12 news on the website (content provided by the customer); • publication of #3 videos provided by the customer (uploaded on the GSC YouTube channel and disseminated on social); • creation and publication of #2 10/15 minutes video interviews (uploaded on the GSC YouTube channel and disseminated on social networks); • dissemination of articles/news through the social channels of Geosmartcampus; • dissemination through the periodic newsletter; • newsletter dedicated to the customer; • banner on the Geosmart Magazine website (shared with up to 3 other customers); • editorial support. 	€ 5.000,00

*All prices are net of VAT.

Supplementary/optional services

SERVICE	MODE	PRICE LIST*
<u>BANNER</u>	<ul style="list-style-type: none"> Reserved and exclusive advertising space on GSM website dedicated to the customer. 	<p><u>€ 250/per month</u> (as an additional option to communication plans)</p> <p>(€ 350/per month as a separate purchase)</p>
	<ul style="list-style-type: none"> Shared advertising space on GSM website (with a maximum of 3 customers). 	<p><u>€ 100/per month</u> (as an additional option to communication plans)</p> <p>(€ 150/per month as a separate purchase)</p>
<u>NEWSLETTER</u> <u>dedicated to the customer</u>	<ul style="list-style-type: none"> Exclusive newsletter dedicated to the customer sent to GEOsmartcampus contact database (html provided by the customer). 	<p><u>€ 500/send</u> (as an additional option to communication plans)</p> <p>(€ 700/send as a separate purchase)</p>
Management support of your <u>SOCIAL NETWORK</u>	<ul style="list-style-type: none"> 1 Post/week published on LinkedIn, Facebook, Instagram, Twitter channels. 	<p><u>€ 80/per month</u> (as an additional option to communication plans)</p> <p>(€ 120/per month as a separate purchase)</p>
	<ul style="list-style-type: none"> 1 Post/every 15 days published on LinkedIn, Facebook, Instagram, Twitter channels. 	<p><u>€ 50/per month</u> (as an additional option to communication plans)</p> <p>(€ 80/per month as a separate purchase)</p>

*All prices are net of VAT.

Technical services and video production

SERVICE	CONTENT	PRICE LIST*
<u>OPENING VIDEO</u>	Production of one of the following two contents: <ul style="list-style-type: none"> • Company material editing (with dubbing). • Opening video in 2D of about 1-2'. • There is no purchase of video material or images. 	€ 1.500
<u>COMMERCIAL PROMO</u>	<ul style="list-style-type: none"> • Creation of #3 commercial promos with a maximum duration of 1', for launch and event invitation. • 1 Video Maker, 1 camera 4K, zhiyun, microphones, lights, direction, Standard FullHD. • Editing of 1 video of 3-4' (approx.). • Graphic care, girth, transitions, layout. • There is no purchase of video material or images. 	€ 4.500
<u>VIDEO REPORT OF THE EVENT</u>	<ul style="list-style-type: none"> • Video Short duration 3' (delivery within 5 days from the end of filming). • Video Report Backstage (event duration 1 day) max duration 20' (delivery within 15 days from the end of filming). • #15 edited Video Interviews of 4'-5' (approx.). 	€ 6.000
<u>PROJECT STORIES</u>	Video Story creation with contextual cover shot in 1 day. <ul style="list-style-type: none"> • 1 Video Maker, 1 camera 4K, zhiyun, microphones, lights, direction, Standard FullHD. • Editing of 1 video of 3-4' (approx.). • Graphic care, girth, transitions, layout. 	€ 12.000 (#6 Project Stories)
		€ 2.500 (#1 Project Story)
<u>VIDEO EDITING AND PRESENTATION OF THE SPONSOR</u>	<ul style="list-style-type: none"> • Registration on the collaboration platform. • Video editing of 20' (approx.). • Graphic care, girth, transitions, layout, PPT readjustment. 	€ 3.200 (#6 Videos)
		€ 600 (#1 Video)
<u>PHOTOSHOOT</u>	Realization of a one-day photoshoot. <ul style="list-style-type: none"> • Telephone brief and eventual inspection, • Professional photographic equipment. • Basic post-production of the photographic material being delivered. • Delivery of 40 shots in digital format within 7 days of the closing of the event. • Delivery of the remaining photographic material in digital format within 14 days of the closure of the event. 	€ 2.500

SERVICE	FEATURES	PRICE LIST*
<u>DIGITAL STAND</u> (one-year period)	<u>BASIC FEATURES:</u> <ul style="list-style-type: none"> • download information materials, brochures, images; • view webinars in video mode; • request further information through the info point; • configurable in-depth menu. 	€ 3.000
	<u>ADVANCED FEATURES</u> (BASIC FEATURES included): <ul style="list-style-type: none"> • online agenda for making appointments with users; • online reception with chat or video call; • digital control unit with extensions (assistance, sales, etc.) available via a dedicated feature from the stand; • business room for meetings; • auditorium and event halls; • interactive webinar classroom; • interactive training room. 	€ 3.800

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GEOSMARTCAMPUS

Registered office: via Casilina 98 - 00184 Rome, Italy

info@geosmartmagazine.it



Contacts:

Alfonso Quaglione

aquaglione@geosmartcampus.it