



HOW WELL WILL YOU  
**Stand OUT**  
IN THE CROWD?

“With the multitude of opportunities out there, we consider GSA as a necessary piece of our media budget. Many of those who stopped by our booth saw our ads in GSA Today; it really increased our exposure at the show.” Delta Nu LLC

# Direct Traffic To Your Booth!

TARGET YOUR PROMOTIONAL ACTIVITIES **ADVERTISE!**

IN THE CONVENTION-RELATED ISSUES OF **GSA Today** AND THE ON-SITE **Conference Program**

## GSA TODAY PREMIUM, CONVENTION-RELATED ISSUES JUNE & SEPTEMBER

**NOTE:** PREMIUM ISSUE SURCHARGES WILL BE ADDED TO FREQUENCY RATES: **+5% JUNE; +10% SEPT**

### 2007 Gross Black & White Rates (US DOLLARS)

Ad Size	1time	3time	6time	12time	Dimensions
Full Page	\$1051	\$998	\$948	\$872	7-5/16" x 9-3/4"
2/3	\$945	\$898	\$853	\$785	4-13/16" x 9-3/4"
1/2 Island	\$854	\$811	\$771	\$709	4-13/16" x 7-3/8"
1/2 Vertical	\$808	\$767	\$729	\$671	3-3/8" x 9-3/4"
1/2 Page Horiz	\$765	\$726	\$690	\$635	7-5/16" x 4-13/16"
1/3 Square	\$612	\$581	\$552	\$508	4-13/16" x 4-13/16"
1/3 Vert	\$612	\$581	\$552	\$508	2-5/16" x 9-3/4"
1/4 Page	\$489	\$464	\$441	\$406	3-9/16" x 4-3/4"
1/6 Page	\$391	\$371	\$352	\$324	2-5/16" x 4-13/16"
Business Card Ad	\$100				

INDICATE (CIRCLE) AD SIZE / RATE FOR GSA TODAY AND/OR CONFERENCE PROGRAM  
BOOK GSA TODAY CONVENTION ISSUE **AND** CONFERENCE PROGRAM  
RECEIVE 10% OFF SPACE RATE FOR CONFERENCE PROGRAM.

SAVE 25% DISC ON COLOR RATES!  
**ENHANCE YOUR GSA TODAY AD WITH COLOR!**

ADD TO B&W SPACE RATES  
FULL PG: \$670      FOURTH PG \$168  
HALF PG: \$335      SIXTH PG: \$112  
THIRD PG: \$223  
discount will be applied to appropriate size rate

### DEADLINES:

SPACE RESERVATIONS: **20TH TWO MONTHS PRIOR TO MONTH OF ISSUE**  
ELECTRONIC ART FILES DUE: **30TH TWO MONTHS PRIOR TO MONTH OF ISSUE**

*Note:*  
Advertising accepted in all monthly issues for GSA Today.

CLIENT NAME \_\_\_\_\_  
CONTACT PERSON \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
PHONE (DURING BUSINESS HOURS) \_\_\_\_\_  
EMAIL \_\_\_\_\_

## 2007 Denver, Conference Program 2007 Gross Black & White Rates (US DOLLARS)

Ad Size	1time	3time	6time	12time	Dimensions
Full Page	\$938	\$910	\$882	\$856	7" x 10"
2/3	\$702	\$681	\$660	\$640	4-9/16" x 10"
1/2 Island	\$655	\$636	\$616	\$598	4-9/16" x 7-3/8"
1/2 Page Vert	\$610	\$591	\$574	\$556	3-3/8" x 10"
1/2 Page Horiz	\$580	\$562	\$545	\$529	7" x 4-7/8"
1/3 Square	\$403	\$391	\$379	\$367	4-9/16" x 4-9/16"
1/3 Vert	\$403	\$391	\$379	\$367	2-3/16" x 10"
1/4 Page	\$329	\$319	\$310	\$300	3-5/16" x 4-7/8"
1/6 Page	\$183	\$178	\$172	\$167	2-5/16" x 4-13/16"
Business Card Ad	\$95				

### DEADLINES:

SPACE RESERVATIONS: **20 AUG**      ELECTRONIC ART FILES DUE: **30 AUG**

**SAVE 10%** ON PROGRAM AD SPACE RATE  
WHEN YOU BOOK STANDARD SIZED AD (1/6 PG OR LARGER) IN  
JUNE AND/OR SEPT GSA TODAY **AND** THE PROGRAM

### NEW! Tab Position Placements

Place your full b&w page ad opposite any of the following general categories  
**GET NOTICED EVERY TIME THE PAGE IS ACCESSED!**

Add to b&w full page rate: \$125

LEFT-HAND PAGE FACING: (indicate 1st & 2nd choices; you'll be notified of availability)

~~Inside front cover (C2)~~ (BOOKED)

~~Table of contents~~ (BOOKED)

General Information

Field Trips

Short Courses

Guest Program

Alpha Listing of events

Alumni listings

Chronological list of events

Awards

Graduate School Information Forum

Technical Program Calendar

Technical sessions lists

Index

~~Last page facing inside back cover (C3)~~ (BOOKED)

+1.800.472.1988 x1053  
**advertising@geosociety.org**



WWW.GEOSOCIETY.ORG  
07FEB