



THE GEOLOGICAL SOCIETY
OF AMERICA

Annual Program

The *GSA Annual Program* is a publication of the Geological Society of America's Annual Meeting. Listing all events of the meeting, it is the attendees "daily planner."

Abstracts Volume

The *Abstracts* volume includes abstracts of all scientific papers presented at the annual meeting.

Printed offset, web-fed. Journal format, trim size 8-3/8" x 10-1/8". Perfect bound. Electronic files plus hard copy of ad must be sent.

Electronic Art Files

All ads must be sent electronically – by e-mail or upload to the GSA ftp site; or by removable media: DVD, CD ROM, Zip, 1 GB Jazz. Label all removable media with contact information as well as file name; include all companion file imports – illustrations, photos saved as .TIFF or .EPS (JPEG not acceptable format); all typefaces.

High resolution PDFs are accepted as final art**. Use Adobe Acrobat Distiller default setting PDF/X-1a.

If submitting native files, or PDF, supply hard copy proof at 100% (in color if applicable). Send by mail to arrive by final deadline. Client must send written notice that file is approved for release by GSA as sent.

CMYK color only: 300 dpi; gray-scale: 300 dpi; line art: 1200 dpi; ruled lines no smaller than 0.3 pt.

GSA utilizes Mac Adobe InDesign CS2 for layout and Adobe Photoshop CS2 and Adobe Illustrator CS2.

****Disclaimer:** All electronic art files should be accompanied by a hard copy proof (made from supplied file) to ensure accurate reproduction. If no hard-copy proof is supplied, client assumes risk. GSA will not alter client ads to ensure print-quality reproduction. Final art not sent according to specification is not guaranteed to reproduce at highest quality.

Circulation & Readership

ON-SITE PROGRAM circulation: approx 6,500. Includes all attendees at the annual meeting plus additional copy requests.

ABSTRACTS volume: approx 3,000 library subscribers plus individual sales

Issuance

Published in the fall in conjunction with the Society's Annual Meeting.

Deadlines

Space reservations: 20 Aug 2007

Electronic files & hard copy of ad: 30 Aug 2007

Cancellations

No cancellations accepted after closing date.

Covers: Any cancellation must be made in writing **120 days prior** to closing date. (Penalty for cancellation is position deposit)

Contact

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Geological Society of America
P.O. Box 9140, Boulder, CO 80301-9140
Phone: +1 800-472-1988 x1053

+1 303-357-1053 (direct), +1 303-447-2020 ext. 1053

Fax +1 303-357-1070 or

E-mail: advertising@geosociety.org

**enhance your marketing goals
with targeted marketing to
geoscientists attending the
Annual Meeting of the
Geological Society of America.**

2007 GSA Annual Meeting 2007 On-Site Program or Abstracts Volume*

DISPLAY ADVERTISING INSERTION ORDER / CONTRACT

Cover positions (Covers 2, 3, 4) available for both the on-site *Program* and the *Abstracts* volume. All other ads appear in b&w in the *Program* only.

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				

*Covers PROGRAM & ABSTRACTS VOLUME POSITION CHARGES [INQUIRE ABOUT AVAILABILITY]

Cover 2: full page b&w cost plus: \$325 [Prog booked]

Cover 3: full page b&w cost plus: \$325 [Prog booked]

Cover 4: full page b&w cost plus: \$650 [Prog booked]

*Covers only available for sale on the *Abstracts* Volume. No interior ad pages on *Abstracts* Volume

Color AVAILABLE ON COVERS ONLY. ADD TO FULL PAGE SIZE.

Ad Size	1time	3time	6time	12time
Full Page	\$700	\$678	\$658	\$639

dimension including bleed: 8-5/8" x 11-1/8";
add 1/8" to 1/4" all around for cover bleeds; trim size 8-3/8" x 10-7/8"

Closing (SUBJECT TO CHANGE PENDING FINAL SCHEDULES)

Space Reservations: 20 Aug 2007

Electronic art files: 30 Aug 2007

Authorization I hereby direct the Geological Society of America (GSA) to place advertising on our behalf, and based on our selections, if available, in the *Program*, or on an indicated cover position of the *Program* or *Abstracts* volume*.

Indicate ad size(s) & cost (from table above)
[note frequency rate if booking ad in *GSAToday*].

Client Information

apply 15% discount
1/6 pg or larger
RECOGNIZED AGENCIES ONLY

Advertiser/Company _____

Contact _____

Address _____

City / State / Zip _____

Phone / fax _____

Email _____

Ad Agency (for above client) _____

Contact _____

Address _____

City / State / Zip _____

Phone / fax _____

Email _____

Method of Payment

Send invoice to above address

Check enclosed

Charge credit card VISA MC AmEx

NUMBER _____

EXP DATE _____

SIGNATURE _____

❖ 3300 Penrose Place ❖ PO Box 9140 ❖ Boulder, CO 80301 ❖ ❖ +1.800.472.1988 x1053 ❖ fax +1.303.357.1070 ❖ advertising@geosociety.org ❖

2007 Denver Conference Program



**GSA Today Convention Issues
Compliment Your Ad in the On-
Site Conference Program
Book June & Sept Issues!**

**Earn cross frequency between
the Conference Program,
Abstract Volume, and GSA
Today.**

**EXHIBITORS:
Earn Valuable Priority Points
Advertise in the June & Sept issues of GSA
Today AND the conference Program**

***Cover reservation must be
accompanied by non-refundable
deposit equal to the positional rate (ie
\$325 or \$650). Contact for availability.**

NEW! Tab Position Placements

Place your full page b&w 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 >>>

Inside front cover (C2) –[booked]	Awards
Table of contents [booked]	Graduate School Information
General Information	Forum
Field Trips	Technical Program Calendar
Short Courses	Technical sessions lists
Guest Program	Index
Alpha Listing of events	Last page facing inside back cover (C3) [booked]
Alumni listings	
Chronological list of events	

**Geo
MART**

Geoscience Directory

GSA's web venue for
bringing together
buyers and sellers of
geoscience-related
products and services.

*A great way to
compliment to your
display ad.*

**FREE WEB LINK
Add Your Logo!**

*Exhibitors: earn
discounted rates!*

**CALL FOR DETAILS ON
BANNER OR LINE ADS!**