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- Introduce and reinforce your brand
- Generate sales leads
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- Keep you up-to-date with the geoscience community
- Provide exposure to new products and services

[More than 50% of respondents from 2014 readership survey indicate satisfaction with print issues of GSA Today]

"With so much emphasis on digital, there is a growing nostalgia for . . . print!"  
(Print as a Branding Tool, Diana Landau)

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(Mountain Press)

Loyal membership/readers = long-term customers.
50% have been GSA members for 11 or more years. (2014 readership survey)

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