Electronic Art Files
All ads must be sent electronically—by e-mail or upload to a transfer site with specifics for download provided to GSA.

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

**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 may be accompanied by a hard copy proof (made from supplied file) to ensure accurate reproduction. 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.

See Ad Submission Guidelines (pdf file) or contact GSA for more information. Graphic services available at additional costs.

Circulation & Readership
11,000 print + 13,000 digital monthly in academia, government, business, and industry. Includes GSA membership plus nonmember subscribers. Pass-on readership and web posting boosts visibility.

Issuance & Closing
Published 11 times/year (combined March-April) issue on the 1st of the month of issue.

Deadlines:
Space reservations: 20th, two months prior to issue. Electronic files & hard copy proof of ad: 30th, two months prior to issue (e.g., Mar. closes 20 Jan., art & proof due 30 Jan.)

Cancellations
Non-Cover. Multi-month contracted space: notification of intent to cancel must be received in writing by 20th, two months prior. Single issue contracted space: notification must be made in writing, no later than 5 business days prior to receipt of art (30th). After specified deadlines cancelled space is invoiced at 10% cost of space.

Cover: Cancellation must be made in writing 120 days prior to space reservations closing date or client will be invoiced full cost of space.

Contact
Ann H. Crawford, Advertising Mgr
GSA Today, Advertising
Geological Society of America
P.O. Box 9140, Boulder, CO 80301-9140
E-mail: advertising@geosociety.org
Phone: +1.800.472.1988 x1033
+1.303.357.1053 (direct); Fax +1.303.357.1070

2021 DISPLAY ADVERTISING INSERTION ORDER / CONTRACT

Gross Black & White Rates (US DOLLARS)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 time</th>
<th>3 time</th>
<th>6 time</th>
<th>12 time</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1245</td>
<td>$1183</td>
<td>$1120</td>
<td>$1046</td>
<td>7-5/16&quot; x 9-3/4&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1120</td>
<td>$1064</td>
<td>$1008</td>
<td>$941</td>
<td>4-13/16&quot; x 9-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>$1012</td>
<td>$961</td>
<td>$910</td>
<td>$850</td>
<td>4-13/16&quot; x 7-3/8&quot;</td>
</tr>
<tr>
<td>1/2 Page Vert</td>
<td>$957</td>
<td>$910</td>
<td>$862</td>
<td>$804</td>
<td>3-3/8&quot; x 9-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Page Side</td>
<td>$904</td>
<td>$859</td>
<td>$814</td>
<td>$760</td>
<td>7-5/16&quot; x 4-13/16&quot;</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>$725</td>
<td>$689</td>
<td>$653</td>
<td>$609</td>
<td>4-13/16&quot; x 4-13/16&quot;</td>
</tr>
<tr>
<td>1/3 Page Vert</td>
<td>$725</td>
<td>$689</td>
<td>$653</td>
<td>$609</td>
<td>2-5/16&quot; x 9-3/4&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$579</td>
<td>$550</td>
<td>$521</td>
<td>$486</td>
<td>3-9/16&quot; x 4-3/4&quot; (vert)</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$456</td>
<td>$433</td>
<td>$410</td>
<td>$383</td>
<td>2-5/16&quot; x 4-13/16&quot; (vert)</td>
</tr>
<tr>
<td>Business Card Ad</td>
<td>$125</td>
<td>$125</td>
<td>$125</td>
<td>$125</td>
<td>3-1/2&quot; x 2&quot; (horiz)</td>
</tr>
</tbody>
</table>

Color per page or fraction (color cost adds to b/w rates above)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 time</th>
<th>3 time</th>
<th>6 time</th>
<th>12 time</th>
</tr>
</thead>
<tbody>
<tr>
<td>full</td>
<td>$784</td>
<td>$745</td>
<td>$706</td>
<td>$659</td>
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<tr>
<td>half</td>
<td>$391</td>
<td>$371</td>
<td>$352</td>
<td>$328</td>
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<tr>
<td>third</td>
<td>$264</td>
<td>$251</td>
<td>$238</td>
<td>$222</td>
</tr>
<tr>
<td>fourth</td>
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<td>$186</td>
<td>$177</td>
<td>$165</td>
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<tr>
<td>sixth</td>
<td>$131</td>
<td>$125</td>
<td>$118</td>
<td>$110</td>
</tr>
<tr>
<td>eighth</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
</tr>
</tbody>
</table>

Position (adds to rates)

*Covers booked as full page color only.

Add charge to rates above

Cover 2 | $605
Cover 3 | $500
Cover 4 | $775

Non-Cover Placement

Center Spread | $605
Facing pages | $150

Closing

Space requests due: by 20th of month, two months prior to issue

Electronic art files due: by 30th, two months prior to issue

Placement

Indicate month(s), size(s), cost(s) from rate table. Ad sizes (1/6 pg or larger) and content may vary with multi-month schedules.

Issue Month ___________ Issue Month ___________
Ad Size ___________ Ad Size ___________
Cost/Rate ___________ Cost/Rate ___________

Client Information

Advertiser / Company ___________
Contact ___________
Address ___________
City / State / Zip ___________
Phone (during business hours) ___________
Email ___________

Ad Agency for above client

Contact ___________
Address ___________
City / State / Zip ___________
Phone (during business hours) ___________
Email ___________

We (advertising client) request placement of print advertisement in GSA Today.

Authorization

By checking this box, we, the advertiser, have read, and agree, that the organization’s EOE practices align with GSA’s Diversity Position Statement, that encourages participation regardless of “race, ethnicity, color, national origin, ancestry, sex, creed, religion, age, genetic information, sexual orientation, gender identity, or expression, disability, veteran status, marital status, medical condition, pregnancy, education, class, political affiliation, or parental status.” GSA will, in good faith, publish the client ad, providing the above box has been checked. The advertiser understands that GSA reserves the right to decline or remove advertising if it determines an advertiser’s employment policies are inconsistent with the GSA Diversity Position Statement. ([REVISED ADVERTISING POLICY, OCT 2019])

Method of Payment

Terms: Net 30 days

Credit Card: □ VISA □ MC □ AmEx □ DISCOVER

Apply 15% discount (RECOGNIZED AGENCIES ONLY) □ 1/6page or larger

Send e-Invoice to email address

DID YOU KNOW?

11,000 Average monthly print distribution

13,000 Average monthly digital notices sent to subscribers

231,000 Approximate total views for GSA Today on the web (geosociety.org/gsatoday)

2 minutes Average time spent viewing web issue pages

Multi month contracts grab the attention of your busy clients

In accordance with The Geological Society of America’s (GSA) mission to advance the geosciences and to support the geoscience workforce, GSA offers advertising services. GSA accepts tasteful geoscience-related advertisements that may be of interest to the geoscience community. The Society reserves the right to decline advertising at its sole discretion.

Acceptance of advertising does not in any manner constitute GSA’s endorsement or recommendation of the providers’ products, services, policies, or practices.

3300 Penrose Place, PO Box 9140, Boulder, Colorado USA
+1.800.472.1988 x1053, fax +1.303.357.1070, advertising@geosociety.org
2021RateCard