



Printed offset, web-fed. Journal format, trim size 8-3/8" x 10-7/8". Saddle-wire stitched.

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.

Covers: 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
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+1.303.357.1053 (direct); Fax +1 303.357.1070

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.

2023 DISPLAY ADVERTISING INSERTION ORDER / CONTRACT

Gross Black & White Rates (US DOLLARS)

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

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

Ad Size	1time	3time	6time	12time
full	\$784	\$745	\$706	\$659
half	\$391	\$371	\$352	\$328
third	\$264	\$251	\$238	\$222
fourth	\$196	\$186	\$177	\$165
sixth	\$131	\$125	\$118	\$110
eighth (biz card)	\$100	\$100	\$100	\$100

Position (adds to rates)

*Covers booked as full page color only.

Add charge to rates above

Cover 2	\$605	Center Spread	\$605
Cover 3	\$500	Facing pages	\$150
Cover 4	\$775		

Non-Cover Placement

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

Card Number _____

Expiration Date _____

Name on Card _____

☐ 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.
[\[geosociety.org/gsatoday/\]](http://geosociety.org/gsatoday/)

2minutes

Average time spent viewing web issue pages



**Connect with
your niche
market of
geoscientists
who want to be
kept up-to-date
on activities
and
opportunities
within the
community.**