

geo@outlook
MEDIA KIT 2013



Dear Geo Outlook Advertiser:

I have enclosed information about advertising opportunities offered by the International Ground Source Heat Pump Association (IGSHPA). Whether through display ads in Geo Outlook magazine, web site support, the Buyers Guide or the Product Showcase, we have advertising and marketing opportunities to help your company meet its marketing goals.

As you review this information, remember these key points:

- Geo Outlook magazine reaches 50,000 members and industry professionals annually
- More than 50 percent of the Geo Outlook magazine circulation goes to selected professionals outside our membership base
- Full-year display advertising offers the greatest benefit: a price break on each ad and three free listings in the Buyers Guide
- The Buyers Guide and the Product Showcase serve as year-round reference tools for industry professionals
- Every new Accredited Installer, Accredited Vertical Loop Installer and Certified GeoExchange Designer is introduced to the industry through IGSHPA publications

For more information or to secure ad space, please contact our office at 405-744-5175 or by e-mail at geonews@okstate.edu

Cordially,

A handwritten signature in black ink that reads "Ben Champlin".

Ben Champlin
Editor in Chief – Geo Outlook

GEO OUTLOOK ADVERTISING

Produced by IGSHPA, Geo Outlook is the ONLY magazine targeted specifically to the ground source heat pump industry. IGSHPA's membership has continued to grow in the last year, and this year the Geo Outlook will be partnering with other organizations to distribute the magazine. The Geo Outlook is also available now for online viewing (with option to print for members.) With industry leader profiles and in-depth features on ground source heat pump projects from around the globe, this publication markets the field as "The Future of Space Conditioning Today."

CIRCULATION: 50,000 (ANNUALLY)

Geo Outlook has an international readership of professionals inside and outside the geothermal industry. Quarterly distribution reaches 12,500, including more than 6,000 IGSHPA, with the remaining balance distributed to a targeted group of individuals in related professions. These external recipients are decision makers within their companies and are selected based on location and the type of projects featured in each issue.

IGSHPA MEMBERS



- Installers
- Vertical Loop Installers
- Manufacturers
- Architects & Engineers
- Dealer/Contractors
- Product Distributors
- Other

2011 MAGAZINE DISTRIBUTION

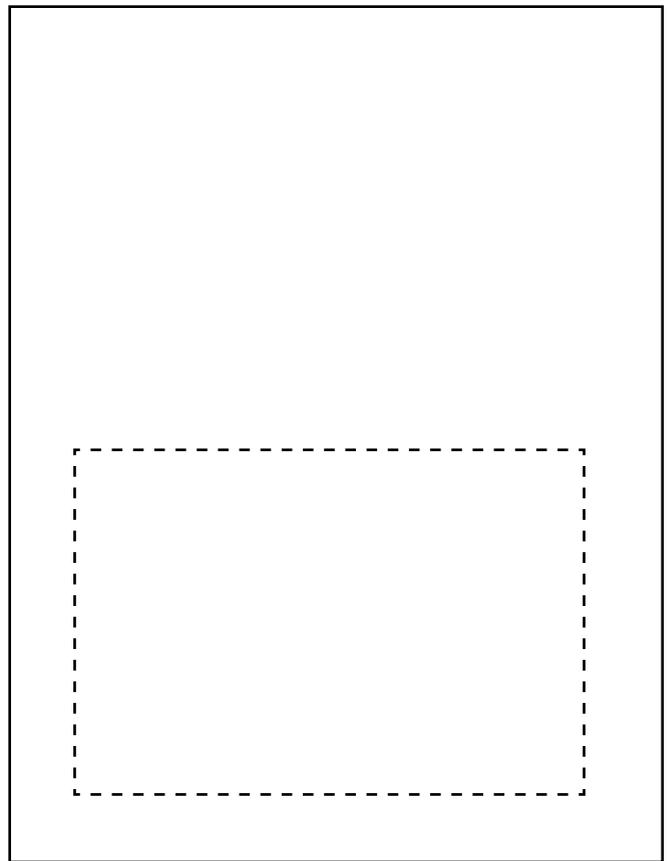
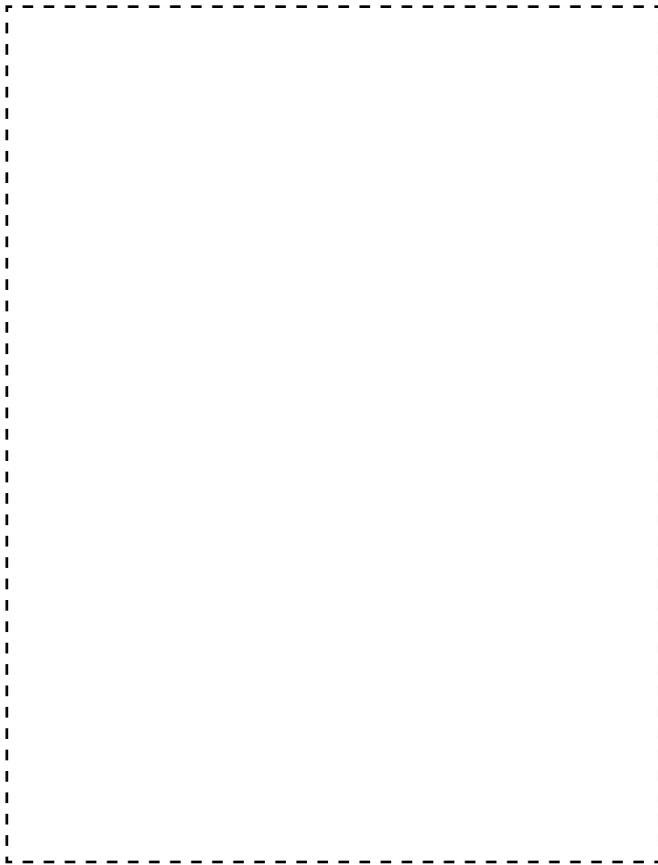


- Non-profit Decision Makers
- Community Bank Presidents
- HVAC Contractors (non-members)
- Mechanical Engineers
- IGSHPA Members

KEY MARKET

In the last year, IGSHPA accredited more than 1400 new installers. Along with accreditation and membership, every new installer receives Geo Outlook magazine, as well. Each of these newcomers to the industry is looking for the products and services you provide. Don't overlook this opportunity for new business.

AD RATES



Full page 8" wide x 10.5" high

\$1,585 1-3x **\$1,505** 4x

Inside cover (front or back) 8" wide x 10.5" high

\$1,775 1-3x **\$1,685** 4x

Back cover 8" wide x 7.5" high

\$2,335 1-3x **\$2,220** 4x

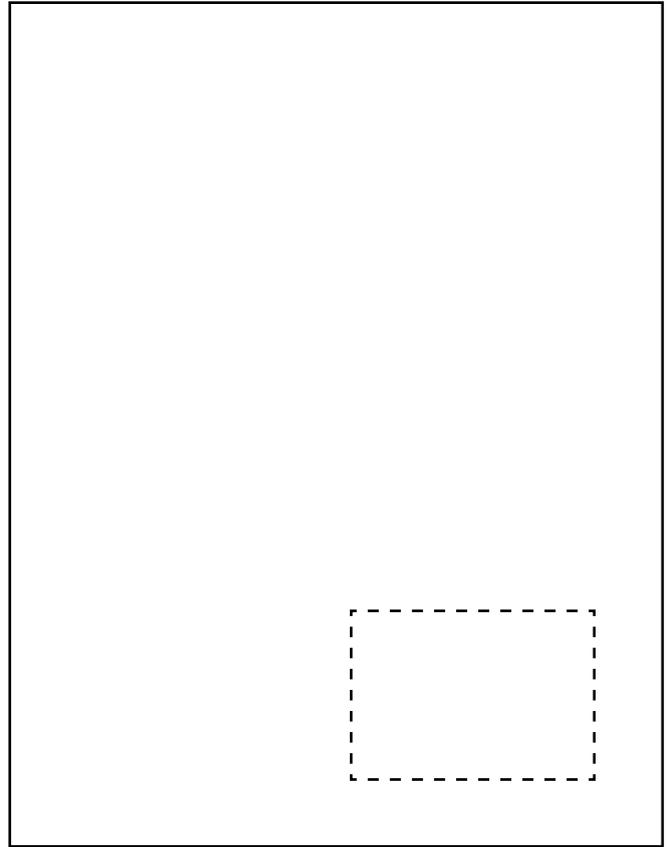
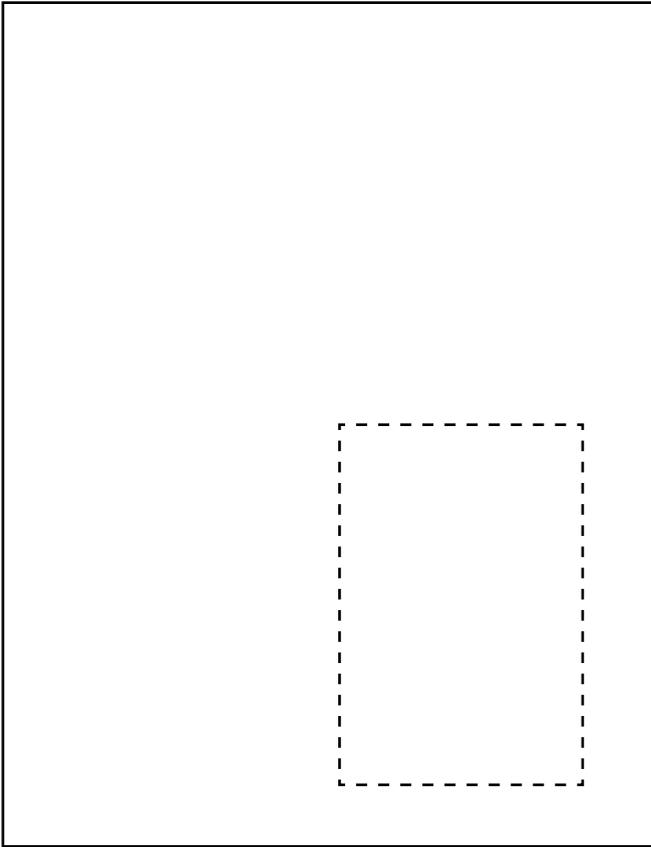
Half page 6.25" wide x 4.25" high

\$965 1-3x **\$915** 4x

Prices are per ad insertion.

TERMS OF SALE

- Payment is due thirty (30) days after invoice date.
- No cancellations for an issue after the ad commitment deadline for that issue.
- Midterm cancellations for 4x advertisers will be billed for the difference between the 4x and 1-3x rates on all ads run.
- Rates shown are net; agencies please add your own commission.
- Rates shown are for members; non-members please add \$500 per insertion.



Quarter page 3" wide x 4.25" high
\$635 1-3x **\$605** 4x

Eighth page 3" wide x 2" high
\$365 1-3x **\$345** 4x

AD SPECIFICATIONS

- Electronic files. Preferred format - Mac.
- File Types - jpg, eps, tiff; pdf created for press or Photoshop. Disks - CD or DVD.
- File Size - Ads should be 300 dpi at 100 percent of the ad size.
- Fonts in electronic files must be converted to graphics, included on your disk or for pdf files, embedded in the file. Linked artwork should be embedded or included on your disk.
- It is strongly suggested that a paper proof be mailed to IGSHPA especially if the ad is sent via e-mail. IGSHPA will not be responsible for the correct playout of an ad if we do not have a paper proof.
- Full page and cover ads can bleed.
- Please allow .125" bleed. Do not place text, logos or artwork within a .375" margin of the edge.
- Call IGSHPA Publications Department with any questions, 800-626-4747 or 405-744-5175.

PRODUCT SHOWCASE

Product Showcase now offered each quarter!

The Product Showcase now gives your company the opportunity to display a new or improved product or your most popular item any quarter of the year. Perfect for product launches and seasonal sales, each listing contains a picture, 100-word description and company contact information. The economical \$250 listings are limited to single items only.

The deadline to reserve your space is the commitment deadline of each quarter. Submit listings and photos by the artwork due date. See the editorial calendar for details.

BUYERS GUIDE

The Buyers Guide is a categorized booklet of geothermal providers printed as part of the forth quarter issue of Geo Outlook. This guide is a great resource for anyone looking for ground source heat pump products and services and serves as a year-round reference tool for your customers.

Your company's first three category listings are just \$125. Each listing includes company name, contact information and a 50-word description. Listings in additional categories are \$25 each. Categories include everything from designer and distributor to research and software. With more than 30 options, choose the ones that fit your company the best, or create your own.

Full-year Geo Outlook advertisers receive three category listings for FREE!

The deadline to submit listings for the Buyers Guide is August 5.

WEB SITE SUPPORT

The IGSHPA Web site is accessed more than 2,000 times* each day by individuals researching ground source heat pump technology. Whether they are looking for general information, training opportunities, publications for sale or for a geothermal professional in their area, make sure they see your company, too. Web site supporters receive their logo and a link to their Web site on either our front page or our business directory. With recent additions to the search function options on the business directory page, this section of the Web site has become an even more valuable resource.

Full-year, full-page advertisers will receive a 50 percent discount.

Business Directory - \$1,200 annually

*Source: Statcounter

EDITORIAL CALENDAR

Issue	Focus	Publication Date	Commitment Deadline	Art Due
Quarter 1	Schools	March	January 13	January 27
Quarter 2	Innovations	June	April 6	April 20
Quarter 3	Residential	September	July 6	July 20
Quarter 4	Retrofit	December	October 5	October 19

Product Showcase and Buyers Guide

Product Showcase listings and artwork for each quarter are due on the art due date of that quarter.

Reserve space by the commitment deadline.

Buyers Guide listings are due August 5.

SEND US YOUR STORY IDEAS!

The Geo Outlook staff is always searching for interesting installations and unique applications to feature. What was special about your company's latest or favorite project? Share the details—including the location, installation details, estimated savings and contact information of key players.

If your story idea is published, we will send you a **free IGSHPA hat** to show our appreciation.

CONTACT US

Send artwork and order forms to geoart@okstate.edu

For any questions contact the following:

Artwork

Ben Champlin
IGSHPA
1201 S. Innovation Way Suite 400
Stillwater, OK 74074
Email: ben.champlin@okstate.edu

Phone: 405-744-5175
Fax: 405-744-5283

Editor

Janet F. Reeder
IGSHPA
1201 S. Innovation Way Suite 400
Stillwater, OK 74074
E-mail: janetreeder@okstate.edu

Phone: 405-744-5175
Fax: 405-744-5283

2013 Advertising Insertion Order



Advertiser Name				IGSHPA or GHPC Membership #	
Address		City	State	Zip/Postal Code	Country
Phone Number (include area code)			E-mail (required)		
Contact Name & Phone Number (if different from above)				Contact Address	
City	State	Zip/Postal Code	Country	E-mail Address of Contact (required)	
Authorized Signature				Date	

- Bill Advertiser
 PO Required
 PO Number _____
 Check Enclosed (US dollars, payable to IGSHPA)
- Bill Contact
 Bill Other (please attach instructions)

Display Ads

Quarter	Year	Size/Placement	Rate
1			
2			
3			
4			

You will be billed for each ad after the issue has been printed. Payment is due within 30 days. If any ads are cancelled on a 4x placement, you will be billed for any previous ads at the higher 1-3x rate. (The difference between what you have already paid and the higher rate.) IGSHPA reserves the right to cancel ads for non-payment.

Artwork

- Please use the same ad each quarter.
 Please send me an artwork reminder each quarter. E-mail _____

Web Support

Starting Dates	Jan. 1	Apr. 1	Jul. 1	Oct. 1
Business Directory - \$1,200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Individual Business - \$500 Search Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Note: Web support lasts for one year from start date. Full-year, full-page advertisers receive a 50 percent discount.

Product Showcase

Quarter	Number of Listings	Rate
1		
2		
3		
4		

Buyers Guide

- Yes No
- Month of May Buyers Guide listing form will be sent via e-mail
 August 2 Buyers Guide listing form due

Deadlines for Display Ads and Product Showcase

- January 13 1st quarter commitment deadline
- January 27 1st quarter art due
- April 6 2nd quarter commitment deadline
- April 20 2nd quarter art due
- July 6 3rd quarter commitment deadline
- July 20 3rd quarter art due
- October 5 4th quarter commitment deadline
- October 19 4th quarter art due

Send Art and Order Form To:

IGSHPA
 1201 South Innovation Way Suite 400
 Stillwater, OK 74074
 geoart@okstate.edu
 Phone: 1-800-626-4747
 Fax: 405-744-5283