

geo@outlook

MEDIA KIT 2017



Dear Geo Outlook Advertiser,

Over the last year, Geo Outlook has gone through an extensive reformation, creating a new and improved platform for the delivery of tools and knowledge, enabling members to directly impact their bottom line and professional skillset. Readers find a wealth of technical and business related knowledge written by industry experts in each new issue.

This year, we are bringing back the product showcase for the first quarter of 2017. In addition to the mail and email list that will be sent out, the magazine will be available at the 2017 IGSHPA Conference and Expo in Denver.

Enclosed is information about advertising opportunities in Geo Outlook magazine and The Loop monthly newsletter. As you review this information, remember these key points:

- Geo Outlook is mailed or emailed to 7,000 IGSHPA members each quarter
- Geo Outlook is available at all conferences IGSHPA attends. This could include but is not limited to NGWA, AEE and other state and local conferences
- Full-year display advertising offers the greatest benefit: a price break on each ad and 4x full-page advertisers have the opportunity to place a technical write-up in the magazine
- The Loop is emailed to more than 7,000 members each month

For more information or to secure ad space, please contact our office at 800-626-4747 or erin@igshpa.org.

Sincerely,

A handwritten signature in black ink that reads "Erin Portman". The signature is written in a cursive, flowing style.

Erin Portman
Communications Specialist – IGSHPA

NEWSLETTER ADVERTISING

Have your name in front of more than 7,000 members who can in turn go directly to your website from the digital newsletter. Each newsletter has spacing for four ads-1 Leaderboard and 3 footers. Contact Erin at erin@igshpa.org to reserve your preferred month and spacing.

*Leaderboard-640x150 \$395/month

*Footer-170x130 \$195/month

*Non IGSHPA members-add \$100 per ad for placement

File size-200 KB or less

File format-.jpeg, .png or .gif

Due Dates:

The newsletter is published on the fourth Thursday January-October and the third Thursday in November and December. Your ad will be due the Tuesday before publication.

ADD-ONS

VIDEOS

Geo Outlook's digital provider gives you the option of including videos your company has created inside your ads for more visibility. Videos must be on YouTube or Vimeo to work with our digital software. A video can be added to your ad in the digital software for \$150.

LET'S GET TECHNICAL

Full page, 4x a year advertisers will be able to include a one-time full page technical write-up in the Geo Outlook quarterly magazine at no extra cost. Technical write-ups will appear on a rotating basis throughout each issue. If you want to run more technical ads in addition to your provided technical ad, you can do so at a full page reduced cost of \$1,000.

If a non-4x a year advertiser would like to purchase a spot in the technical ad write-up section, they can do so for the price of an additional full page ad (\$1,540).

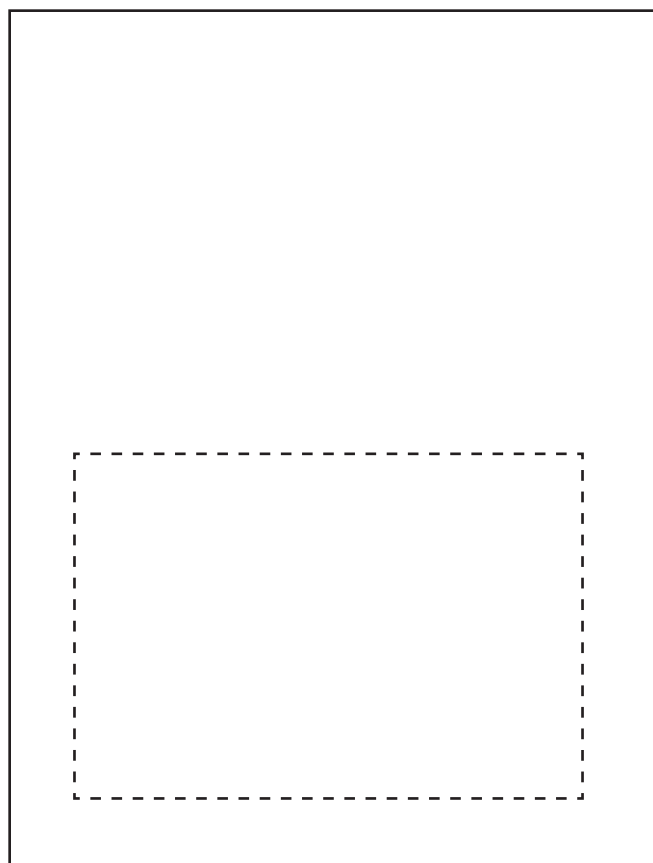
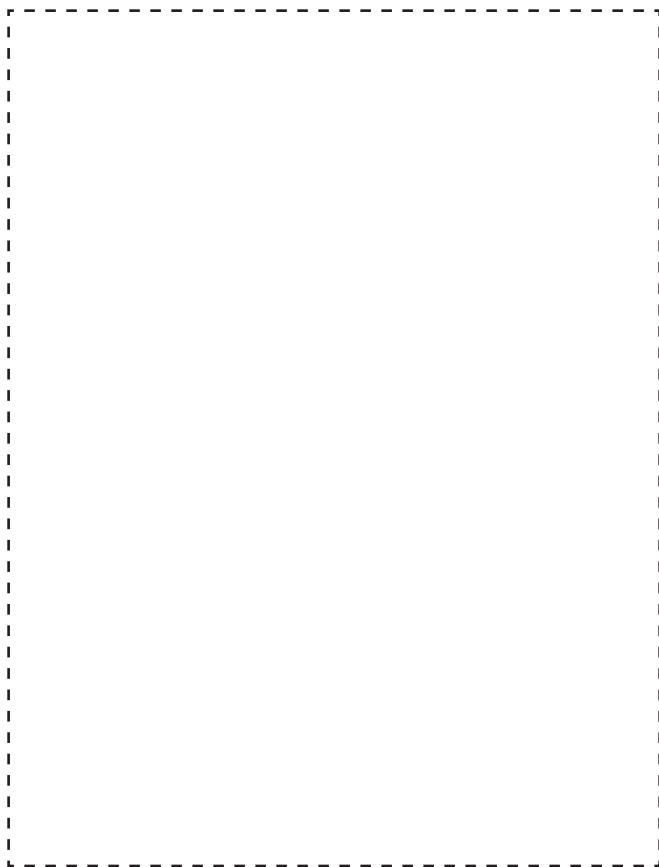
PRODUCT SHOWCASE

The product showcase is back for the first quarter of 2017. 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. Take advantage of this opportunity to showcase your product to Geo Outlook readers and in the magazine available during the IGSHPA Conference and Expo.

EDITORIAL CALENDAR

Issue	Publication Date	Ad Commitment Deadline	Art Due	Bonus Distribution
Quarter 1	March	January 13	January 27	IGSHPA Conference
Quarter 2	June	April 7	April 21	
Quarter 3	September	July 7	July 21	NGWA Groundwater Week Expo
Quarter 4	December	October 6	October 20	

MAGAZINE AD RATES



***Full page** 8" wide x 10.5" high

\$1,540 1-3x **\$1,465** 4x

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

\$1,725 1-3x **\$1,635** 4x

***Back cover** 8" wide x 10.5" high

\$2,265 1-3x **\$2,155** 4x

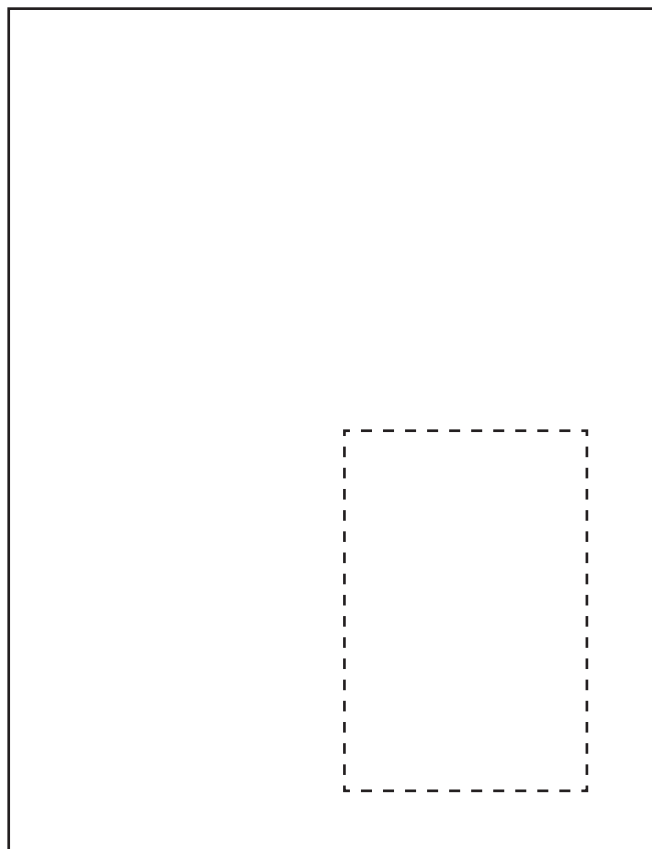
***Half page** 6.25" wide x 4.25" high

\$940 1-3x **\$895** 4x

*Prices are per ad insertion. Non-IGSHPA members, please add \$500 per ad to the stated price.

TERMS OF SALE

- Payment is due thirty (30) days after invoice date.
- No cancellations for an issue are permitted after the ad commitment deadline for that issue.
- Cancellations must be made in writing to erin@igshpa.org.
- 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.



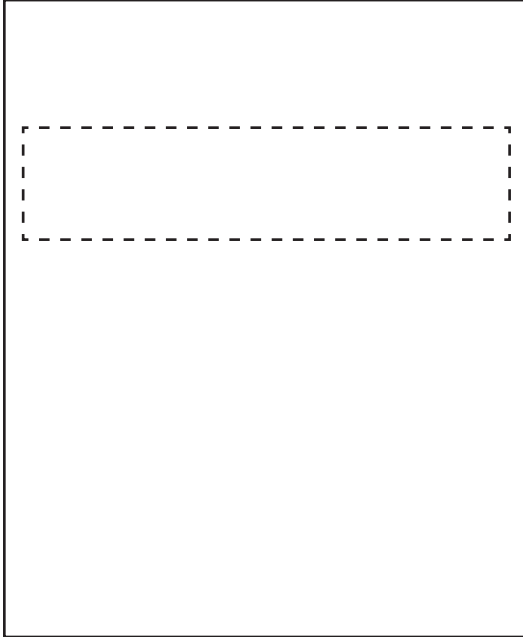
***Quarter page** 3" wide x 4.25" high

\$615 1-3x **\$585** 4x

MAGAZINE AD SPECIFICATIONS

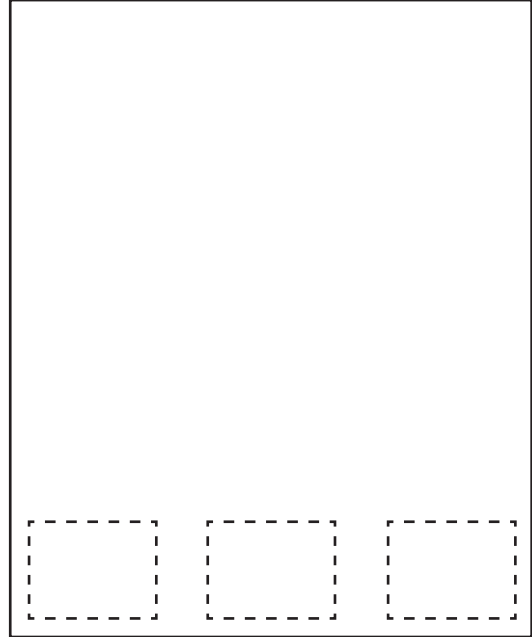
- Electronic files.
- File Types - jpg, eps, tiff; pdf created for press or Photoshop.
- File Size - Ads should be 300 dpi at 100 percent of the ad size.
- Fonts in electronic files must be converted to graphics. Linked artwork should be embedded or included in your file
- Full page and cover ads can 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.

NEWSLETTER AD RATES



Leaderboard 640 x 150 px
***\$395/month**

*Non IGSHPA members-add \$100 per ad for placement
Availability may be limited.



Footer 170 x 130px
***\$195/month**

NEWSLETTER AD SPECIFICATIONS

- File size - 200kb or less
- File formats - jpeg, png or gif

CONTACT US

Send artwork and order forms to erin@igshpa.org

For any questions contact:

Communications Specialist

Erin Portman
IGSHPA
1201 S. Innovation Way Suite 400
Stillwater, OK 74074

Phone: 405-744-5175
Fax: 405-744-5283
E-mail: erin@igshpa.org

2017 Advertising Insertion Order



Advertiser Name _____

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 if different from above) _____

Web address you would like ad to link to (digital version only) _____

- Bill Advertiser PO Required PO Number _____ Check Enclosed (US dollars, payable to IGSHPA)
 Bill Contact Bill Other (please attach instructions) *Do not send credit card information via email, please fax or phone it in.

Display Ads			
Quarter	Size/Placement	Rate	Video in digital ad (\$150 each)
1			<input type="checkbox"/>
2			<input type="checkbox"/>
3			<input type="checkbox"/>
4			<input type="checkbox"/>

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 _____

Product Showcase

Yes! I want to have my product showcased in the first quarter of 2017 for \$250 per product showcase ad.
 Number of ads. Product Showcase photos and 100 word description will be due January 27.

Technical Write-Ups

Full page advertisers (4x) will be able to include a one-time full page technical write-up in the Geo Outlook quarterly magazine at no extra cost. Technical write-ups will appear on a rotating basis throughout each issue. If you want to run more technical ads in addition to your provided technical ad, you can do so at a full page reduced cost of \$1,000. _____ # of additional ads

If a non-4x a year advertiser would like to purchase a spot in the technical ad write-up section, they can do so for the price of an additional full page ad (\$1,540). _____ # of ads

Newsletter Ads

Have your name in front of more than 7,000 members who can in turn go directly to your website from the digital newsletter. Each newsletter has spacing for four ads-1 Leaderboard and 3 footers. *Non IGSHPA members-add \$100 per newsletter ad for placement

- Leaderboard (\$395/month) Footer (\$195/month)

Contact erin@igshpa.org for availability

Authorized Signature _____

Date _____

Deadlines for Display Ads and Advertorials

Send Art and Order Form To:

January 13 1st quarter commitment deadline
 January 27 1st quarter art due
 April 7 2nd quarter commitment deadline
 April 21 2nd quarter art due
 July 7 3rd quarter commitment deadline
 July 21 3rd quarter art due
 October 6 4th quarter commitment deadline
 October 20 4th quarter art due

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