



# Geophysical Society of Houston

## E-Newsletter

### Instructions to Advertisers

All Advertising options are available at the GSH website: [www.gshtx.org](http://www.gshtx.org)

#### PAYMENT AND CONTACT INFORMATION FOR ADVERTISERS

Please complete the following information and mail or email advertising materials and full payment to:

**Geophysical Society of Houston**  
 14811 St. Mary's Lane, Suite 204  
 Houston, TX 77079

**E-mail:** karen@gshtx.org  
**Telephone:** 281-741-1624 for Credit Card payment

**Date:** \_\_\_\_\_ **E-Newsletter Ad Type:**  Underwriting  Top Strip  Mid Strip  Low Strip

**Contact Person:** \_\_\_\_\_ **Company:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Total \$ Amount Enclosed:** \_\_\_\_\_

**Address:** \_\_\_\_\_  

Street
City
State
Zip

#### WEEKLY E-Newsletter AD OPTIONS

Each ad displayed on the e-newsletter will be linked to a user-supplied URL and clicking the ad will send the user to the associated site.

- (1) **Underwriting** appears at the top of the E-newsletter, just below the GSH Header Band. The space will have text saying "The GSH E-newsletter is underwritten by" and then the company name listed. There is only one space for an underwriter per issue.
- (2) **Strip Ad A** appears below the GSH Announcement and above the Calendar of Events. There is a maximum of 1 Strip ad A weekly.
- (3) **Strip Ad B** appears below the Calendar of Events and above the Save-the-Date. There is a maximum of 1 Strip ad B weekly.
- (4) **Strip Ad C** appears below the Save-the-Date and above the Other Society Events. There is a maximum of 1 Strip ad C weekly.

#### PRICING AND SIZE

Type (Duration)	Price	Pixel Width	Pixel Height	Frequency
Underwriting (1 yr.)	\$15,000	n/a	n/a	Every Issue
Strip Ad (1 yr.)	\$7,500	700	110	2 Issues Monthly
Strip Ad (6 mos.)	\$4000	700	110	2 Issues Monthly
Strip Ad (1 mo.)	\$800	700	110	2 Issues Monthly

#### ADVERTISING SOURCE INFORMATION

The following information should be provided:  
 in advance

- (1) Graphic to be displayed as the ad should be JPEG/PNG
- (2) URL to be linked to the text, not the graphic ad

#### AD GUIDELINES

- (1) Ad artwork should be provided at least two weeks in advance
- (2) Annual ads may be changed once every 3 months