



# Geophysical Society of Houston Journal

## Instructions to Advertisers

### TIMING FOR SUBMISSIONS

Ads should be submitted approximately 6 weeks prior to the first of the publication month.

**ALL ISSUES ARE PERMANENTLY ARCHIVED ON THE GSH WEBSITE at: 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:** \_\_\_\_\_ **Number of Issues:** \_\_\_\_\_ **Start Month:** \_\_\_\_\_ **End:** \_\_\_\_\_

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

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

**Address:** \_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Street** \_\_\_\_\_ **Zip** \_\_\_\_\_

### FORMAT FOR ADVERTISERS

Ads should be submitted as print-ready, high-resolution pdf, tif, eps, ai, or PhotoShop files. Do not submit ads as Word documents, PowerPoint, or Excel files. Avoid clip art and Internet images. All submissions should be to size and at least 300 dpi. **Send URL or e-mail for link.**

### AD DIMENSIONS (width x height) inches

**Special sizes – please call for a quote.**

Full Page	8" x 10.25"
Half Page (horiz)	8" x 5"
Half Page (vert)	3.875" x 10.25"
Quarter Page (vert)	3.875" x 5"
Quarter Page (horiz)	8" x 2.375"
Eighth Page	3.875" x 2.375"

### AD PRICES

					<i>Special Placement*</i>
<i>No. of Issues</i>	<i>Eighth Page</i>	<i>Quarter Page</i>	<i>Half Page</i>	<i>Full Page</i>	<i>Full Page</i>
1	\$112	\$208	\$392	\$760	\$960
2	\$176	\$320	\$616	\$1192	
3	\$240	\$440	\$840	\$1624	
5	\$376	\$672	\$1296	\$2488	\$3200
10	\$632	\$1136	\$2192	\$4216	\$5600

**\*Special Placement options include:**

**Full page:** Inside Front Cover, adjacent to Tutorial Nuggets or adjacent to Technical Article(s).

### BUSINESS CARD ADS

**Color, linked to a URL or email address**

**\$250 for 10 Issues (September to June); GSH Member price \$200**

For mid-year additions, we will prorate the remaining months (at \$25/month) and add it to a full year.

### BANNER ADS

**Color, linked to a URL or email address**

**Appears in rotation above every page while open.**

**DIMENSIONS: 2500px wide x 60px high**

**Banner ad 1 year: \$7500**

**Banner ad 6 months: \$4000**

**Banner ad 1 month: \$800**