

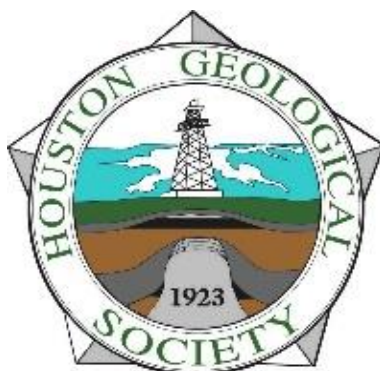
HGS Advertising Media Kit



Advertising Opportunities Include:

WEBSITE | HGS BULLETIN | VENDOR CORNER

Visit www.hgs.org/aboutAdvertising for more information.



HGS Advertising Opportunities

Thank you for your interest in advertising with us! There are several ways to advertise your services or company with the Houston Geological Society:

HGS Website Advertising

HGS website attracts 25,000+ visits per month. Your company can advertise with these options:

- **Website Sponsor** - To advertise as a Web Page Sponsor, you must provide the graphic and the URL it should link to when clicked. The format can be either GIF or JPG, preferably interlaced or progressive. Strip ads must be 120 W X 90 H pixels. Calendar ads must be 200 W X 400 H pixels. Both ads cannot be more than 8 bits per pixel with a maximum of 256 colors. Calendar ads appear on the left navigation of Calendar page and on the Home page. A limited number of banner ads are available in the big banner on the home page - contact the ads@hgs.org for more info. **To arrange to become a Website Sponsor, contact ads@hgs.org and complete the form on page 8. NOTE: There are only 10 calendar spaces available.**
- **Business Cards** - A Web Business Card Ad is free to all HGS members with the purchase of one year (10 issues) Digital Bulletin Business Card Ad in Black & White. These ads have been optimized for search engines. To view business cards on our website, go to <http://www.hgs.org/membership-business-cards>. To place your Business Card ad please email ads@hgs.org.
- **Event/Short course Calendar Ad** - You can post ads for events/short courses on our calendar. **30 days** the charge is \$250.00. **To arrange to put your short course or event calendar ad on our website calendar or to get more information, contact: ads@hgs.org.**
- **Geo Job Postings** - Advertise your available Geo Job here. Contact Ads@hgs.org \$50 - 14 days, \$100 - 30 days.

HGS Event Advertising

- **Vendor Corner** - The Vendor Corner opportunity allows informal commercial presentations at the HGS Dinner meetings. This allows you to convey information to the audience. It also provides a useful focal point for discussions during the social hour. **The funds that Vendors pay to host the Vendor Corners, are directed 100% to our HGS Student scholarships at \$250.00. For further details, please contact vendorcorner@hgs.org.**

1. Presentations may be poster-style; or brochures; or they may project onto a wall, screen, or pop-up booth.
2. The vendor will get one linked logo ad in the HGS website calendar event.
3. The vendor must supply the logo (150 x 36 pixels) and the URL to the webmaster.
 - **Major HGS Conferences** – We are always looking for sponsors for the following events. We project at least 200 attendees at these major events. **If you would like to sponsor any of these events, please email office@hgs.org.**

1. HGS Guest Night
2. HGS AGC Geomechanics Conference
3. HGS Applied Geoscience Conference (Mudrocks)
4. HGS-PESGB Conference on African E&P (Houston)
5. HGS Golf Tournament
6. HGS Skeet Shoot
7. HGS Shrimp Peel

Print Advertising in HGS Bulletin

- **HGS Bulletin** - Published 10 times a year available digitally on the HGS website, the HGS Bulletin is an outstanding technical journal sent electronically to all current members and to subscribing libraries around the world. We have available full page ads space, half page ad space (h/v), quarter page ad space (h/v), and eighth of a page ad space. We also have Business card ads available only in black and white for **\$160.00**. **Please contact ads@hgs.org or complete the form.**

Promote Your Business with HGS!

We like to think of you as one of our greatest assets. We are honored to have been selected by you or your company, and we look forward to continuing to serve you in the future.

HGS BULLETIN ADVERTISING RATES

Thank you for your interest in advertising with HGS! Complete the form below and mail/fax/call with full payment ready.

Houston Geological Society

Ad size:

14811 St Mary's Lane, Suite 250

Number of Issues:

Houston, TX 77079

Start MM/YY:

Office: 713-463-9476 Fax: 281-679-5504

End MM/YY:

Email: ads@hgs.org Office Hours: M-F 8:00AM – 4:00PM

Total Amount:

Date: _____

Contact Person 1: _____

Contact Person 2: _____

Company: _____

Address: _____

Phone: _____

Phone 2: _____

Fax: _____

Email: _____

Company Signature: _____

Page Trim Size 8.5" x 11"

Ad Size Dimensions

(w" x h")

Full page	7.3" X 9.5"
Full page bleed	8.625" x 11.25"
Half page (horiz)	7.3" x 4.7"
Half page (vert)	3.5" x 9.5"
Quarter page (horiz)	7.3" x 2.3"
Quarter page (vert)	3.5" x 4.7"
Eighth page	3.5" x 2.3"

Random Inside Ad Placement Black & White Prices

For color, there is an additional 30% to prices.

No. of Issues	Eighth Page	Quarter Page	Half Page	Full Page
10	\$950	\$1,350	\$2,550	\$4,750
9	\$800	\$1,300	\$2,500	\$4,700
8	\$750	\$1,250	\$2,250	\$4,300
7	\$600	\$1,100	\$2,200	\$3,850
6	\$550	\$950	\$1,800	\$3,500
5	\$500	\$800	\$1,600	\$3,000
4	\$450	\$650	\$1,300	\$2,500
3	\$300	\$550	\$950	\$2,000
2	\$250	\$400	\$700	\$1,500
1	\$150	\$250	\$450	\$1,000

DEADLINE for submitting material is **8**

WEEKS prior to the month's issue in which your ad will appear. Our issues are from September to June of the following year.

Examples:

Bulletin

Ad Deadline

Date

January 2016	November 15, 2015
February 2016	December 15, 2015
March 2016	January 15, 2016
April 2016	February 15, 2016
May 2016	March 15, 2016
June 2016	April 15, 2016
September 2016	July 15, 2016
October 2016	August 15, 2016
November 2016	September 15, 2016

**Acceptable File Formats:

- Press Quality .pdf
- 300 dpi .tif
- 300 dpi .eps
- 300 dpi .jpg – saved at highest quality
- Vector - .ai or eps (all fonts converted to outlines)

Professional Directory Section Business Card Ad – 10 Issues - \$160.00 (\$30.00 for each additional name on same card)

Specific Page Color Ad Placement

No. of Issues	Inside Front Cover Full Page	Inside Back Cover Full Page	Page 2 Full Page	Outside Back Cover Half Page	Back of Calendar Full Page	Calendar Quarter Page
---------------	------------------------------	-----------------------------	------------------	------------------------------	----------------------------	-----------------------

10	\$8,000	\$7,500	\$7,050	\$6,850	\$6,650	\$3,000
6						\$2,000
5	\$4,700	\$4,500	\$4,350	\$4,000		
3						\$1,000
1	\$1,500	\$1,400	\$1,250	\$1,000	\$1,250	\$850

Full Page Ad
7.3 x 9.5

A gray rectangular area representing a quarter page advertisement. It is oriented vertically. In the center, there is a black box containing white text.

**Quarter Page Ad
Vertical
3.5 x 4.7**

A tall gray rectangular area representing a half page advertisement. It is oriented vertically. In the lower-middle section, there is a black box containing white text.

**Half Page Ad
Vertical
3.5 x 9.5**

A large, light gray rectangular area representing a half-page advertisement. In the center, there is a dark gray box containing white text.

Half Page Ad
7.3 x 4.7

A light gray rectangular area representing a quarter-page advertisement in a horizontal orientation. In the center, there is a dark gray box containing white text.

**Quarter Page Ad
Horizontal**
7.3 x 2.3

A light gray rectangular area representing an eighth-page advertisement. In the center, there is a dark gray box containing white text.

Eighth Page Ad
3.5 x 2.3

HGS WEBSITE ADVERTISING RATES

Thank you for your interest in advertising with HGS! Please send all request and digital ads to ADS@HGS.ORG.

Houston Geological Society

Company: _____

Office: 713-463-9476
Hours: M-F 8:00AM-4:00PM

Contact Person: _____

Email: _____

HGS Website Statistics Snapshot

Phone: _____

Average Monthly Page views: 25,474

Ad Selection:

Average Monthly Visits (Sessions): 7,115

Number of Months: _____

Average Monthly Unique Visits (Users): 4,747

Start MM/YY: _____

**Source: Google Analytics*

End MM/YY: _____

Total Amount:

There are currently 5 opportunities to help spread the word about your business or event and generate traffic to your website or campaign. Please submit all ad materials five (5) days prior to the go-live date for testing.

Placement	Rate	Specifications/Description
HGS Website Home Page Banner Ad	\$800 – Monthly \$1600 – 3 Months \$2000 – 6 Months \$3000 – 12 Months	275 x 875 pixels; home page top banner ad. All Home Page Banner Ads rotate every 10 seconds.
HGS Website Home Page Column Ad	\$700 – Monthly \$1400 – 3 Months \$1800 – 6 Months \$2800 – 12 Months	200 x 400 pixels; home page right column ad
HGS Website Event Page Ad	\$600 – Monthly \$1200 – 3 Months \$1600 – 6 Months \$2600 – 12 Months	200 x 400 pixels; calendar page left column ad. All Event Page Ads rotate every 10 seconds.
Geo-Jobs	\$50 – 14 days \$100 – 30 days \$350 – 3 Months \$650 – 6 Months \$1300 – 12 Months	Posting of job opportunities on HGS website. Click the Geo-Jobs tab to get started. Must be filled out completed and the dates set appropriately.
Vendor Corner	\$250 *4 Pack option available. Send request to vendorcorner@hgs.org .	Company logo, company website, and company description will be highlighted on HGS Calendar website event. This is an opportunity to display company wares, gain personnel exposure and hand out product information at HGS dinner meetings.
Event/Short Course Calendar Ad	\$250 - Monthly	An event ad posted within the HGS website calendar under the Events tab.
Weekly Newsletter Sponsor / Newsletter Ad	\$200 - One month, Logo / Link \$100 - One Month Ad and Link	Company logo only placed at the top of the newsletter with link to the company website.

Bundle & Save!

- **30% off** website ads when combined with print ads in all 10 HGS Bulletin issues.
- **20% off** website ads when combined with print ads in 5 HGS Bulletin issues.
- **10% off** website ads when combined with print ads in 3 Bulletin issues.

Second Contact Person: _____ Company Print Signature:

Second Contact Email: _____ Company Signature:
