



# HGS Advertising Media Kit

**HOUSTON GEOLOGICAL SOCIETY**



**Advertising Opportunities Include:  
WEBSITE | HGS BULLETIN | VENDOR CORNER**

Visit [www.hgs.org/aboutAdvertising](http://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. The format can be either PNG or JPG, preferably interlaced or progressive. All images are auto-formatted into a thumbnail located on the bottom of every website page.- contact the [ads@hgs.org](mailto:ads@hgs.org) for more info. To arrange to become a Website Sponsor, contact [ads@hgs.org](mailto:ads@hgs.org) and complete the form on page 8.
- **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 or Color. These ads have been optimized for search engines. To view business cards on our website, go to <https://www.hgs.org/node/6291>. To place your Business Card ad please email [ads@hgs.org](mailto: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](mailto:ads@hgs.org).
- **Geo Job Postings** - Advertise your available Geo Job here. Contact [Ads@hgs.org](mailto:Ads@hgs.org) \$50 - 14 days, **\$100 - 30** days.
- **Email Ad**- Stand alone email blast **\$250/email** with text, logo, and link
- **Prospect Corner**- HGS is offering FREE web space for members to post their prospect for sale, until further notice. Email [office@hgs.org](mailto:office@hgs.org) to post your teaser

## **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 just a nominal \$500.00. For further details, please contact [office@hgs.org](mailto:office@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](mailto:office@hgs.org).**
4. HGS Guest Night
5. HGS AGC Geomechanics Conference
6. HGS Applied Geoscience Conference (Mudrocks)
7. HGS-PESGB Conference on African E&P (Houston)
8. HGS Golf Tournament
9. HGS Skeet Shoot
10. HGS Shrimp Peel
11. HGS Tennis Tournament
12. HGS Scholarship Night

## **Print Advertising in HGS Bulletin**

- **HGS Bulletin** - Published 10 times a year and 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](mailto: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/call with full payment ready.

Mail: Houston Geological Society  
 14811 St. Mary's Ln. STE 250  
 Houston, TX 77079  
 Phone: 713-463-9476  
 Email: [ads@hgs.org](mailto:ads@hgs.org)  
 Office Hours: M-F 8:00am-4:00pm

Ad Size: \_\_\_\_\_  
 Number of Issues: \_\_\_\_\_  
 Start MM/YY: \_\_\_\_\_  
 End MM/YY: \_\_\_\_\_  
 Total Amount: \_\_\_\_\_

Date: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Company Signature: \_\_\_\_\_

Page Trim Size 8.5" x 11"	
<b>Ad Size Dimensions:</b>	<b>(W"xH")</b>
Full Page (horiz.)	7.3"x9.5"
Full Page (vert.)	8.625"x11.25"
Half Page (horiz.)	7.3"x4.7"
Half Page (vert.)	3.5"x9.5"
Quarter Page (horiz.)	7.3"x2.3"
Quarter Page (vert.)	3.5"x4.7"
Eighth Page	3.5"x2.3"

Random Inside Ad Placement Black & White Prices				
For color, there is an additional 30% to prices.				
#	1/8 Page	1/4 Page	1/2 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
<b>Professional Directory Business Card Ad 10 Issues \$175.00 (\$30.00/each additional name on same card)</b>				

**DEADLINE** for submitting material is **4 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:**

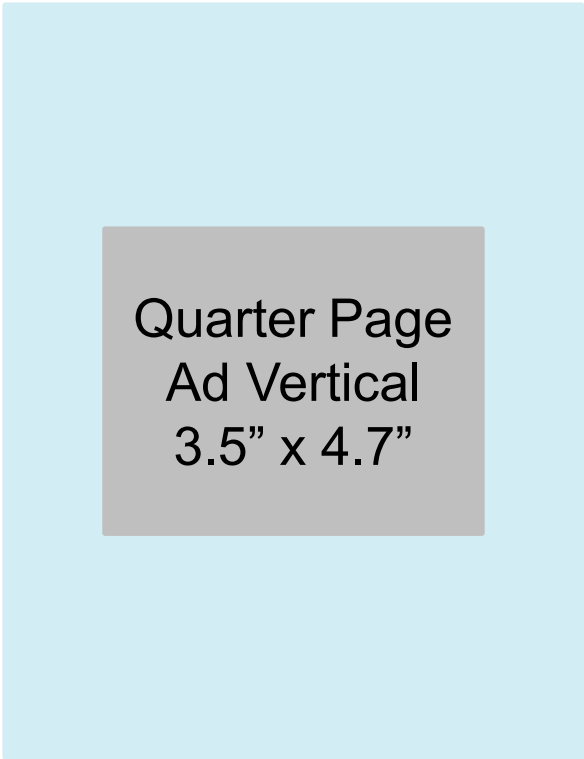
<b>Bulletin Date:</b>	<b>Ad Deadline:</b>
September	August 1 <sup>st</sup>
October	September 1 <sup>st</sup>
November	October 1 <sup>st</sup>
December	November 1 <sup>st</sup>
January	December 1 <sup>st</sup>
February	January 1 <sup>st</sup>
March	February 1 <sup>st</sup>
April	March 1 <sup>st</sup>
May	April 1 <sup>st</sup>
June	May 1 <sup>st</sup>

**\*\*Acceptable File Formats:**

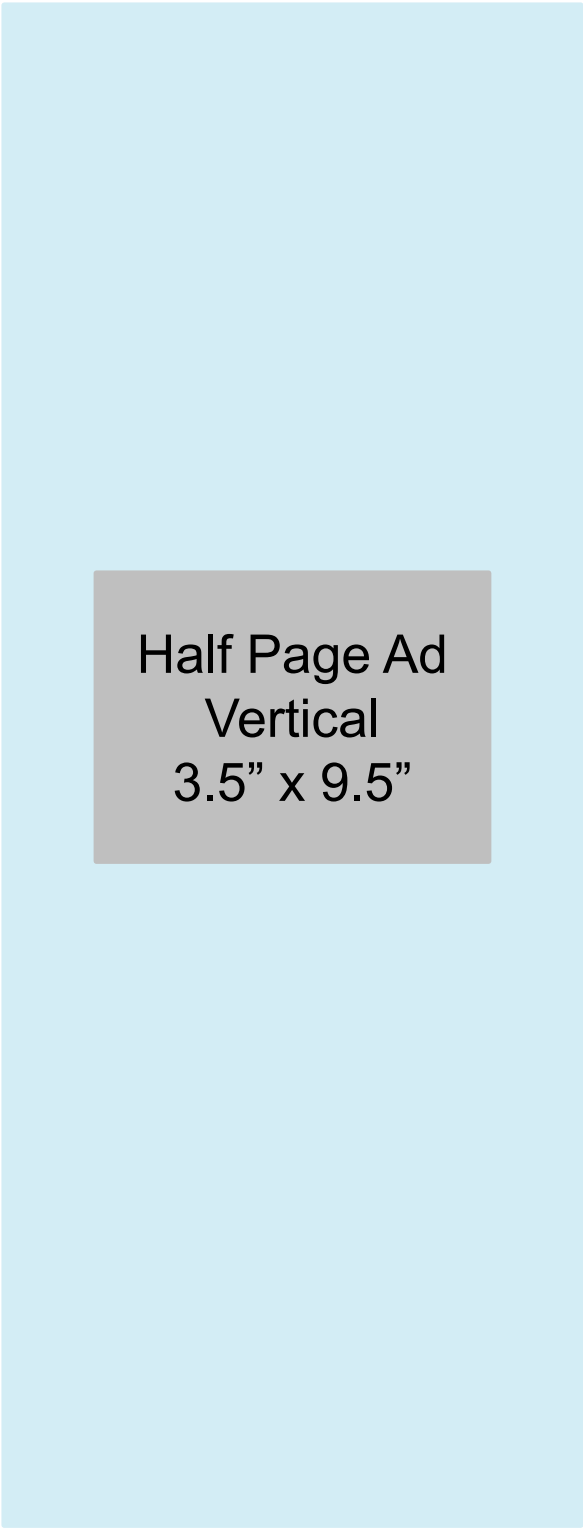
- Press Quality .pdf
- 300 dpi .tif
- 300 dpi .eps
- 300 dpi .jpg – saved at highest quality
- Vector - .ai or eps(all fonts converted)

Specific Page Color Ad Placement						
#	Inside Front Cover Full	Inside Back Cover Full	Page 2 Full	Outside Back Cover 1/2 page	Back of Calendar Full	Calendar 1/4Page
10	\$8,000	\$7,500	\$7,050	\$6,850	\$6,650	\$3,000
5	\$4,700	\$4,500	\$4,350	\$4,000	\$3,700	\$2,700
1	Not available	Not available	\$1,250	\$1,000	\$1,250	\$850

Full Page Ad  
7.3" x 9.5"

A light blue rectangular placeholder for a quarter page vertical advertisement. It contains a smaller, centered grey rectangle with text.

Quarter Page  
Ad Vertical  
3.5" x 4.7"

A light blue rectangular placeholder for a half page vertical advertisement. It contains a smaller, centered grey rectangle with text.

Half Page Ad  
Vertical  
3.5" x 9.5"

Half Page Ad  
7.3" x 4.7"

Quarter Page Ad  
Horizontal  
7.3" x 2.3"

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 [ad@hgs.org](mailto:ad@hgs.org).

## HGS Website Statistics Snapshot

Average Monthly Page Views: 25,475  
 Average Monthly Visits (sessions): 7,115  
 Average Monthly Unique Visits (users): 4,747  
 \*Source: Google Analytics

Contact Person: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Signature: \_\_\_\_\_

## Ad Selection:

Number of Months: \_\_\_\_\_

Start MM/YY: \_\_\_\_\_

End MM/YY: \_\_\_\_\_

Total Amount: \_\_\_\_\_

There are currently 8 ways to help spread the word about your business or event & 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
<b>HGS Website Home Page Banner Ad</b>	\$800 – Monthly \$1600 – 3 Months \$2000 – 6 Months \$3000 – 12 Months	1400x500 pixels; home page top banner ad. All Home Page Banner Ads rotate every 10 seconds.
<b>HGS Website Home Page Column Ad</b>	\$700 – Monthly \$1400 – 3 Months \$1800 – 6 Months \$2800 – 12 Months	372x649 pixels; home page right column ad
<b>HGS Website Event Page Ad</b>	\$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.
<b>Geo-Jobs</b>	\$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 & the dates set appropriately.
<b>Vendor Corner</b>	\$250 *4 Pack option available with 5 VC free. Send request to <a href="mailto:vendorcorner@hgs.org">vendorcorner@hgs.org</a> .	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.
<b>Top Website ad Space</b>	\$250 - Monthly	730x98 pixels. This ad is viewable on all website pages and can be linked to an outside weblink.