

# EARTH

ADVERTISING INFORMATION 2017

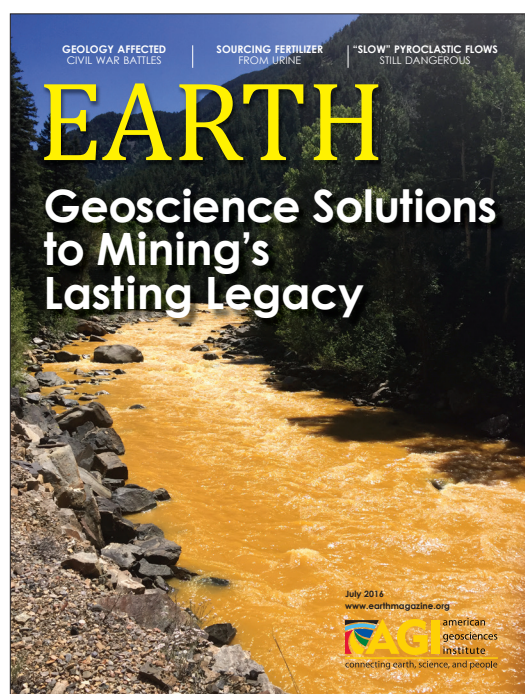


# EARTH ADVERTISING INFORMATION 2017

## WELCOME TO EARTH!

Welcome to **EARTH** magazine, your source for the latest happenings in earth, energy and environment news.

Each issue of **EARTH** gives readers definitive coverage on topics from natural resources, energy, natural disasters and the environment to space exploration and paleontology and much, much more. **EARTH** explores the science behind the headlines with timely, relevant editorial content, numerous photos, illustrations, and great maps, with an increasingly diverse mix of topics in each issue. **EARTH**'s readers are spread across the earth science disciplines in academia, government, research and the private sector, people who are involved directly in the issues affecting everyone daily. Awareness of our planet has never been as critical as it is today.



**EARTH** is published by the American Geosciences Institute, a nonprofit organization representing 51 geoscience societies worldwide.

**EARTH** is published monthly in digital formats, both from [Zinio.com](http://Zinio.com) and directly from AGI. **EARTH**'s PRINTED magazine is published bi-monthly — each print issue contains all the content from two monthly digital editions.

**EARTH**'s monthly readership, between individual subscribers and many institutions/libraries, is over 28,000 per month. 80% of subscribers hold post-graduate degrees, work in academia or government and top \$80,000 in annual salary. We also distribute **EARTH** at meetings of geoscientific societies belonging to AGI as well as sending copies to geoscience departments at major U.S. universities on a regular basis.

## Editorial Calendar and Bonus Distribution

Editorial content is not defined completely in advance. **EARTH** is a newsmagazine and we leave features open in order to present stories of a more timely and relevant nature.

## Classified Ads

To place a classified ad in **EARTH** or on our website, simply email your ad, making sure to **include your phone and fax numbers** as well as your billing address to [jr@earthmagazine.org](mailto:jr@earthmagazine.org). You may also fax this information to (703) 379-7563. Cost estimates will be emailed to you within 48 hours. The American Geosciences Institute accepts, and prefers, Visa or MasterCard for payment.

If you advertise in **EARTH**, your classified ad will be placed on our web site **that month at no extra cost**. Additional web advertising is the same price as print. We will also provide a web link to your site at no extra charge.

## BONUS DISTRIBUTION

**EARTH appears at conferences and trade shows around the world regularly. AGI distributes thousands of copies at meetings such as:**

American Geophysical Union (AGU)	Geospatial Information & Technology Association (GITA)
American Institute of Professional Geologists (AIPG)	Mineralogical Society of America (MSA)
American Library Association (ALA)	National Association of Geoscience Teachers (NAGT)
American Society for Photogrammetry & Remote Sensing (ASPRS)	National Earth Science Teachers Association (NESTA)
Association of American Geographers (AAG)	Paleontological Society (PS)
Association of Engineering Geologists (AEG)	Prospectors and Developers Association of Canada (PDAC)
Book Expo America (BEA)	Seismological Society of America (SSA)
Clay Minerals Society (CMS)	Society of Economic Geologists (SEG)
Geological Society of America (GSA)	Society of Exploration Geophysicists (SEG)
Geological Society of America Regional Meetings	Soil Science Society of America (SSSA)
The Geological Society of London (GSL)	The Society for Organic Petrology (TSOP)

In addition, **EARTH** is given to earth science majors and graduate students at major universities each fall and spring semester as part of our outreach to the earth science community.

**For more information on bonus distribution, email [jr@earthmagazine.org](mailto:jr@earthmagazine.org).**

## ADVERTISING ACCEPTANCE POLICY

The American Geosciences Institute (AGI) welcomes groups and individuals interested in placing advertising in the Institute's publications or on its websites. All ads submitted for publication must not be indecent, obscene, or defamatory. All advertising is subject to AGI's approval. AGI reserves the right to refuse any

advertisement at its sole discretion for any reason whatsoever, including products or services that are considered harmful to the public or are in direct contradiction with AGI's mission of broad awareness in the geosciences. For more information contact John P. Rasanen at [jr@agiweb.org](mailto:jr@agiweb.org).

## EARTH ADVERTISING INSERTION DEADLINES FOR 2017

ISSUE	RESERVATION	MATERIALS DUE
January 2017	Nov. 15	Nov. 17
February	Dec. 12(2016)	Dec. 14
March	Jan. 18 (2017)	Jan. 20
April	Feb 17	Feb 21
May	March 22	March 24
June	April 21	April 24
July	May 24	May 26
August	June 21	June 23
September	July 24	July 26
October	Aug. 21	Aug. 23
November	Sept. 22	Sept. 26
December	Oct. 18	Oct. 20
January (2018)	Nov. 15 (2017)	Nov. 17
February (2018)	Dec. 13 (2017)	Dec. 15

Text for classified ads is due upon reservation.

## CLASSIFIED RATES

per line/per issue	1 time	3 times	6 times	12 times
Vacancies (minimum 10 lines for vacancies)	\$8.00	\$7.50	\$7.25	\$6.50
Services & Supplies	\$8.50	\$8.00	\$7.75	\$7.00
Student Opportunities	No Charge*			
Positions Wanted	\$3.50	\$3.30	\$3.25	\$2.90

## 4-COLOR

TYPE/SIZE (width x height)	1 time	3 times	6 times	12 times
Full Page Box (7.25" X 9.575")	\$1,500.00	\$1,350.00	\$1,200.00	\$1,000.00
1/2 Horizontal (7.25" X 4.65")	\$1,000.00	\$900.00	\$750.00	\$600.00
1/3 Page (4.75" X 4.65")	\$775.00	\$700.00	\$620.00	\$550.00
1/4 Page (3.53" X 4.65")	\$600.00	\$525.00	\$620.00	\$550.00
1/6 Page (2.3" X 4.65")	\$400.00	\$335.00	\$300.00	\$250.00

\*Magazine trim size is 8.25" wide by 10.875" tall. For full page ads with bleeds, please add .125" bleed allowances on all four sides. (Trim + bleeds = 8.5"x11.125" artwork.) Please set crop and trim marks beyond the bleed area and keep live items at least .5" in from the trim.

There is no commission on classified advertising.

15% commission is granted to AD AGENCIES ONLY on display ads ¼ page or larger.

## Artwork

We accept electronic files only. **We prefer CMYK PDF files with 300 dpi images and all fonts embedded. Photoshop and Illustrator CS6 and older compatibles are also acceptable. (CMYK .tif files at 300 dpi are fine. Illustrator files must have fonts embedded.) Files need to be Windows-based.** Please email your ad to [jr@earthmagazine.org](mailto:jr@earthmagazine.org).

For sample copies and information on **EARTH**, AGI Publications, or other services, please contact:

John P. Rasanen  
EARTH Magazine  
American Geosciences Institute  
4220 King Street  
Alexandria, VA 22302  
703.379.2480 ext. 224  
Fax: 703.379.7563  
[jr@earthmagazine.org](mailto:jr@earthmagazine.org)

\*Free placement of Student Opportunities ads in **EARTH** may be limited by space constraints, and is available at the discretion of **EARTH** magazine. Please email [jr@earthmagazine.org](mailto:jr@earthmagazine.org) for details.

Non-profit organizations should contact [jr@earthmagazine.org](mailto:jr@earthmagazine.org) for discount rates on display advertising.

**EARTH** is published by the American Geosciences Institute.