



Printed offset, web-fed. Journal format, trim size 8-3/8" x 10-7/8". Saddle-wire stitched. Issues posted in their entirety to the web with client ads linked to their company website.

## Electronic Art Files

All ads must be sent electronically – by e-mail or upload to a transfer site with specifics for download provided to GSA.

High resolution PDFs are accepted as final art\*\*. Use Adobe Acrobat Distiller default setting PDF/X-1a.

**CMYK color** only: 300 dpi; gray-scale: 300 dpi; line art: 1200 dpi; ruled lines no smaller than 0.3 pt.

GSA utilizes Mac Adobe InDesign CS2 for layout and Adobe Photoshop CS2 and Adobe Illustrator CS2.

**\*\*Disclaimer:** Electronic art files may be accompanied by a hard copy proof (made from supplied file) to ensure accurate reproduction. Client assumes risk. GSA will not alter client ads to ensure print-quality reproduction. Final art not sent according to specification is not guaranteed to reproduce at highest quality.

See Ad Submission Guidelines (pdf file) or contact GSA for more information. Graphic services available. Please inquire.

## Circulation & Readership

8,000 print + 15,000 digital monthly in academia, government, business, and industry. Includes GSA membership plus nonmember subscribers. Pass-on readership and web posting boosts visibility.

## Issuance & Closing

Published 11 times / year (combined March-April issue) on the 1st of the month of issue.

### Deadlines:

Space reservations: 1st of month, two months prior to issue.

Electronic files & hard copy proof of ad: 10th of month, two months prior to issue (e.g., Mar. closes 1 Jan., art & proof due 10 Jan.).

## Cancellations

**Non-Cover.** Multi-month contracted space: notification of intent to cancel must be received in writing by the 1st of the month, two months prior. Single issue contracted space: notification must be made in writing by 1st of the month, two months prior to issue. After specified deadlines cancelled space is invoiced at 10% cost of space.

**Covers:** Cancellation must be made in writing 120 days prior to space reservations closing date or client will be invoiced full cost of space.

## Contact

GSA Today, Advertising  
Geological Society of America  
P.O. Box 9140, Boulder, CO 80301-9140  
E-mail: [advertising@geosociety.org](mailto:advertising@geosociety.org)  
Phone: +1.800.472.1988 x1053  
+1.303.357.1053 (direct); Fax +1 303.357.1070

In accordance with The Geological Society of America's (GSA) mission to advance the geosciences and to support the geoscience workforce, GSA offers advertising services. GSA accepts tasteful geoscience-related advertisements that may be of interest to the geoscience community. The Society reserves the right to decline advertising at its sole discretion.

Acceptance of advertising does not in any manner constitute GSA's endorsement or recommendation of the providers' products, services, policies, or practices.

## 2025 DISPLAY ADVERTISING INSERTION ORDER / CONTRACT

### Gross Rates (ALL ADS ARE FULL COLOR; RATES ARE IN US DOLLARS)

Ad Size	1time	3time	6time	12time	Dimensions
Full Page	\$2070	\$1967	\$1863	\$1728	7-5/16" x 9-3/4"
1/2 Pg H	\$1321	\$1255	\$1189	\$1103	7-5/16" x 4-13/16"
1/4 Pg V	\$792	\$752	\$713	\$661	3-9/16" x 4-3/4" (vert)
1/6 Pg V	\$599	\$569	\$539	\$500	2-5/16" x 4-13/16" (vert)
1/8 Pg H (card size)	\$300	\$300	\$300	\$300	3-1/2" x 2" (horiz)

### Position (adds to rates)

\*Covers booked as full page color only.

Add charge to rates above

Cover 2	\$625
Cover 3	\$515
Cover 4	\$800

### Non-Cover Placement

Center Spread	\$605
Facing pages	\$165

## Closing

Space requests due: by 1st of month, two months prior to issue

Electronic art files due: by 10th, two months prior to issue

**Placement** indicate month(s), size(s), cost(s) from rate table. Ad sizes (1/6 pg or larger) and content may vary with multi-month schedules.

Issue Month _____	Issue Month _____
Ad Size _____	Ad Size: _____
Cost /Rate _____	Cost/Rate: _____

## Client Information

Advertiser / Company \_\_\_\_\_

Contact \_\_\_\_\_

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

City / State / Zip \_\_\_\_\_

Phone (during business hours) \_\_\_\_\_

Email \_\_\_\_\_

### Ad Agency for above client

Contact \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone (during business hours) \_\_\_\_\_

Email \_\_\_\_\_

We (advertising client) request placement of print advertisement in GSA Today.

☐ **Authorization** By checking this box, we, the advertiser, have read, and agree, that the organization's EOE practices align with [GSA's Diversity Position Statement](#), that encourages participation regardless of "race, ethnicity, color, national origin, ancestry, sex, creed, religion, age, genetic information, sexual orientation, gender identity, or expression, disability, veteran status, marital status, medical condition, pregnancy, education, class, political affiliation, or parental status." GSA will, in good faith, publish the client ad, providing the above box has been checked. The advertiser understands that GSA reserves the right to decline or remove advertising if it determines an advertiser's employment policies are inconsistent with the GSA Diversity Position Statement. [REVISED ADVERTISING POLICY, OCT 2019]

## Method of Payment Terms: Net 30 days

Credit Card: ☐ VISA ☐ MC ☐ AmEx ☐ DISCOVER

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

☐ Apply 15% discount (RECOGNIZED AGENCIES ONLY)  
1/6page or larger

☐ Send e-Invoice to email address



THE GEOLOGICAL SOCIETY  
OF AMERICA®

3300 Penrose Place, PO Box 9140, Boulder, Colorado USA  
+1.800.472.1988 x1053, fax +1.303.357.1070, [advertising@geosociety.org](mailto:advertising@geosociety.org)  
2025RateCard



## DID YOU KNOW?

**8,000**

Average monthly print distribution

**15,000**

Average monthly digital notices sent to subscribers

**231,000**

Approximate total views for GSA Today on the web.  
[\[geosociety.org/gsatoday/\]](http://geosociety.org/gsatoday/)

**2minutes**

Average time spent viewing web issue pages



**Leaders and decision-makers want to be kept up-to-date on activities and opportunities within the geosciences community.**