

# GEOTHERMAL RESOURCES COUNCIL *BULLETIN*

## 2008 advertising rate sheet

### GRC CIRCULATION

Advertising in the Geothermal *Bulletin* means your product or service will be seen in the world's only publication which deals exclusively with technical topics, legislation, scientific inquiry, special events and educational topics related to the geothermal industry.

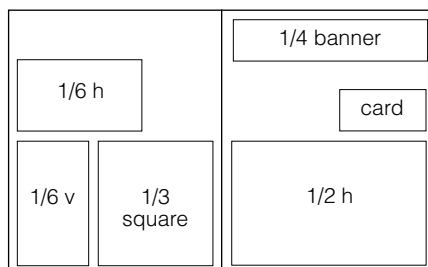
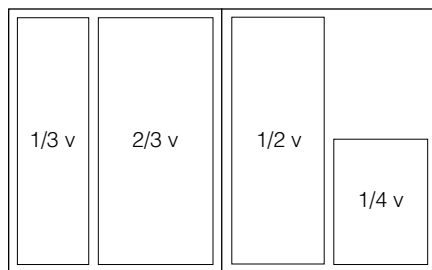
### ISSUE DATES

Issue Date	Closing Date	Artwork Due
Jan/Feb	February 1	February 8
March/April	March 19	March 26
May/June	April 23	April 30
July/August	June 13	June 20
Sept/Oct	August 15	August 22
Nov/Dec	October 10	October 17

### SIZES

Camera-ready ads must adhere to the size specifications.

Ad Size	Inches
Full page	7 3/4 x 10 1/4
2/3 page vertical	4 1/2 x 9 1/2
1/2 page horizontal	7 x 4 1/2
1/2 page vertical	3 1/4 x 9 1/2
1/3 page vertical	2 1/4 x 9 1/2
1/3 page square	4 1/2 x 4 1/2
1/4 page vertical	3 1/4 x 4 1/2
1/4 page banner	7 x 2 1/2
1/6 page horizontal	4 1/2 x 2 1/4
1/6 page vertical	2 1/4 x 4 1/2
Business card horizontal	2 x 3 1/2



### RATES

Ad Size	1x	4x	6x
Full page	\$625	\$555	\$485
2/3 page	\$485	\$410	\$370
1/2 page	\$420	\$340	\$300
1/3 page	\$325	\$275	\$230
1/4 page	\$265	\$230	\$210
1/6 page	\$200	\$170	\$160
Business card	\$125	\$105	\$ 95

### Color Charges

Add to black and white rate.  
 Please contact us for GRC spot color.  
 2 color (black + GRC spot color only) . . . \$265  
 Full color . . . \$670

### Special Positions

Full page only; add to black and white and color rate  
 Inside front or back cover . . . \$105  
 Outside back cover . . . \$90  
 Center spread (when available) . . . \$115

### Special Centerfold Section

Insert of preprinted untrimmed pages. Due end of month prior to issue (i.e., October 30th for Nov/Dec issue)  
 4 pages, single fold . . . \$2,100  
 4+ pages, double fold . . . \$2,625

### Extra copies of the **BULLETIN**

Special advertiser rate . . . \$5.25 each

### AD PRODUCTION SPECS

Line screen – 133  
 Ads accepted in the form of:  
 camera-ready, negatives (emulsion down);  
 Zip or CD.  
 PDF, EPS, TIFF or JPG files, no smaller than 300 dpi

### SEND ADVERTISING MATERIALS TO:

**Geothermal Resources Council**  
**2001 Second Street, Suite 5**  
**P.O. Box 1350**  
**Davis, California 95616 • USA**  
**Phone: 530.758.2360**  
**Fax: 530.758.2839**  
**E-mail: [grc@geothermal.org](mailto:grc@geothermal.org)**

# GEOHERMAL RESOURCES COUNCIL *BULLETIN*

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## 2008 advertising agreement

### AD SPECIFICATIONS

- I will be placing an ad in one (1) issue.
- I will be placing an ad in four (4) issues.
- I will be placing an ad in six (6) issues (1 year).

### Insert my ad in the following issue(s) (circle choices)

January/February  
March/April  
May/June  
July/August  
September/October  
November/December

### Size of ad (circle choice)

Full page  
2/3 vertical  
1/2 horizontal  
1/2 vertical  
1/2 island  
1/3 vertical  
1/3 square  
1/4 horizontal  
1/4 vertical  
1/4 banner  
1/6 horizontal  
1/6 vertical  
Business card

### Check those that apply:

- Ad is camera ready
- Ad supplied on disk
- Ad needs production work (charged at \$65/hour)
- Photo(s) supplied
- Graphics /Artwork supplied

### CANCELLATIONS/PAYMENT

Advertisers are invoiced at issue closing date. Cancellations after the issue closing date will be invoiced at the prevailing rate. Advertising Agencies (excluding in-house agencies) receive a 15% gross commission if paid within 30-days of invoice date. Ads will be billed after each insertion with proof of printing. Payment is due upon receipt of invoice.

### BILLING INFORMATION

Ad rate \_\_\_\_\_ x # of issues \_\_\_\_\_ + color \_\_\_\_\_  
+ special placement \_\_\_\_\_ = **Total** \_\_\_\_\_

\_\_\_\_\_  
COMPANY BUSINESS NAME / ADVERTISER

\_\_\_\_\_  
BILLING ADDRESS

\_\_\_\_\_  
CITY / STATE / ZIP CODE

\_\_\_\_\_  
TELEPHONE

\_\_\_\_\_  
FAX

\_\_\_\_\_  
CONTACT

\_\_\_\_\_  
AGENCY

I hereby certify that I am an authorized agent of the above-named company (herein named as "advertiser") and have authority to execute this Advertising Agreement for and on behalf of same. With my signature below, I authorize the Geothermal Resources Council to publish advertising as outlined above within a 12-month period effective the signature date.

This Advertising Agreement is subject to all terms and conditions set forth on the Geothermal Resources Council Rate Sheet, a copy which has been made available to me. I have read and understand all of the terms and conditions as set forth on the Rate Sheet.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

### RETURN FORM TO:

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