



“ In the modern world of marketing, we have a number of different vehicles to choose from when reaching out to our audience. While we are always up for trying new tactics, advertising in *GEOSTRATA* remains a constant in our marketing plan. We consider *GEOSTRATA* the premier publication of our industry and advertising with *GEOSTRATA* allows us to consistently keep our brand in front of our clients, partners, and decision makers.”

—Gretchen Connelly
Marketing Director
Nicholson Construction Company

2020 Advertising Rates

Size/Position	1x	3x	6x
Covers 2 and 3	4,540	4,305	4,085
Cover 4	4,855	4,610	4,345
Full page	3,405	3,320	3,230
2/3 page	3,150	3,085	3,005
1/2 page	2,980	2,925	2,830
1/3 page	2,520	2,490	2,435

Attention Geo-Institute Organizational Members:
Ask your advertising representative about special rates!

2020 Editorial Planner

Plan your advertising around a year of targeted editorial

Issue	Editorial Focus	Bonus Distribution
JAN/FEB AD CLOSE: 11/25/19 MAT. DUE: 12/2/19	Risk in Geotechnical Practice	
MAR/APR AD CLOSE: 1/24/20 MAT. DUE: 1/31/20	20 th Anniversary Issue	Geo-Congress February 25-28, 2020 Minneapolis, MN
MAY/JUN AD CLOSE: 3/30/20 MAT. DUE: 4/6/20	Geo-Forensics; Lessons Learned from Failures	
JUL/AUG AD CLOSE: 5/26/20 MAT. DUE: 6/2/20	Future Geo; Big Data, Diggs, Visualization and More	
SEP/OCT AD CLOSE: 7/24/20 MAT. DUE: 7/31/20	Geotechnics of Sustainability & Climate Adaption	
NOV/DEC AD CLOSE: 9/25/20 MAT. DUE: 10/2/20	Diversity in Geotechnics	