

# GEOSTRATA

The official magazine of the ASCE's Geo-Institute, **GEOSTRATA** offers you the opportunity to target your marketing message directly to geo professionals. Published bi-monthly, **GEOSTRATA** features articles written by and for geotechnical engineers, and reaches the major engineering firms in the country and around the world. The magazine's more than 10,000 readers include engineers, scientists, technologists, educators, and organizations interested in improving the environment, mitigating natural hazards, and economically constructing engineered facilities.

**GEOSTRATA** is trusted by professionals involved in the design and construction of such major projects as:

- | Commercial Buildings
- | Dams
- | Foundations
- | Public Buildings
- | Residential Subdivisions
- | Retaining Walls
- | Roads and Highways
- | Storm-water Management Systems
- | Other Subsurface Projects

## About **GEOSTRATA** readers:

- | **2/3** of our readers have read all four of the last four issues of **GEOSTRATA**.
- | **3/4** of our readers have been reading **GEOSTRATA** for at least 3 years.
- | **GEOSTRATA** readers pass along their copies—close to **1/3** reported sharing their copy with one or more other people, bringing the readership to **13,000+**.
- | Our readers take action: in the past year, more than **3/4** of respondents have acted on advertisements they saw in **GEOSTRATA**.
- | Our readers are involved in purchasing products and services: over half are involved in purchasing soil stabilization (**60%**), geotextiles (**59%**), retaining walls (**56%**) and modeling software (**54%**).

Source: Lewis Clark Boone Reader Survey

## Display Ad Mechanical Specs

- | **PUBLICATION TRIM SIZE:** 8.0625" × 10.875"
- | **BLEED:** add .125" on all four sides of ad
- | **LIVE AREA:** .25" from trim size, all four sides

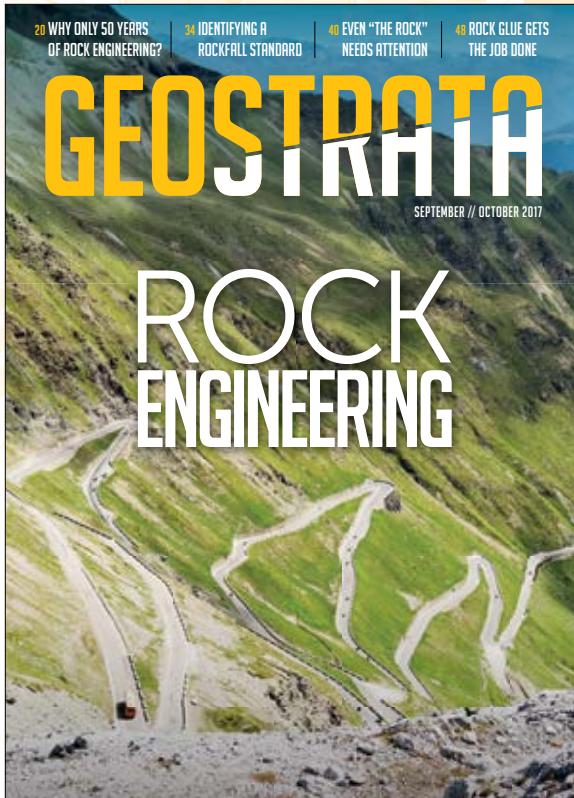
Space Size	Dimensions	
	Width	Height
Spread bleed	16.1875" × 11.125"	
Single page bleed	8.3125" × 11.125"	
Single page non-bleed	7.5625" × 10.375"	
2/3 page vertical	4.5625" × 10"	
1/2 page island	4.5625" × 7.5"	
1/2 page horizontal	7" × 4.875"	
1/2 page vertical	3.375" × 10"	
1/3 page square	4.5625" × 4.875"	
1/3 page vertical	2.1875" × 10"	

## Artwork file submission

For accurate color reproduction, art files must be accompanied by a matchprint or digital proof. Artwork should be submitted as PDF/X-1a or higher. All artwork must be in CMYK mode, and all embedded color profiles (RGB or ICC profiles) must be discarded. AI, EPS and TIFF file types are also acceptable for submission. PDF files must contain high resolution (300 dpi) graphics and 100% embedded fonts. For AI and EPS files, fonts must be converted to outlines. Native files (InDesign CS6 or other file types) may also be submitted. To submit files other than those mentioned here, please contact the production manager.

## Materials

- | **AD FILES:** Please contact Sean Richardson to receive secure FTP instructions in order to upload artwork for each issue. Phone: 703.295.6243 Email: srichardson@asce.org.
- | **COLOR PROOFS:** Sean Richardson, ASCE's *Civil Engineering* magazine, 1801 Alexander Bell Drive, Reston, VA 20191



*"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

## 2018 Editorial Planner

Plan Your Advertising Around a Year of Targeted Editorial

Issue	Editorial Focus	Bonus Distribution
<b>JAN/FEB</b> AD CLOSE: 11/27/17 MAT. DUE: 12/1/17	Geophysical Applications	
<b>MAR/APR</b> AD CLOSE: 1/25/18 MAT. DUE: 2/1/18	Soft Ground Geotechnics	<b>IFCEE (International Foundations Congress and Equipment Expo)</b> Orlando, FL March 5–10, 2018
<b>MAY/JUN</b> AD CLOSE: 3/26/18 MAT. DUE: 4/2/18	Addressing Infrastructure Needs	
<b>JUL/AUG</b> AD CLOSE: 5/25/18 MAT. DUE: 6/1/18	Case Histories and Forensics	
<b>SEP/OCT</b> AD CLOSE: 7/25/18 MAT. DUE: 8/1/18	Unconventional Fill Materials	
<b>NOV/DEC</b> AD CLOSE: 9/25/18 MAT. DUE: 10/1/18	National Landmarks and Treasures	

## 2018 Advertising Rates

### Four-Color Rates

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

### Black & White Rates

Size/Position	1x	3x	6x
<b>Full page</b>	1,830	1,745	1,655
<b>2/3 page</b>	1,575	1,510	1,430
<b>1/2 page</b>	1,405	1,350	1,255
<b>1/3 page</b>	945	915	860

### Attention Geo-Institute Organizational Members

Ask your advertising representative about special rates!