



*"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!