



Geothermal Resources Council

Bulletin Advertising Rate Sheet (rev. 1/10)

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.

2010 DATES:

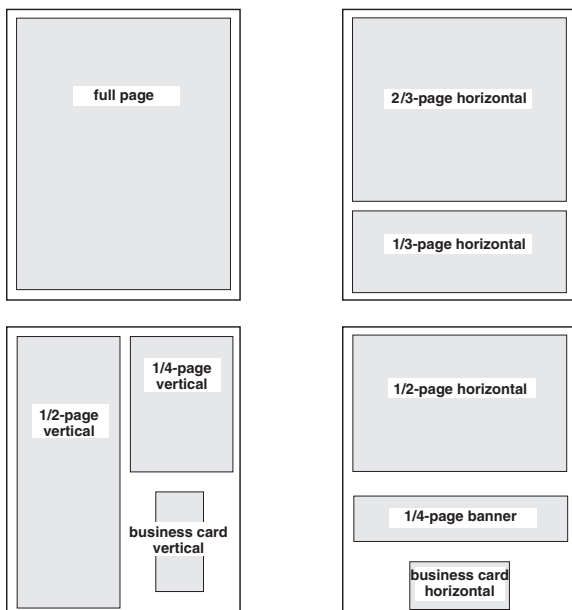
Issue Date of <i>Bulletin</i>	Artwork Due Date
January/February	January 26
March/April	March 5
May/June	May 7
July/August	July 9
September/October	September 3
November/December	November 12

AD SIZES:

Please use the following size specifications.

Sizes	Dimensions (in Inches)
Full page	7.37 wide x 10 high
2/3-page horizontal (NO vertical option)	7.37 wide x 6.0 high
1/2-page horizontal	7.37 wide x 4.75 high
1/2-page vertical	3.5 wide x 9.65 high
1/3-page horizontal (NO vertical option)	7.37 wide x 3.25 high
1/4-page horizontal banner	7.37 wide x 2.0 high
1/4-page vertical	3.55 wide x 5.0 high
Business card (horizontal)	3.5 wide x 2.0 high
Business card (vertical)	2.0 wide x 3.5 high
Other: (only by prior arrangement with GRC)	
Full page/Full bleed (no white border)	8.75 wide x 11.25 high (allows for 1/8 inch extra on all sides for trimming)

EXAMPLE OF AD SIZES: (not to scale)



ADVERTISING RATES FOR MEMBERS:*

BLACK & WHITE / GRAYSCALE ADS:

Size of Ad	1 Issue	6 Issues
Full page	\$715	\$560 (each x 6)
2/3-page (horizontal only)	\$560	\$425 (each x 6)
1/2-page (both horizontal & vertical)	\$480	\$345 (each x 6)
1/3-page (horizontal only)	\$375	\$265 (each x 6)
1/4-page (both horizontal & vertical)	\$305	\$240 (each x 6)
Business card (both horiz. & vertical)	\$145	\$110 (each x 6)

*Non-Members add \$100 per Ad per Issue

ADDITIONAL CHARGES:

ADS REQUIRING COLOR:

(In addition to the above rates.)

2 color (black ink + 1 spot color which is determined by GRC)	\$290
Full color (must be CMYK, not RGB)	\$720
Additional production (if necessary)	\$25 minimum

SPECIAL POSITION: (when available)

(In addition to the above rates.)

Inside Front Cover (full page only)	\$200
Outside Back Cover (full page only)	\$150
Inside Back Cover (full page only)	\$150
Facing Inside Front Cover (full page only)	\$100
Facing Inside Back Cover (full page only)	\$100

SPECIAL CENTER INSERT: (when available)

(In addition to the above rates.)

4-page Insert	\$2,100
8-page Insert	\$3,250

MISCELLANEOUS OTHER:

EXTRA COPIES of the *Bulletin*

Special advertiser rate	\$5.25 each
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PRODUCTION SPECIFICATIONS:

It is preferred that camera-ready ads be submitted as PDF files with all fonts embedded. If you cannot create a PDF file, ads may be submitted in one of the following formats: TIFF, JPEG or EPS. All photos should be 300 dpi or greater. Text should be 1200 dpi or greater. (The higher the resolution, the sharper the image.)

Electronic files may be e-mailed or sent to us on a CD-ROM. For an additional production charge, we can prepare your camera-ready ad for you from your supplied materials (such as scanning a business card or photo).

SEND ADVERTISING MATERIALS TO:

Geothermal Resources Council
 Attn.: Anh Lay
 2001 Second Street, Suite 5
 Davis, CA 95616 • USA
 Phone: 530.758.2360 / Fax: 530.758.2839
 E-mail: alay@geothermal.org

(continued on next page)



Geothermal Resources Council

Bulletin Advertising Agreement

(rev. 1/10)

AD SPECIFICATIONS:

NUMBER OF ADS:

- I wish to place an Ad in one (1) issue of the *Bulletin*
- I wish to place an Ad in six (6) issues of the *Bulletin*

SPECIFY ISSUE(S):

Please insert my Ad in the following issue(s) of the *Bulletin*

CHECK ALL THAT APPLY

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

SIZE OF AD:

- Full page (7.37-inches wide x 10-inches high)
- 2/3-page horizontal (7.37-inches wide x 6.0-inches high)
- 1/2-page horizontal (7.37-inches wide x 4.75-inches high)
- 1/2-page vertical (3.5-inches wide x 9.65-inches high)
- 1/3-page horizontal (7.37-inches wide x 3.25-inches high)
- 1/4-page banner (7.37-inches wide x 2.0-inches high)
- 1/4-page vertical (3.55-inches wide x 5.0-inches high)
- Business card (horizontal: 3.5-inches wide x 2.0-inches high)
- Business card (vertical: 2.0-inches wide x 3.5 -inches high)
- Other: (only by prior arrangement with GRC)
Full page/Full bleed (no white border) (8.75-inches wide x 11.25-inches high) (This allows for 1/8-inch extra on all sides for trimming)

ADDITIONAL INFORMATION:

- Ad is camera-ready
 - Electronic file is being e-mailed
 - Electronic file is being sent on CD-ROM
- Ad needs production work (charged at \$90/hour; \$25 minimum)
 - Photo(s) and/or Artwork is being sent
 - Business Card is being sent

PAYMENT/CANCELLATION POLICY:

Advertisers are invoiced at the date the issue is sent to the printer. Any cancellations after "Artwork Due Date" will be invoiced as if Ad had run. Clients will receive proof of printing of Ad after the corresponding issue of the *Bulletin* is printed. Payment for Ad is due upon receipt of invoice.

BILLING INFORMATION:

Ad Rate: \$ _____ x # of issues = \$ _____
 + Color: \$ _____ x # of issues = \$ _____
 + Special Position: \$ _____ x # of issues = \$ _____
TOTAL DUE \$ _____

COMPANY BUSINESS NAME / ADVERTISER

CONTACT PERSON

BILLING ADDRESS

CITY

STATE / PROVINCE / ZIP CODE / COUNTRY

TELEPHONE NUMBER

FAX NUMBER

E-MAIL ADDRESS

AGENCY (IF OTHER THAN ADVERTISER)

CONTACT PERSON

TELEPHONE NUMBER

FAX NUMBER

E-MAIL ADDRESS

I hereby certify that I am an authorized agent of the above-named company (herein named as "advertiser") and that I have the 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, of which a copy 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 THIS FORM TO:

Geothermal Resources Council
 Attn.: Anh Lay
 P.O. Box 1350
 Davis, CA 95617-1350 • USA
 Phone: 530.758.2360 / Fax: 530.758.2839
 E-mail: alay@geothermal.org