



GEOTHERMAL RISING

YEAR-ROUND MEDIA KIT

Partnering with Geothermal Rising gives you the opportunity to remain in front

of your customers through a variety of channels, **creating multiple touch points** throughout the year!



Get Started Today!

Contact Dana Groves Industry Relations Manager dgroves@geothermal.org 856-642-4434

Geothermal Rising Digital Assets

Geothermal Rising Website

The new **Geothermal.org** website is the go-to resource for the geothermal community. With its timely informative content, marketing your company on our easy-to-navigate website is a wise choice for reaching your audience.

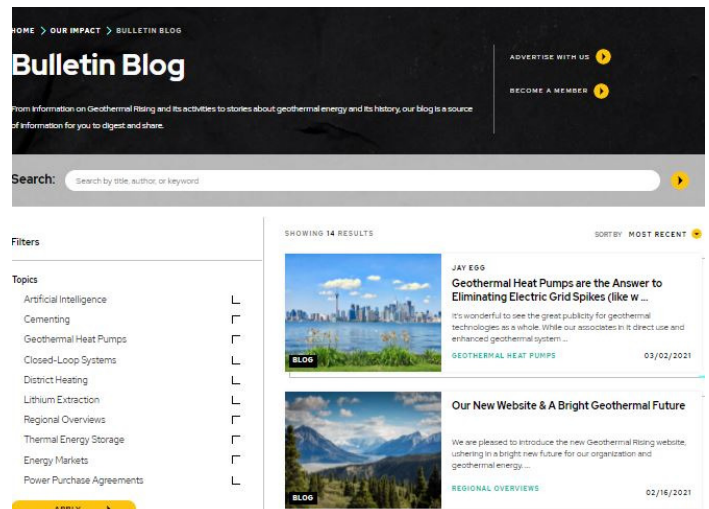
Ad Positions	Size Creative	3-Month Campaign	6-Month Campaign	12-Month Campaign
FOOTER BANNER (Run of Site)	728 X 90	\$2,000	\$3,500	\$6,000
SIDE AD Ad appears on these pages: Blog, In the News, Resources, Calendar, Events, Webinars, and Workshops	300x 250	\$1,000	\$1,800	\$3,000
TOP BANNER Ad appears on these webpages: Our Organizations, Honors/Awards, Students, Our Impact, Mission, Geo Basics, Industry Directory, Job Board, Action, Join, Donate	728 X 90	\$2,000	\$3,500	\$6,000

Sponsored Blog Article with Banner Ad – \$450

Your paid blog article and accompanying side cover image will initially appear as the top article on our Bulletin Blog.

You may also send us a 728 x 90 banner ad which we will place within the content of your post. Your article (and embedded banner ad) will remain, via the search function, on the blog indefinitely.

The article must be submitted to us 5 business days prior to the intended date of your post. The article must be submitted as a Word doc., with web links and images for prior approval by the Geothermal Rising Librarian. Turn-around time is one-week.



Sponsored 'Event' Listing on Geothermal Event Calendar - \$450



An excellent way to promote an upcoming webinar or other event that your company/organization is hosting. Your paid Calendar Event Listing includes one paragraph of content, a side cover image, one weblink and your provided 300 x 250 ad which will be placed within your calendar listing. In addition, we'll promote your upcoming event listing in one social media post. Tell us when you want your calendar listing to begin/end. It's that simple!

Industry Directory of Service & Equipment Providers - \$100/Service Category

Make sure you're included in this valuable resource directory (formerly known as the Yellow Pages.) Our Directory is used daily by persons who are sourcing the products and services that you offer. Your category listings will remain active for a 12-month period.

Each cost-effective listing will direct buyers to your organization's website and will include a company description and logo.



Custom Dedicated Email Blast to our Geothermal Rising Member Database - \$2,500

Relay your targeted message about a new technology, product or service to our Geothermal Rising community. You'll provide us with your HTML message and we'll do the rest! Dedicated emails are limited to one/month. Available on first-come, first served basis. (All content subject to GR approval)

Sponsor a Geothermal Rising (pay to attend) Webinar - \$2,000

Geothermal Rising's Webinar Series – Choose to sponsor one of our upcoming vetted and scheduled webinars or select the topic that most resonates with your organization to ensure your message will be seen by a target audience that matters most to you. Webinar sponsors will receive the following:

- Linked logo on the Webinar Schedule webpage,
- Logo on email messages and social posts to our GR members & community promoting the Webinar
- Promotional advertising slide placed at the beginning of the webinar
- One complimentary Registration to the webinar
- List of all registrants and email addresses for those who have 'opted-in' to receive follow-up sponsor solicitation

Sponsor Hosted Free Webinar - \$6,000

Host your organization's webinar on the Geothermal Rising Zoom Webinar platform. We'll provide full support and we'll promote your webinar with two (2) dedicated emails and through social media channels. In addition, we'll handle registration requirements.

To ensure the greatest number of engaged attendees, registration to your webinar will be FREE.

Geothermal Rising Advertising Insertion Order Form

Website Ad Positions	3-Months	6-Months	12-Months
Footer Banner 728 X 90	___ \$2,000	___ \$3,500	___ \$6,000
Top Banner 728 X 90	___ \$2,000	___ \$3,500	___ \$6,000
Side Ad 300x 250	___ \$1,000	___ \$1,800	___ \$3,000
Geothermal.org Special Section Advertising			
Sponsored Blog Article w/ad	___ \$2,500		
Sponsored Event Listing w/ ad	___ \$450		
Directory of Services Listings	\$100/Services Category		
Geothermal Rising Community/Member Outreach			
Custom Dedicated Email	___ \$2,500		
Sponsored GR Webinar	___ \$2,000		
Hosted Webinar	___ \$6,000		

Advertiser: _____
 Address: _____
 City _____ State _____ Postal _____
 Primary Contact _____
 Email _____

(The undersigned agrees to pay 100% of all fees per the terms of this application)

TOTAL Amount of Advertising Program \$ _____

___ Please send an invoice for payment of total amount due.
 ___ Please charge my credit card total amount due.

Credit Card # _____
 Expiration: _____ CVV: _____

TERMS AND CONDITIONS: Ads will not run without up-front payment in full. All cancellations must be submitted in writing. 10% of total fee will be retained as a cancellation fee. Cancellations will not be accepted once ad is run. Geothermal Rising reserves the right to approve/reject any advertising content. Advertisers are responsible for ensuring the accuracy of all advertising content. Geothermal Rising is not responsible for errors appearing in the content of published advertising. Advertisers assume liability for the content of published advertising and assume responsibility for all claims against Geothermal Rising resulting from their advertising.

Return order form to Dana Groves, Industry Relations Manager dgroves@geothermal.org

Questions: 856-642-4434