

2025 Geothermal Rising Bulletin Advertising Media Kit



The Fall 2025 edition of the **Geothermal Rising Bulletin** arrives at a pivotal moment for geothermal energy. Featuring authoritative analysis, field-tested breakthroughs, and leadership perspectives, this issue will reach nearly **10,000** engaged stakeholders worldwide, including every attendee at **GRC2025**.

Our bulletin magazine offers a premium advertising platform tailored to organizations seeking targeted, high-value exposure. Distributed to a discerning audience, the publication delivers timely content, industry insights, and community-driven features within a trusted editorial framework. Advertising with us provides your brand with direct access to an engaged readership, strategic placement alongside relevant content, and measurable impact across both print and digital channels. Partner with us to position your message at the forefront of a well-informed, influential audience.

The Bulletin at A Glance

- **Format:** A perfectbound print edition and **PDF emailed to 7,000+subscribers per issue.**
- **Print Run Circulation:** 2,500 high-quality copies – approximately **1,250 mailed** to geothermal professionals, policymakers, investors, and key venues, and **1,500 hand-distributed on-site at the Geothermal Rising Conference (GRC) 2025 for our Bonus Circulation edition.**
- **Total Readership per issue:** 7,000+ (digital) + 2,500 (print) = 9,500 engaged stakeholders worldwide.
- **Trim Size:** 8.375" W × 10.875" H (213 mm × 276 mm).
- **Bleed:** Add 0.125" (3 mm) beyond trim on all sides.

Align your brand with the sector's momentum by reserving your advertising space before July 15. Contact candi@geothermal.org to secure your placement and learn more about multi-issue and member bundled savings rates.

Ad Opportunities & Rates

Advertising Opportunities & Rates (USD – per issue)

¼ Page

- **Dimensions**
 - 3.65" x 4.75" (Vertical)
 - 7.5" x 2.25" (Horizontal)
- **Bleed Spec**
 - N/A
- **Live/Safety Area**
 - 0.25" Margin

\$500

Entry Level Exposure

½ Page

- **Dimensions**
 - 7.5" x 4.75" (H)
 - 3.5" x 10" (V)
- **Bleed Spec**
 - 0.25" Margin
- **Live/Safety Area**
 - 0.25" Margin

\$1500

High Value/Midsize

Full Page (ROP)

- **Dimensions**
 - 8.265" x 11.125" (Includes Bleed)
- **Bleed Spec**
 - 0.125"
- **Live/Safety Area**
 - 7.875" x 10.375"

\$2,200

Standard Premium (Members Only)

Full Page (Inside Front)

- **Dimensions**
 - 8.265" x 11.125" (Includes Bleed)
- **Bleed Spec**
 - 0.125"
- **Live/Safety Area**

\$2,300

Prime Position (Members Only)

Back Cover

- **Dimensions**
 - Same as Full
- **Bleed Spec**
 - 0.125"
- **Live/Safety Area**

\$2,500

Highest Single Page Visibility (Members Only)

Double Page Spread

- **Dimensions**
 - 17.25 x 11.125" (Includes Bleed)
- **Bleed Spec**
 - 0.125" all sides
- **Live/Safety Area**
 - 0.25 from gutter

\$3,500

Flagship placement Centerspread (Members Only)

Mechanical Specifications

- **Color:** CMYK, SWOPcoated profile; spot/PMS available (+\$400 surcharge).
- **Resolution:** 300 dpi minimum at final size.
- **File Format:** PDF/X1A preferred (fonts embedded, 300 dpi images). TIFF, EPS also accepted.
- **Bleed & Safety:** Supply ads with 0.125" bleed; keep all text, logos, and critical elements ≥ 0.25 " inside trim.
- **Rich Black Build:** C60 M40 Y40 K100.

Editorial Style & Advertorial Guidelines

- Use the Oxford comma.
- Spell out acronyms at first mention; thereafter, use the abbreviation.
- Write in **active voice**; present tense for evergreen concepts, past tense for completed research or events.
- **Headlines:** Title Case (Capitalize Major Words).
- **Subheads:** Sentence case.
- **Units:** Present SI/metric units first, followed by U.S. customary units in parentheses.
- **Numbers:** Spell out one – nine; use numerals for 10 and above, except when beginning a sentence.
- **References & Citations:** Use APA in-text citations (Author, Year) with a reference list at the end of the article.
- **Readability Target:** Grade 11–13. Technical rigor is encouraged; define any specialized jargon on first use.
- **Tone:** Authoritative, peertopeer, and datadriven. First-person plural is acceptable in
- **Leadership Essays:** Avoid second-person address.
- **Sponsored Content:** Must display "ADVERTORIAL" in 9pt, bold, all caps at top left corner.
- **Typographic Conventions:** Endash (–) for numeric ranges, emdash (—) for breaks in thought; italicize publication titles; avoid underlining.

Photography & Image Specifications

- **Resolution**
 - 300 dpi at 100% scale (pixel equivalent ≥ 4000 px on longest edge for full bleed images)
- **Color Space**
 - CMYK; embed ICC profile; avoid RGB
- **Files Types**
 - TIFF, JPEG (high quality), RAW converted to TIFF, or embedded within print ready PDF
- **Compression**
 - Lossless (LZW/ZIP) preferred; JPEG quality ≥ 9
- **Captions & Credits**
 - Provide concise caption ≤ 30 words + photographer credit
- **Usage Rights**
 - Advertiser warrants ownership or licensing of all assets submitted
- **Note:** Images that do not meet technical standards may be **rejected** or incur a \$150 retouch fee.

Ad Reservation Form

Company or Institution _____
Company - Full Billing Address _____
Website (landing page for logo) _____ Main Phone Number _____
State/Province _____ Zip/Postal Code _____ Country _____
Primary Contact _____ Title _____
Email _____ Primary Contact Phone _____
Signature _____ Date _____

Void without signature – I am an authorized representative of the company. The company listed agrees to comply with all instructions, rules and regulations set forth in this document and on the GRC website. Please remit a high resolution jpg or png logo with your completed application.

ADVERTISING SELECTIONS:

- ☐ Quarter Page Ad..... \$500
- ☐ Half Page Ad.....\$1,500
- ☐ Full Page Ad (ROP).....\$2,200
- ☐ Full Page (Inside Front Cover).....\$2,300
- ☐ Back Cover.....\$2,500
- ☐ Double Page Spread.....\$3,500

**MATERIALS DUE
SEPTEMBER 5, 2025**

**GR ORGANIZATIONAL
MEMBERS
TAKE 10% OFF ALL RATES**

**GRC CONFIRMED
SPONSORS
(BRONZE/SILVER LEVEL)
TAKE 10% OFF ALL RATES**

**GRC CONFIRMED
SPONSORS
(GOLD/DIAMOND LEVEL)
TAKE 20% OFF ALL RATES**

PAYMENT SUMMARY

Payment information must accompany this form. Any company requesting to be invoiced will agree to Net 30-day terms, unless otherwise stated on the invoice. Due to the nature of the printing process, advertisements will not be processed without full payment.

- ☐ Invoice us for payment
- ☐ Invoice us for payment by ACH or Wire. Please note all wire transfers must include an additional \$30 bank fee.
Please contact Emmy Kelly ekelly@ahint.com for wire transfer information or billing questions.
- ☐ Full Payment by Credit Card Enclosed: Visa, MasterCard, American Express

Card Number _____ Exp Date _____ Security Code _____
Cardholder Name _____
COMPLETE Card Billing Address _____
City/State/Province _____ Billing Zip Code _____
Signature _____ Date _____

**PLEASE RETURN THIS COMPLETED AND SIGNED RESERVATION FORM, ALONG WITH PAYMENT INFO TO THE NAME/EMAIL BELOW:
CONTACT CANDI CALDERONE, INDUSTRY RELATIONS MANAGER | CANDI@GEOTHERMAL.ORG | PHONE +1.856.437.4742**