

# print media advertising opportunities

# GSA TODAY

THE GEOLOGICAL SOCIETY OF AMERICA

REACH YOUR NICHE AUDIENCE — BUNDLE AND SAVE!

Advertise Your  
Products & Services  
Recruitments  
Meeting Events &  
Activities

**“With so much emphasis on digital, there is a growing nostalgia for . . . print!”** (PRINT AS A BRANDING TOOL, DIANA LANDAU )

Directly connecting you with a targeted niche of geoscientists in all stages of their careers from seasoned professional to up and coming leaders of tomorrow.

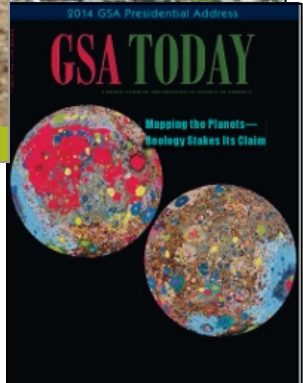
### The Right Geosciences Niche For You To:

- ➔ Introduce and reinforce your brand
- ➔ Generate sales leads
- ➔ Create an intent to purchase

### Print Issues Are:

- ➔ Relevant to professional needs
- ➔ Keep you up-to-date with the geoscience community
- ➔ Provide exposure to new products and services

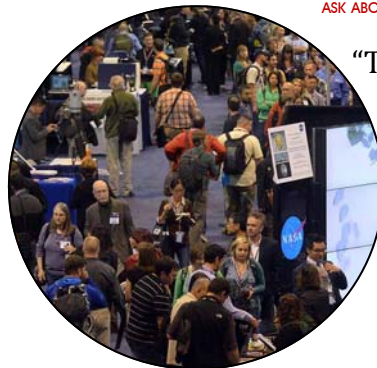
[MORE THAN 50% OF RESPONDENTS FROM 2014 READERSHIP SURVEY INDICATE SATISFACTION WITH PRINT ISSUES OF GSA TODAY]



**15,000** AVERAGE MONTHLY PRINT DISTRIBUTION

ISSUES POSTED TO GSA'S WEB SITE ARE **OPEN ACCESS** AND **FREE.** CLIENT ADS LINK DIRECTLY TO THEIR WEBSITE.

ASK ABOUT CONVENTION-RELATED ISSUES OF GSA TODAY



“Through GSA trade shows and advertising, we reach buyers. Participation give us valuable credibility.” (MOUNTAIN PRESS)



Geoscientists in every discipline use leading-edge technology in pursuit of their careers.

**Loyal membership/readers = long-term customers.**

50% have been GSA members for 11 or more years (2014 READERSHIP SURVEY)

Advertising  
with GSA  
works!



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**Rates & Information:**  
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