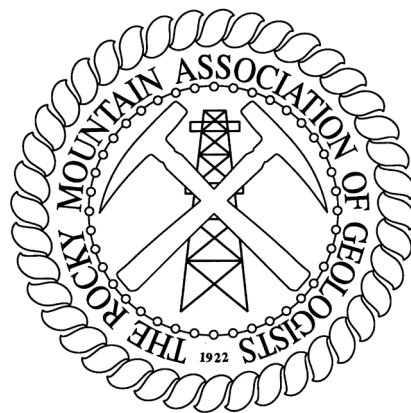


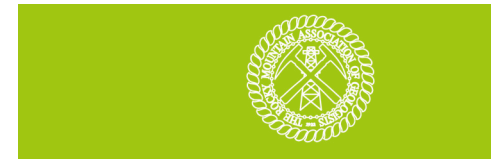
# Media Kit

## The Outcrop Media Kit

The Rocky Mountain Association  
of Geologists



# About Advertising



Thank you for your interest in advertising in The Outcrop. Included in this packet are directions on how to advertise with all necessary forms.

## Editorial Scope

The Outcrop is a monthly digital publication produced by The Rocky Mountain Association of Geologists. The publication contains current RMAG events, a monthly column from the RMAG president, and highlights from the geology field. It is made available to the public at [www.rmag.org](http://www.rmag.org). Readers can download the linkable pdf and view archives.

## Contact Information

The RMAG  
910 16th Street Mall, #1214  
Denver, CO, 80202

**Call:** 303-573-8621

**Email:** [staff@rmag.org](mailto:staff@rmag.org)

## Submitting Instructions

- Fill out the attached agreement on page 3
- Fill out the attached payment page on page 4
- Email both the agreement and payment info to [staff@rmag.org](mailto:staff@rmag.org)
- Follow the artwork guidelines and email to [staff@rmag.org](mailto:staff@rmag.org)
- The deadline for payment, contract and copy is due **the 1st of the month preceding the issue in which the ad is to appear**. For example, February advertising is due January 1st.

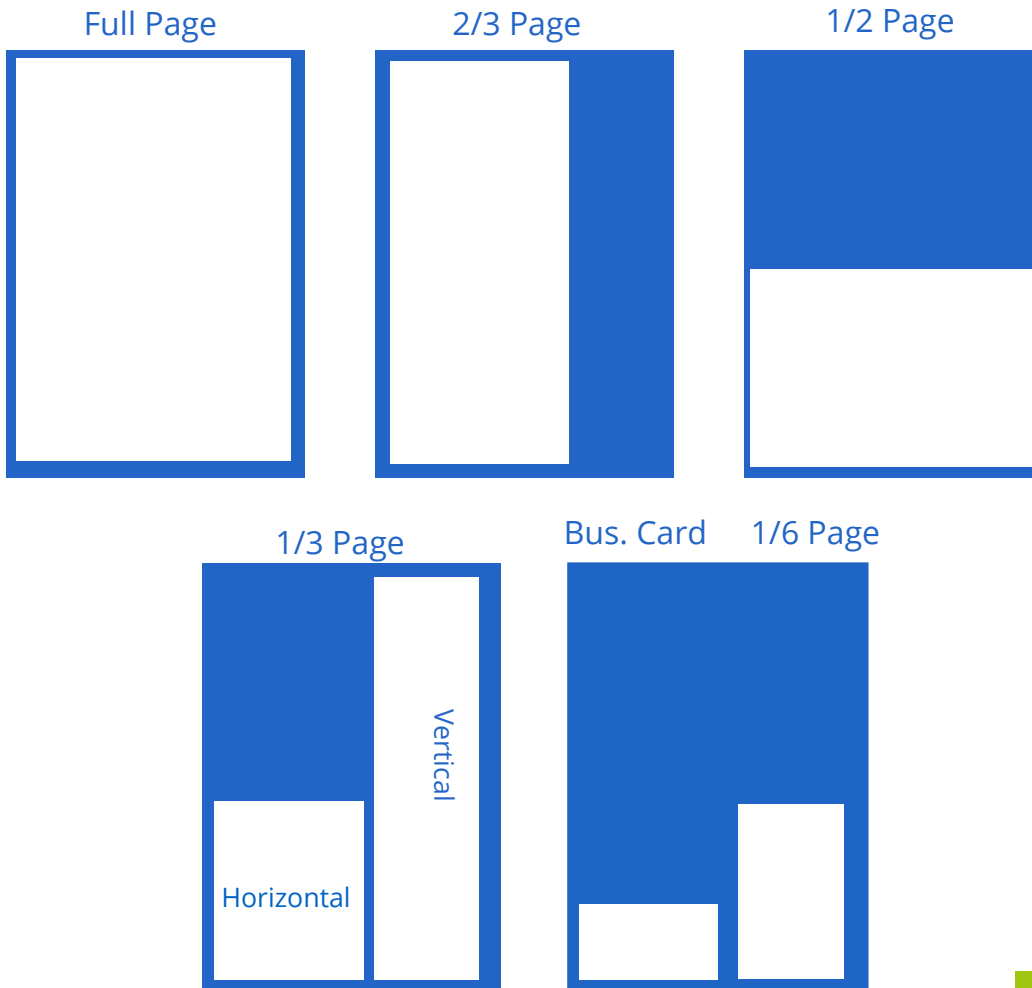
## Artwork Guidelines

- Only digital submission will be accepted
- Resolution 300dpi
- Send as an eps., jpg., or tiff
- Simple line art and photographs provide helpful illustrations.
- A border is recommended for advertisements that comprise the space of 1/2 page or less.

## Advertising Rates

Size	<u>Total Cost</u>			
	1 Time	2 Times	6 Times	12 Times
Full Page	\$330	\$620	\$1,710	\$3,240
2/3 Page	\$220	\$400	\$1,110	\$2,100
1/2 Page	\$175	\$330	\$ 930	\$1,740
1/3 Page	\$165	\$250	\$ 690	\$1,200
1/6 Page	\$ 75	\$120	\$ 330	\$ 600
Prof Card	\$ 20	\$ 34	\$ 84	\$ 144

# Advertisement Size



Size	Width		Depth
Full Page.....	7-1/2"	x	9-1/4"
2/3 Page.....	4-7/8"	x	9-1/4"
1/2 Page.....	7-1/2"	x	4-5/8"
1/3 Page Horizontal.....	4-7/8"	x	4-7/8"
1/3 Page Vertical.....	2-3/8"	x	9-1/4"
1/6 Page.....	2-3/8"	x	4-7/8"
Professional Card.....	2-5/8"	x	1-1/2"



# Advertising Agreement

For The Outcrop



## DEADLINE

The deadline for payment, contract and copy is due **the 1st of the month preceding the issue in which the ad is to appear**. For example, February advertising is due January 1st.

You are hereby authorized to publish our advertisement in the Rocky Mountain Association of Geologists' monthly newsletter, The Outcrop, to occupy a space of

**Size:** \_\_\_\_\_

**Consecutive Issues of** \_\_\_\_\_ (month/year) through \_\_\_\_\_ (month/year)

## TERMS

I understand that all fees shall be submitted with the advertising contract. The deadline for payment, contract and copy is due **the 1st of the month preceding the issue in which the ad is to appear**.

## ACCEPTANCE

I hereby accept all the terms and conditions of this insertion order, and hereby authorize the RMAG to publish the advertisement(s) as shown.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact

\_\_\_\_\_  
Address, Suite Number

\_\_\_\_\_  
Phone

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Email

\_\_\_\_\_  
Authorized Signature of Advertiser

\_\_\_\_\_  
Date

# Payment Authorization



## Check

Mail this form and enclosed check to:

The RMAG  
910 16th Street Mall, Suite 1214  
Denver, CO, 80202

## Credit Card

I authorize RMAG to charge my credit card for my purchase for the amount of \$\_\_\_\_\_.

Name as it appears on card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Verification/Security Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Email address to which you would like your receipt to be sent:

\_\_\_\_\_

Thank you for supporting The Rocky Mountain Association of Geologists!

