

Media *Kit*



RMAG
ROCKY MOUNTAIN
ASSOCIATION
OF GEOLOGISTS



Advertising Opportunities

Thank you for your consideration in advertising with The Rocky Mountain Association of Geologists. We are a nonprofit organization whose purposes are to promote interest in geology and allied sciences and their practical application, to foster scientific research and to encourage fellowship and cooperation among its members.

The Rocky Mountain Association of Geologists is one of the largest associations of geologists in the United States. The RMAG is composed of earth scientists from industry, government, and academia encompassing a wide spectrum of backgrounds. All share a common interest in the geology of our Rocky Mountain area. Founded in 1922, the RMAG is one of the most active AAPG affiliates in the country.

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The Outcrop

Thank you for your interest in advertising in *The Outcrop*. Included in this packet are directions on how to advertise and 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. Readers can download the linkable pdf and view archives.

Submission Instructions

- Fill out the attached agreement on page 9
- Fill out the attached payment page on page 10
- Email both the agreement and payment info to staff@rmag.org
- Follow the artwork guidelines and email to staff@rmag.org
- The deadline for payment, contract and copy is the 20th of the month preceding the issue in which the ad is to appear. For example, February advertising is due January 20th.

Mailing Address

RMAG
730 17th St., B1
Denver, CO, 80202

Call: 720.672.9898 ext. 101

Email: staff@rmag.org

Artwork Guidelines

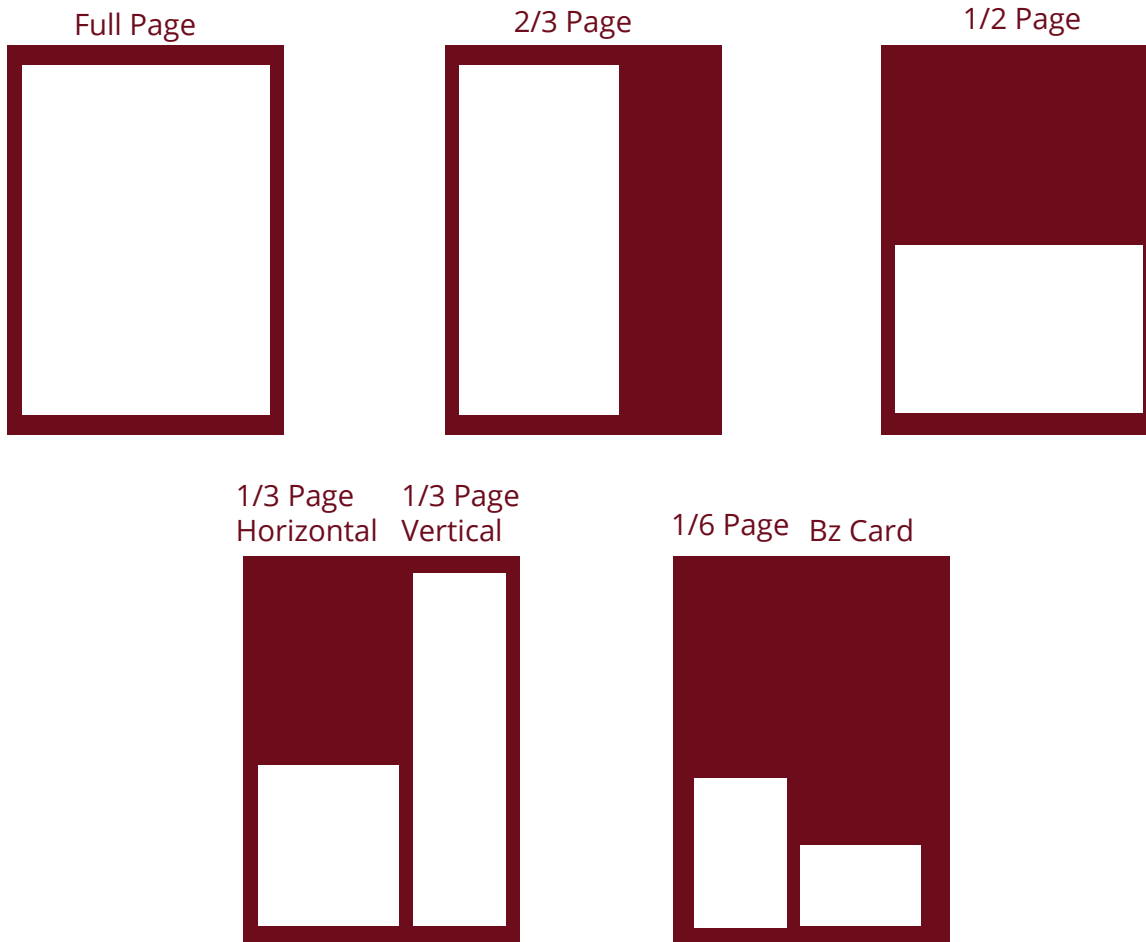
- Only digital submission will be accepted
- Resolution 300dpi
- Send as an .eps, .jpg, or .tiff
- Simple line art and photographs provide helpful illustrations.
- A border is recommended for advertisements that comprise the space of 1/2 page or less.

Advertising Rates

	Advertising Rates per times run			
Ad Size	1 month	2 months	6 months	12 months
Full page	\$350	\$650	\$1,800	\$3,400
2/3 page	\$250	\$465	\$1,290	\$2,430
1/2 page	\$200	\$370	\$1,030	\$1,950
1/3 page	\$175	\$325	\$900	\$1,700
1/6 page	\$100	\$185	\$520	\$970
Bus. Card	\$30	\$55	\$155	\$290

The Outcrop

Advertisement Size



Size	Width		Height
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"
Business Card.....	2-5/8"	x	1-1/2"

Online Advertising

RMAG offers three sizes of online advertising blocks. All ad blocks appear on the Advertisers page of the RMAG website.

Advertisers running an ad for 2 months may update or change their ad once. Advertisers running an ad for 6 or more months may update their ad every 2 months.

Block Size (width x height)	Advertising Rates			
	1 month	2 months	6 months	12 months
524 x 430 px	\$75	\$135	\$375	\$675
230 x 430 px	\$50	\$90	\$250	\$450
250 x 200 px	\$40	\$75	\$200	\$360

Advertising agreement and payment must be submitted with your ad. Please designate a start date for your ad at least 2 weeks after you submit your paperwork. If for any reason we are unable to start your ad on that date, we will contact you and adjust the date so that you are ensured the full duration you have chosen.

Artwork should be 72dpi and can be sent as a jpg, png, or tiff.

Email Advertising

RMAG's weekly email, the RMAG Update, is sent to over 2,700 geoscientists each week and has an average open-rate of 40%. The email alerts RMAG members and friends to RMAG events, calls for papers, and other important RMAG news.

The RMAG Update can accommodate up to 2 outside advertisers per week, on a first come, first served basis.

The deadline for ads is one full week before the Update comes out. For example, an ad appearing in the March 12th Update must be received by March 5th.

Each ad can have one click-through URL. Please provide the URL when submitting the ad.

Ad specifications and prices are outlined below.

Size options

- 580px (width) x 200px (height) (horizontal orientation) **OR**
- 150px x 150px and 50 words of copy; image will be placed to the left of the copy

Format

Please provide image in jpg or png format.

Pricing

Both size options are the same price.

Advertising Rates			
1 week	2 weeks	3 weeks	4 weeks
\$150	\$225	\$300	\$375

Dates will be selected when purchasing advertising. The dates need not be consecutive.

Submission

Please contact staff@rmag.org regarding date availability prior to submitting ad. Submit ad image, URL link, ad agreement (see p. 8) and payment authorization (p. 9) to staff@rmag.org.

Email Advertising

For related associations we offer a dedicated email blast to RMAG's email list of over 2,700 geoscientists.

RMAG will send up to 4 dedicated blasts a month, no more than one a week on either Tuesday or Wednesday. Individual associations can send up to 2 a month and 4 a year. RMAG has full discretion on whether to see the email and when.

Email materials must be provided in a word document with the subject line specified separately from the body of text. Any links out of the body of the email should be provided. Graphics should be sent separately as .jpg or .png files to be added into the email. RMAG will not send one large photo to the email list. Header information, a logo or banner, and contact information is required. A sender email is preferred.

The deadline for emails is one week before email date. One test email will be sent with the opportunity for revisions before the final product is scheduled to send on the agreed upon day.

Email Rates			
1 Email	2 Emails	3 Emails	4 Emails
\$500	\$850	\$1200	\$1400

Dates will be selected when purchasing .

Submission

Please contact staff@rmag.org regarding date availability prior to submitting an email. Submit all materials and payment authorization to staff@rmag.org.

Sponsored Content

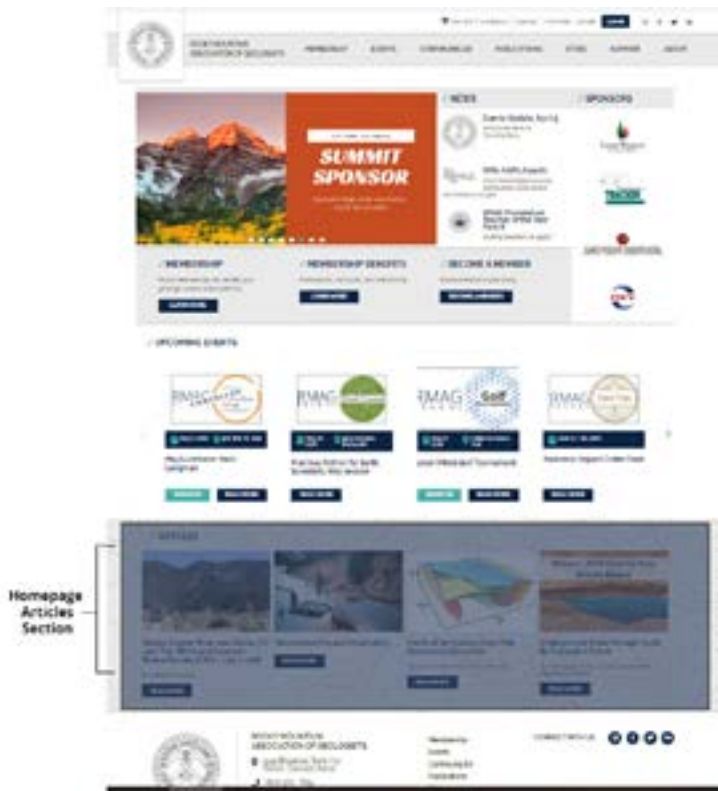
The RMAG is excited to announce the availability of sponsored content opportunities on our website (www.rmag.org). Sponsored content is a great way to get in-depth information about new products and services in front of your target audience.

What is Sponsored Content?

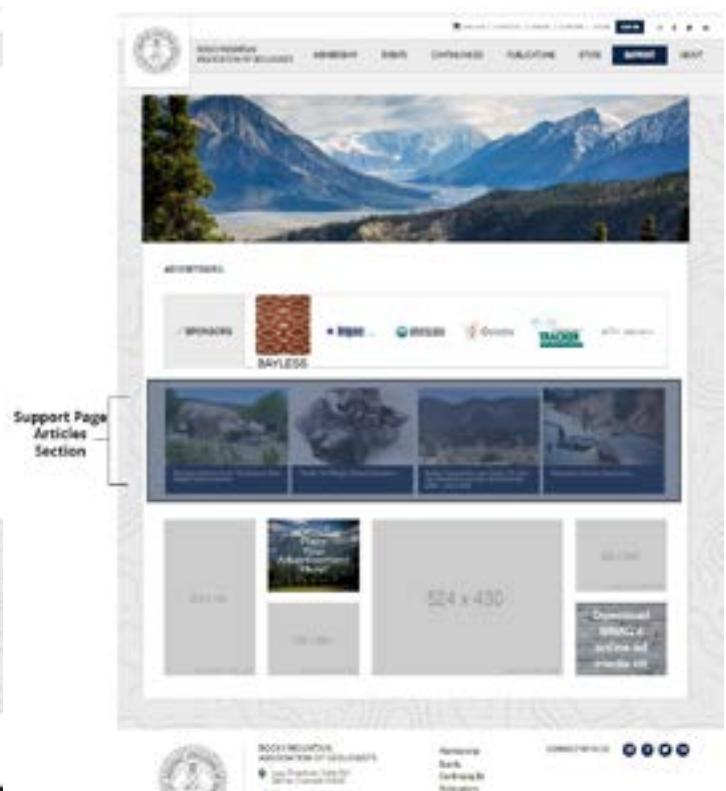
Sponsored content is a form of “native advertising”—advertising that maintains the look and feel of the main website but is provided and paid for by the advertiser to accomplish the advertiser’s goals. Long-form articles about products and services are ideally suited to sponsored content. All sponsored content on the RMAG website is labeled as “Sponsored Content” but otherwise looks the same as other editorial content on the website. Unlike click-through ads, sponsored content allows you to reach your targeted audience with in-depth information, right on RMAG’s website.

How does it work?

You supply the content of the sponsored content article, including text, photographs, graphs, maps, or other graphics, and one click-through URL (see below for details). You are responsible for all editing and proofreading of the content. RMAG will post the article to our website, working with you to place graphics appropriately. You can choose to have your content appear in the “Articles” section of the homepage or on the Support page. Pricing is based on articles posted for one-month increments.



RMAG Homepage



RMAG Support Page



Sponsored Content (cont.)

Content details

- Length of article: up to 2500 words; submit as Word document
- Supporting graphics: up to 5 images (photos, charts, graphs, maps, etc.); .jpg, .png, or .eps files accepted
- Click-through URL: supply full URL and the text you want to make clickable
- Deadline: All materials must be received by RMAG 2 weeks before you want the content to appear on the website.

Pricing

Location	1 article/1 month run	2 articles/1 month run each or 1 article/2 month run	3 articles/1 month run each or 1 article/3 month run
Homepage	\$125	\$200	\$300
Support Page	\$100	\$150	\$225

Agreement

Advertising Agreement

The Outcrop Advertising

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: Full pg 2/3 pg 1/2 pg 1/3 pg vert. 1/3 pg horiz. 1/6 pg bz card
Consecutive issues from _____ (month/year) through _____ (month/year)

Online Website Advertising

Size: Large (524x430px) Medium (250x430px) Small (250x200px)
Start Date: (mm/dd/yyyy) _____ Number of months _____

Email Advertising

Size: 580px x 200px 150px x 150px
Date(s): _____ (mm/dd/yyyy) Number of weeks _____
URL: _____

Email Blast

Date(s): _____ (mm/dd/yyyy) Number of weeks _____

Sponsored Content

Location: Homepage Support Page
Articles/Run: 1 article/1 month 2 articles/1 month 1 article/2 months
 3 articles/1 month 1 article/3 months

TERMS

I understand that all fees shall be submitted with the advertising contract. The deadline for *Outcrop* payment, contract and copy is the 20th of the month preceding the issue in which the ad is to appear. Deadline for email ads is the Thursday (1 full week) before the RMAG Update in which it will 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 Name

Address, suite number

Phone

City, State, Zip

Email

Signature

Date



Payment

Payment Authorization

Check

Mail this form and enclosed check to:

RMAG
730 17th St, B1
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.