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.
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. Readers can download the linkable pdf and view archives.

**Contact Information**
RMAG
1999 Broadway, Suite 730
Denver, CO, 80202

Call: 800.970.7624
Email: staff@rmag.org

**Submitting Instructions**
- Fill out the attached agreement on page 6
- Fill out the attached payment page on page 7
- 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 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**

<table>
<thead>
<tr>
<th>Size</th>
<th>1 Time</th>
<th>2 Times</th>
<th>6 Times</th>
<th>12 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Size</td>
<td>$330</td>
<td>$620</td>
<td>$1,710</td>
<td>$3,240</td>
</tr>
<tr>
<td>2/3 Pg.</td>
<td>$220</td>
<td>$400</td>
<td>$1,110</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/2 Pg.</td>
<td>$175</td>
<td>$330</td>
<td>$930</td>
<td>$1,740</td>
</tr>
<tr>
<td>1/3 Pg.</td>
<td>$165</td>
<td>$250</td>
<td>$690</td>
<td>$1,200</td>
</tr>
<tr>
<td>1/6 Pg.</td>
<td>$75</td>
<td>$120</td>
<td>330</td>
<td>$600</td>
</tr>
<tr>
<td>Prof. Card</td>
<td>$20</td>
<td>$34</td>
<td>$84</td>
<td>$144</td>
</tr>
</tbody>
</table>

Discounts are available if you choose to advertise in the Outcrop and on our website. Receive half-off one product if you advertise at the same price level in both venues. If you choose different product price levels in each venue, receive one quarter off the lower-priced product. See the Online Media Kit for pricing and sizes for website ads.
### Advertisement Size

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7-1/2&quot;</td>
<td>9-1/4&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4-7/8&quot;</td>
<td>9-1/4&quot;</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7-1/2&quot;</td>
<td>4-5/8&quot;</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>4-7/8&quot;</td>
<td>4-7/8&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2-3/8&quot;</td>
<td>9-1/4&quot;</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2-3/8&quot;</td>
<td>4-7/8&quot;</td>
</tr>
<tr>
<td>Professional Card</td>
<td>2-5/8&quot;</td>
<td>1-1/2&quot;</td>
</tr>
</tbody>
</table>
Thank you for your interest in advertising at an RMAG monthly Luncheon. Details for advertising and payment can be found below.

What is Included
- 1 Booth at an RMAG Luncheon
  Booth includes one 6ft draped table and one chair by the entrance in the luncheon presentation room.
- 2 months of advertising in The Outcrop at 1/6pg
  The month prior to the luncheon and the month of the luncheon you will be advertising at.
- 1 Luncheon PowerPoint slide
  In the RMAG PowerPoint slide show at the luncheon you will be advertising at.
- 1 section in one RMAG weekly Broadcast Email

Submitting Instructions
The Outcrop Ad
- Fill out the attached agreement on page 6
- Follow the artwork guidelines (pg. 3) and the size guidelines (pg. 4) and email to staff@rmag.org

Email Ad
- Please keep your email ad to one paragraph or one image
- The content deadline is two weeks before your scheduled email will send out
- Email your content to staff@rmag.org

PowerPoint Slide
- Screen must fit a 4:3 ratio
- The content deadline is 2 weeks prior to the luncheon at which you will be advertising
- Email the slide to staff@rmag.org

Payment and Agreement
- Fill out the attached payment page on page 7
- Email both the agreement and payment info to staff@rmag.org
- The deadline for payment, contract and copy is the 1st of the month preceding the Outcrop issue in which the ad is to appear. For example, February advertising is due January 1st.

Advertising Rate
$250

What is Included

Submit Advertising Instructions

Payment and Agreement

What is Included
Advertising Agreement

DEADLINE
The deadline for payment, contract and copy is 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 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                                phone                                email

___________________________  ____________________________
address, suite number       date

___________________________
city, state, zip
Payment Authorization

Check

Mail this form and enclosed check to:

RMAG
1999 Broadway, Suite 730
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.