



TPG

THE PROFESSIONAL GEOLOGIST

Editorial Scope

The Professional Geologist (TPG) is published quarterly by the American Institute of Professional Geologists and provides a forum for discussion and dissemination of professional and scientific information in all areas of geology.

TPG is distributed to over 10,000 members, businesses, libraries, universities/colleges, and government agencies.

Mechanical Requirements

Size	Format	Width/Height
Full Page	Vertical	7 1/2" x 9 3/4"
2/3 Page	Vertical	4 3/4" x 9 3/4"
2/3 Page	Horizontal	7 1/2" x 6 3/8"
1/2 Page	Island	4 3/4" x 7 1/4"
1/2 Page	Vertical	3 1/2" x 9 3/4"
1/2 Page	Horizontal	7 1/2" x 4 3/4"
1/3 Page	Vertical	2 1/4" x 9 3/4"
1/3 Page	Square	4 3/4" x 4 3/4"
1/4 Page	Vertical	2 1/4" x 7 5/8"
1/4 Page	Horizontal	4 3/4" x 3 5/8"
1/6 Page	Vertical	2 1/4" x 5"
1/6 Page	Horizontal	3 1/2" x 3 1/4"
1/8 Page	Vertical	2 1/4" x 3 7/8"
1/8 Page	Horizontal	3 1/2" x 2 1/2"

Printed Offset, 50-lb. coated stock, sheet fed, saddle-stitched binding.

Width of column	2 1/4"
Depth of column	9 1/2"
Trim Size	8 3/8" Wide x 10 7/8" Deep
Bleed Size	8 5/8" Wide x 11 1/8" Deep
Halftone Screen	133 lines, up to 150 lines

Closing Dates

Closing date for orders - Two months preceding issue month. For example, the closing date for January is November 1st.

Closing date for mechanical - Six weeks preceding issue. For example, the closing date for January is November 15th.

Production Service

AIPG provides basic ad assembly and layout to non-agency clients at no charge to the client.

Black and White Advertising Rates

Ad Size	1 Time	2 Times	4 Times
Full Page	\$975	\$850	\$800
2/3 Page	650	650	600
1/2 Page	500	450	400
1/3 Page	350	325	300
1/4 Page	275	250	225
1/6 Page	175	150	125
1/8 Page	150	125	100

Camera-ready copy in actual size of the desired ad, or in proportion to final dimensions, is required.

Color

Full 4-color available for all ad sizes; add \$200.00 to black and white advertising rates.

Preferred Positions

Available to full page advertisers only. Add \$50 for inside front cover or inside back cover. Add \$100 for back cover.

Professional Services Directory Advertising

This service is open to AIPG Members as well as non-members. The Professional Services Directory is a one year listing (4 issues) offering experience and expertise in all phases of geology. Prepayment required.

Advertising rates are based on a 3 3/8" x 1 3/4" space.
(Send in your business card.)

AIPG Member	\$400.00
Non-member	\$500.00

Space can be increased vertically by doubling or tripling the size and also the rate.

Billing

Prepayment required accompanying ad for first-time advertisers or at the discretion of the publisher. Advertisers that are billed are invoiced upon publication. Terms: Net 30 days from invoice date.

Cancellations

Cancellations and change orders must be submitted to publisher in writing prior to closing date for mechanicals.

Agency Discounts

A 10% discount on space is given to recognized agencies, provided material is camera-ready and account is paid within 30 days of invoice date. No space discounts will be given on ads one-sixth page and smaller. No cash discounts.

Liability

Advertisers and advertising agencies assume liability for the contents of all advertisements printed and also assume responsibility for any claims arising therefore against the publisher.

Subscription Rates

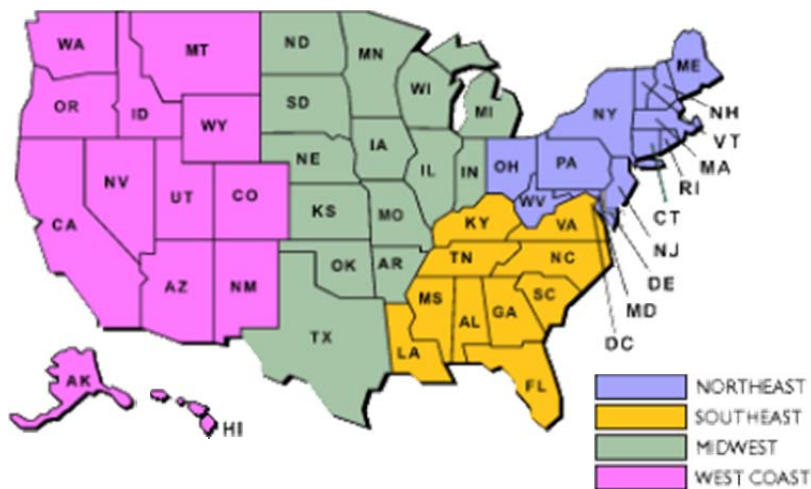
Subscription prices for *The Professional Geologist* are \$20 a year for Members' additional subscriptions and \$30 a year for non-members for 4 issues. All payments in U.S. funds. VISA, MasterCard, and American Express accepted.

Mailing Instructions

All contracts and insertion orders are to be sent to:

AIPG
Attn: Advertising Dept.
12000 Washington St., Suite 285
Thornton, Colorado 80241

Phone (303) 412-6205
Fax (303) 253-9220
aipg@aipg.org
www.aipg.org



AIPG Active Members

Northeast	1,833
Southeast	1,533
Midwest	2,149
West Coast	2,217
USA	7,732
International	179

Total Circulation: 7,911

Out of the 7,911 members, 4,371 receive only the electronic version and 3,265 are student members. (As of October 2016)

The e-pub version of TPG goes out to over 10,000 people.

AIPG Members Primary Specialty Field of Practice

Hydrogeology	24%
Environmental	24%
Economic	7%
Exploration	7%
Petroleum	5%
Engineering Geology	5%
Environmental Site Assmt.	4%
Mining Geology	3%
Hazardous Waste	2%
Coal	2%
Management	2%
Other	15%

American Institute of Professional Geologists (AIPG) is a national organization that certifies the competence and ethical conduct of geological scientists in all branches of the science. It adheres to the principles of professional responsibility and public service, and is the ombudsman for the geological profession. It was founded in 1963 to promote the profession of geology and to provide certification for geologists to establish a standard of excellence for the profession. Since then, more than 10,000 individuals have demonstrated their commitment to the highest levels of competence and ethical conduct and been certified by AIPG.