

- ◆ GEOSCIENCE CANADA is a journal published by the Geological Association of Canada that specializes in publication of general-interest articles for the Earth Science professional.
- ◆ GEOSCIENCE CANADA reaches more than 2000 members and subscribers four times a year. These readers are from industry, government and academe.

General Information:

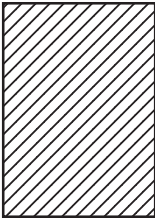
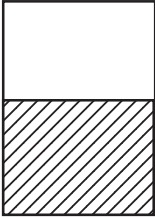
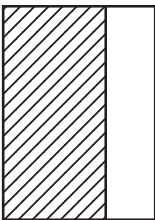
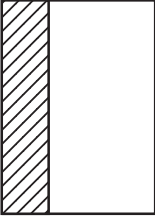

- ◆ The Geological Association of Canada has more than 2000 members. It is the most diverse geoscience organization in Canada. Approximately half of its members are in the mining, exploration, oil and gas or environmental aspects of industry. The others are university researchers from wide-ranging fields, government employees at all levels, and students from more than 40 universities and colleges. GAC Members are mainly based in Canada but also live in the United States and in 50 countries around the world.
- ◆ The GAC encompasses 12 specialist divisions, five regional sections, five associated societies, and some 40 corporate sponsors.
- ◆ Members purchase textbooks, geochemical and geophysical services, digital data, software and hardware, field supplies, maps, imagery, journals, GPS equipment, analytical equipment, consulting services, and more. They travel, attend conferences, do field work, make presentations, drill holes, collect fossils and minerals, change jobs, fly in helicopters and fixed wing aircraft, and log core.
- ◆ All of these people read GEOSCIENCE CANADA.
Let them read about you, your products, and your services.

Specifications:

- ◆ Display advertising is in black & white.
- ◆ Graphics are preferred in digital format as CorelDraw 8 files or as 300dpi .tif or .jpg files (1-bit black and white or 8-bit greyscale). Text ads are preferred as .doc or .rtf files. Send files as an email attachment if <1Mb, or put on your FTP site with an email notice, or send a CD (no zip disks please). Camera-ready art, film or PMTs are also accepted.
- ◆ For full-page bleed ads, add at least an additional 5mm (1/4") to all sides.
- ◆ Information on mailing inserts is available on request.

Terms:

- ◆ Invoicing is on the date of distribution.
- ◆ All amounts are in Canadian dollars.
- ◆ Rates are exclusive of agency commission.
- ◆ All ads from Canadian advertisers are subject to 6% Goods and Service Tax (GST), except for advertisers from Newfoundland & Labrador, Nova Scotia and New Brunswick, who are subject to 14% Harmonized Sales Tax.
- ◆ Advertisers from outside Canada pay in Canadian dollars and do not pay GST
- ◆ Deadlines are February 19 (March issue), May 14 (June issue), August 13 (September issue) and November 9 (December issue).
- ◆ The publisher reserves the right to reject any advertisement that it deems inappropriate.

	<p>Full Page 19 x 23mm (7 x 9")</p>	<p>Single Issue \$600</p>	<p>4 Issues (Save 20%) \$1920</p>
	<p>Half Page (Horizontal) 19 x 11mm (7 x 4")</p>	<p>Single Issue \$400</p>	<p>4 Issues (Save 20%) \$1280</p>
	<p>2/3 Page (Vertical) 12.5 x 23mm (4 x 9")</p>	<p>Single Issue \$500</p>	<p>4 Issues (Save 20%) \$1600</p>
	<p>1/3 Page (Vertical) 6 x 23mm (2.25 x 9")</p>	<p>Single Issue \$300</p>	<p>4 Issues (Save 20%) \$960</p>
	<p>Inside Back Cover 19 x 23mm (7 x 9")</p>	<p>Single Issue \$800</p>	<p>4 Issues (Save 20%) \$2560</p>
<ul style="list-style-type: none"> ◆ Add 10% for bleeds for a full-page ad ◆ Classified ads are \$5.50 per typeset, one column line 			

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Discounts:

- ◆ A 20% discount is offered when the same ad is in run in four consecutive issues.
- ◆ Affiliated clients get a 20% discount on all ads. These include GAC corporate supporters, GAC divisions, sections, associated societies and allied organizations.