



**CANADIAN GEOTECHNIQUE**  
THE CGS MAGAZINE / LE PÉRIODIQUE de la SCG  
**GÉOTECHNIQUE CANADIENNE**

# 2020 Media Kit



# What's New for 2020

- New name (formerly Geotechnical News)
- New publisher: Karma-Link Management Services Ltd.
- Upgraded paper stock, branding & graphics
- New features and columns
- Enhanced online edition
- Close working relationship with a newly formed CGS Editorial board

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WWW.CANADIANGEOTECHNIQUE.COM  
VOLUME 1 • NUMBER 1 • MARCH, 2020



# Benefits of Advertising

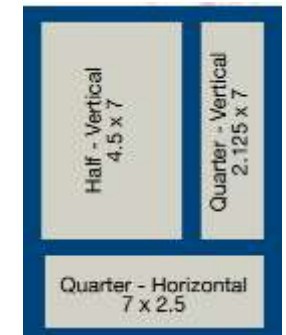
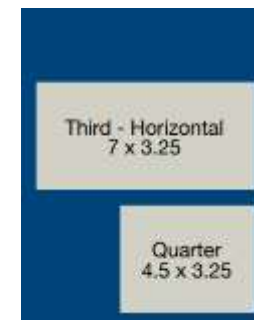
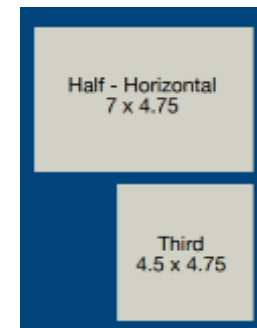
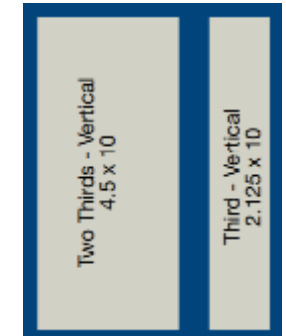
- Official member magazine of the Canadian Geotechnical Society
- Target 1,400 members
- Great pass along exposure – extra copies will be sent to the local sections and new student chapters
- High retention rates
- Less intrusive than other forms of advertising
- Cost effective / Discounts available
- Exposure to our affiliated professional organizations

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# Advertising Opportunities

Ad Size	Width & Height (in)
Full Page - Bleed	8.5 X 11.25
Full Page – No Bleed	7.25 X 10
Two Thirds – Vertical	4.5 X 10
Half Page – Horizontal	7 X 4.75
Half Page - Vertical	4.75 X 7
Third Page – Horizontal	7 X 3.5
Third Page	4.5 X 4.75
Third Page – Vertical	2.125 X 10
Quarter Page – Horizontal	7 X 2.5
Quarter Page	4.5 X 3.25
Quarter Page – Vertical	2.125 X 7



# Publication Schedule



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Issue #	Ad Reservation Due Date	Camera Ready Due Date	Publication Date
2020-01	January 16	January 24	March 2020
2020-02	April 17	April 24	June 2020
2020-03	July 17	July 24	September 2020
2020-04	October 16	October 24	December 2020

# Advertising Rates



Ad Size	Price per Edition	Price per Edition (with full year commitment)	Price per Edition (for full year + CGS Corporate Sponsors)
Full Page	\$ 1,870	\$ 1,700	\$ 1,500
Two Thirds Page	\$ 1,415	\$ 1,295	\$ 1,100
Half Page	\$ 1,160	\$ 1,050	\$ 950
Third Page	\$ 910	\$ 810	\$ 750
Quarter Page	\$ 695	\$ 625	\$ 600
Colour Changes	\$ 1,050 (in addition to base rates)		

A 15% discount is available to recognized agencies providing full agency services.

# Additional Services

## Reprints

- Order reprints of previous editions

## Marketplace

- a perfect place to introduce new products, announce appointments, advertise courses, etc.

## Page Preferences and Reservations

- Reserve the front or back cover of the magazine
- Specify the section you would like to locate your ad

## Ad Production

- Design, typesetting, camera and paste up services available



# Production Guidelines



- To ensure accuracy of ad placement, please include crop marks with all ads submitted.
- For ads that bleed off page, include crop marks and provide bleed allowance of 0.125 inch, e.g. full-page ads that bleed will measure 8.5 inches x 11.25 inches. Trim size is 8.25 inches x 11 inches.
- Ads should be supplied as PDF files with images at a high resolution (300 dpi minimum) and fonts embedded.
- Files should include all resolution images and fonts.
- Digital files compatible with our system are acceptable. (Macintosh or Windows files are compatible).
- Colour images should be saved in CMYK — TIF or EPS files.



# Terms and Conditions



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***Advertiser and advertising agency agree to the following terms and conditions:***

- Payment terms are net 30 days from publication date. A late payment fee of 1.5% per month is added to overdue accounts.
- Publisher shall be under no liability for failure for any cause to insert any advertisement.
- Publisher shall be under no liability for errors in advertisements where composition or similar services are required.
- Rates are subject to change without notice, but do not affect existing contracts. Ads may not be canceled after reservation date. Ads will not be accepted after the camera-ready due date. When space is ordered and no instructions are received by closing date, previous copy will be repeated.
- Advertisers agree to indemnify and save harmless Karma-Link Management Services Ltd., its officers, agents and employees from any claim or action based on or arising out of any matter of any kind contained in such advertising.
- Advertising content and editorial content are totally separate. No special editorial consideration of any kind shall be part of any sales agreement.

# Ordering and Contact Information

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**To order an ad or for more information, please contact:**

**Lisa Reny**

Publisher, Canadian Geotechnique / Géotechnique canadienne

[lisa@karma-link.ca](mailto:lisa@karma-link.ca)

(778) 834-2010