TPG
The Professional Geologist

Editorial Scope

The Professional Geologist (TPG) is published 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 28,000 members, businesses, libraries, universities/colleges, and government agencies.

Mechanical Requirements

<table>
<thead>
<tr>
<th>Size</th>
<th>Width/Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Vertical</td>
<td>7 1/2&quot; x 9 3/4&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 1/2&quot; x 4 3/4&quot;</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>4 3/4&quot; x 3 5/8&quot;</td>
</tr>
<tr>
<td>1/8 Page Horizontal</td>
<td>3 1/2&quot; x 2 1/2&quot;</td>
</tr>
</tbody>
</table>

Printed Offset, 50-lb. coated stock, sheet fed, stapled 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.

Full Color Advertising Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Single Issue</th>
<th>Annual (4 Issues)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$400</td>
<td>$750</td>
</tr>
</tbody>
</table>

1/2 Page $200       $400
1/4 Page $100       $200
1/8 Page $50        $100

Ad copy shall be provided in .pdf, .png, .jpg, or .tif with a minimum of 300 dpi resolution.

Preferred Positions

Back Page available to full page advertisers only. $600 for Single Issue, $1,000 Annual (4 Issues).

<table>
<thead>
<tr>
<th>Size</th>
<th>Single Issue</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page</td>
<td>$300</td>
<td>$600</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$200</td>
<td>$400</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$100</td>
<td>$200</td>
</tr>
</tbody>
</table>

AIPG National Conference Exhibitor/Sponsor

Marketing Boost Deals (New!)

Reduced advertising rates for AIPG National Conference Exhibitors and Sponsors:

Exhibitors:

- ½ page $350 Annual

Sponsors:

- Sponsorship level
- > $1,500 < $2,000 ½ page $100 Annual
- > $2,000 ½ page $300 Annual

Patron Advertising

This service is open to companies that encourage AIPG membership and certification. Companies that have 10 or
more employees may receive a 1/8 page ad at no cost for one year.

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 1/8 page ad.

(Send in your business card.)

AIPG Member $100.00
Non-member $300.00

AIPG Active Members

Northeast 1,008
Southeast 750
Midwest 1,538
West Coast 1,547
USA 4,843
International 194

Total Circulation: 4,922

(out of the 4,922 members, 1,973 receive only the electronic version and 2,076 are student members) (As of October 2023)

The e-pub version of TPG is distributed to more than 28,000 subscribers.

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 12,000 individuals have demonstrated their commitment to the highest levels of competence and ethical conduct and been certified by AIPG.

AIPG Members Primary Specialty Field of Practice

Coal - 56  Geochemistry – 47  Marine geology – 14  Phosphates – 4  2,824 – Certified Prof. Geologists
Cold regions/ permafrost – 3  Geologic modeling – 27  Mathematical geology – 2  Regional geology – 4  835 – Professional Members
Construction materials – 26  Geostatistics – 8  Micropaleontology – 0  Sedimentology – 0  2,076 – Students
Economic geology – 290  Geotechnical – 48  Mineralogy – 1  Seismology – 1  50 – Associates
Environmental geology – 793  Geothermal – 2  Natural gas – 14  Soil science – 3
Envr. site assmt – 12  Hazardous waste – 51  Operations/development – 3  Stratigraphy – 11
Exploration – 285  Hydrogeology – 727  Paleontology – 12  Structural geology – 0
Field geology – 53  Industrial minerals – 27  Palynology – 1  Tectonics – 2
Forensic geology - 4  Investment analysis – 4  Petrography/petrology - 0

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. Submit payment to:

AIPG
Attn: Advertising Dept.
1333 W. 120th Ave., Suite 211
Westminster, CO 80234-2710