

geo@outlook
MEDIA KIT 2010



Dear Geo Outlook Advertiser:

I have enclosed information about advertising opportunities offered by the International Ground Source Heat Pump Association (IGSHPA). Whether through display ads in Geo Outlook magazine, Web site support, the Buyers Guide or the Product Showcase, we have advertising and marketing opportunities to help your company meet its marketing goals.

As you review this information, remember these key points:

- Geo Outlook magazine reaches 50,000 members and industry professionals annually
- More than 50 percent of the Geo Outlook magazine circulation goes to selected professionals outside our membership base
- Full-year display advertising offers the greatest benefit: a price break on each ad and three free listings in the Buyers Guide
- The Buyers Guide and the Product Showcase serve as year-round reference tools for industry professionals
- Every new Accredited Installer, Accredited Vertical Loop Installer and Certified GeoExchange Designer is introduced to the industry through IGSHPA publications

For more information or to secure ad space, please contact me at 405-744-5175 or by e-mail at janet.reeder@okstate.edu.

Cordially,

A handwritten signature in black ink that reads "Janet F. Reeder". The signature is written in a cursive style with a long horizontal flourish at the end.

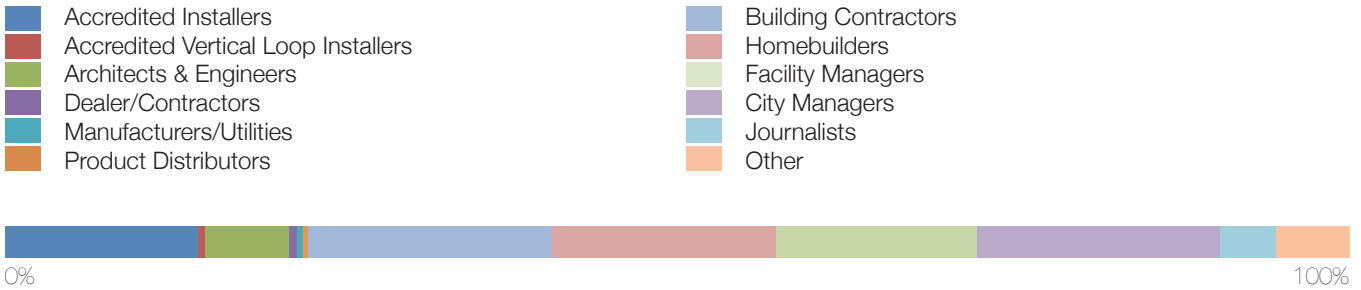
Janet F. Reeder
Writer & Editor Geo Outlook
IGSHPA Media Relations

GEO OUTLOOK ADVERTISING

Produced jointly by IGSHPA and the Geothermal Heat Pump Consortium (GHPC), Geo Outlook is the ONLY magazine targeted specifically to the ground source heat pump industry. IGSHPA's membership has more than doubled in the last year, and Geo Outlook is set to meet the demands of the growing ground source heat pump industry by introducing a new layout and design in 2010. With industry leader profiles and in-depth features on ground source heat pump projects from around the globe, this publication markets the field as "The Future of Space Conditioning Today."

CIRCULATION: 50,000 (ANNUALLY)

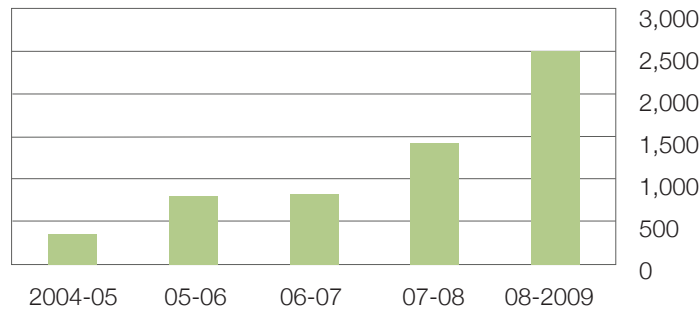
Geo Outlook has an international readership of professionals inside and outside the geothermal industry. Quarterly distribution reaches 12,500, including more than 5,500 IGSHPA and GHPC members, with the remaining balance distributed to a targeted group of individuals in related professions. These external recipients are decision makers within their companies and are selected based on location and the type of projects featured in each issue.



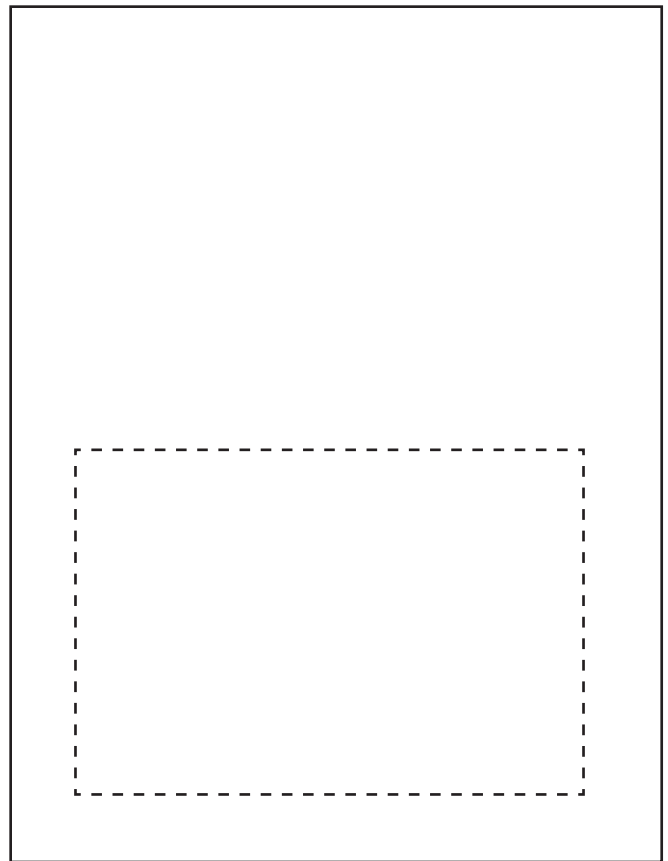
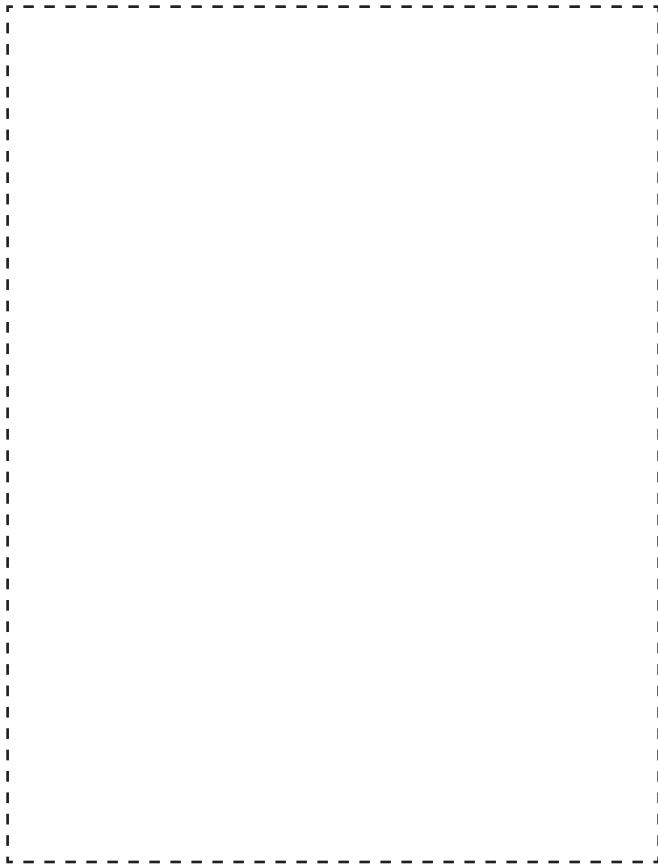
KEY MARKET

In the last year, IGSHPA accredited more than 2,500 new installers. Along with accreditation and membership, every new installer receives Geo Outlook magazine, as well. Each of these newcomers to the industry is looking for the products and services you provide. Don't overlook this opportunity for new business.

Accredited Installer Growth



AD RATES



Full page 8" wide x 10.5" high

\$1,540 1-3x **\$1,465** 4x

Inside cover (front or back) 8" wide x 10.5" high

\$1,725 1-3x **\$1,635** 4x

Back cover 8" wide x 10.5" high

\$2,265 1-3x **\$2,155** 4x

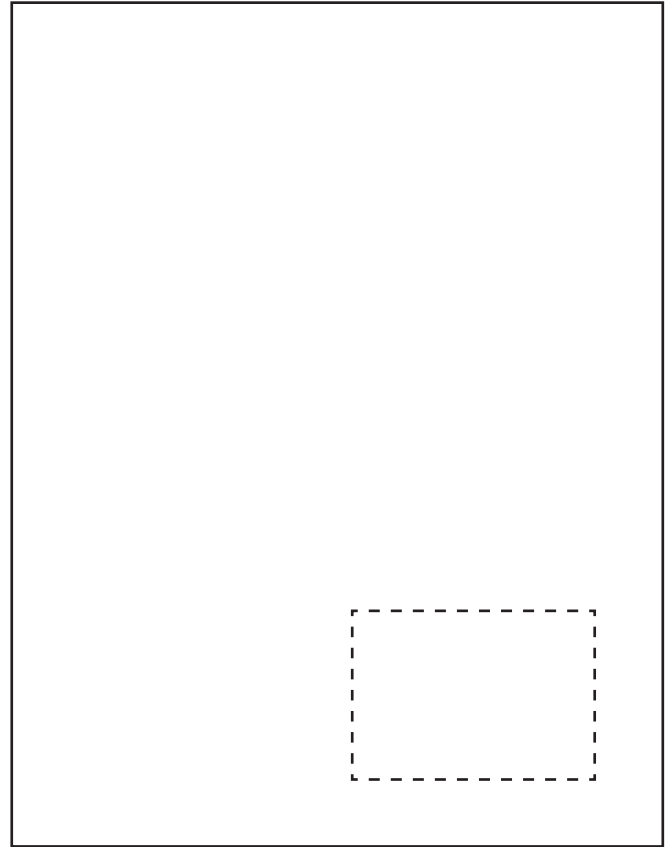
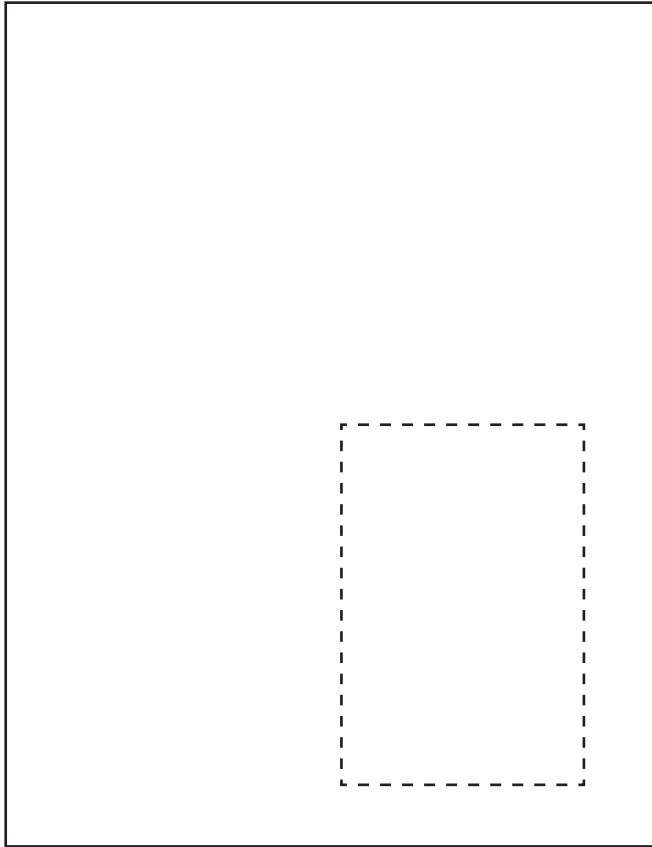
Half page 6.25" wide x 4.25" high

\$940 1-3x **\$895** 4x

Prices are per ad insertion.

TERMS OF SALE

- Payment is due thirty (30) days after invoice date.
- No cancellations for an issue after the ad commitment deadline for that issue.
- Midterm cancellations for 4x advertisers will be billed for the difference between the 4x and 1-3x rates on all ads run.
- Rates shown are net; agencies please add your own commission.
- Rates shown are for members; non-members please add \$500 per insertion.



Quarter page 3" wide x 4.5" high
\$615 1-3x **\$585** 4x

Eighth page 3" wide x 2.125" high
\$355 1-3x **\$335** 4x

AD SPECIFICATIONS

- Electronic files. Preferred format - Mac.
- File Types - jpg, eps, tiff; pdf created for press or Photoshop. Disks - CD or DVD.
- File Size - Ads should be 300 dpi at 100 percent of the ad size.
- Fonts in electronic files must be converted to graphics, included on your disk or for pdf files, embedded in the file. Linked artwork should be embedded or included on your disk.
- It is strongly suggested that a paper proof be mailed to IGSHPA especially if the ad is sent via e-mail. IGSHPA will not be responsible for the correct playout of an ad if we do not have a paper proof.
- Full page and cover ads can bleed.
- Please allow .125" bleed. Do not place text, logos or artwork within a .375" margin of the edge.
- Call IGSHPA Publications Department with any questions, 800-626-4747 or 405-744-5175.

PRODUCT SHOWCASE

Product Showcase now offered each quarter!

New in 2010, the Product Showcase now gives your company the opportunity to display a new or improved product or your most popular item any quarter of the year. Perfect for product launches and seasonal sales, each listing contains a picture, 100-word description and company contact information. The economical \$250 listings are limited to single items only.

The deadline to reserve your space is the commitment deadline of each quarter. Submit listings and photos by the artwork due date. See the editorial calendar for details.

BUYERS GUIDE

The Buyers Guide is a categorized booklet of geothermal providers printed as part of the third quarter issue of Geo Outlook. This guide is a great resource for anyone looking for ground source heat pump products and services and serves as a year-round reference tool for your customers.

Your company's first three category listings are just \$125. Each listing includes company name, contact information and a 50-word description. Listings in additional categories are \$25 each. Categories include everything from designer and distributor to research and software. With more than 30 options, choose the ones that fit your company the best, or create your own.

Full-year Geo Outlook advertisers receive three category listings for FREE!

The deadline to submit listings for the Buyers Guide is June 15.

WEB SITE SUPPORT

The IGSHPA Web site is accessed more than 2,000 times* each day by individuals researching ground source heat pump technology. Whether they are looking for general information, training opportunities, publications for sale or for a geothermal professional in their area, make sure they see your company, too. Web site supporters receive their logo and a link to their Web site on either our front page or our business directory. With recent additions to the search function options on the business directory page, this section of the Web site has become an even more valuable resource.

Full-year, full-page advertisers will receive a 50 percent discount.

Front page (3 available) - \$3,600 annually

Business Directory - \$1,200 annually

*Source: Statcounter

EDITORIAL CALENDAR

Issue	Focus	Publication Date	Commitment Deadline	Art Due
Quarter 1	NonProfit	March	January 15	January 22
Quarter 2	Light Commercial	June	April 16	April 23
Quarter 3	Residential	September	July 16	July 23
Quarter 4	Retrofit	December	October 15	October 22

Product Showcase and Buyers Guide

Product Showcase listings and artwork for each quarter are due on the art due date of that quarter.

Reserve space by the commitment deadline.

Buyers Guide listings are due June 15.

SEND US YOUR STORY IDEAS!

The Geo Outlook staff is always searching for interesting installations and unique applications to feature. What was special about your company's latest or favorite project? Share the details—including the location, installation details, estimated savings and contact information of key players.

If your story idea is published, we will send you a **free IGSHPA polo shirt** to show our appreciation.

CONTACT US

Artwork

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374 Cordell South
Stillwater, OK 74078

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E-mail: jeanne.knobbe@okstate.edu

Editor

Janet F. Reeder
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374 Cordell South
Stillwater, OK 74078

Phone: 405-744-5175
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2010 Advertising Insertion Order



Advertiser Name _____ IGSHPA or GHPC Membership # _____

Address _____ City _____ State _____ Zip/Postal Code _____ Country _____

Phone Number (include area code) _____ E-mail (required) _____

Contact Name & Phone Number (if different from above) _____ Contact Address _____

City _____ State _____ Zip/Postal Code _____ Country _____ E-mail Address of Contact (required) _____

Authorized Signature _____ Date _____

Bill Advertiser PO Number _____ Check Enclosed (US dollars, payable to IGSHPA)

Bill Contact Bill Other (please attach instructions) Visa MasterCard

Credit Card Number _____ CVC (3-digit number on back of card) _____ Expiration Date _____

Name as it Appears on Card _____ Signature _____

Display Ads

Quarter	Year	Size/Placement	Rate
1			
2			
3			
4			

You will be billed for each ad after the issue has been printed. Payment is due within 30 days. If any ads are cancelled on a 4x placement, you will be billed for any previous ads at the higher 1-3x rate. (The difference between what you have already paid and the higher rate.)
 IGSHPA reserves the right to cancel ads for non-payment.

Artwork

Please use the same ad each quarter. Please send me an artwork reminder each quarter. **E-mail** _____

Web

Starting Dates	Jan. 1	Apr. 1	Jul. 1	Oct. 1
Front Page - \$3,600	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Directory - \$1,200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Note: Web support lasts for one year from start date.
 Full-year, full-page advertisers receive a 50 percent discount.

Buyers Guide

Yes No

Month of May Buyers Guide listing form will be sent via e-mail
June 15 Buyers Guide listing form due

Deadlines for Display Ads and Product Showcase

- January 15** 1st quarter commitment deadline
- January 22** 1st quarter art due
- April 16** 2nd quarter commitment deadline
- April 23** 2nd quarter art due
- July 16** 3rd quarter commitment deadline
- July 23** 3rd quarter art due
- October 15** 4th quarter commitment deadline
- October 22** 4th quarter art due

Product Showcase

Quarter	Number of Listings	Rate
1		
2		
3		
4		

Send Art To: _____ Send Order Form To: _____

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 jeanne.knobbe@okstate.edu
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