

CANADIAN GEOTECHNIQUE

THE CGS MAGAZINE / LE PÉRIODIQUE de la SCG

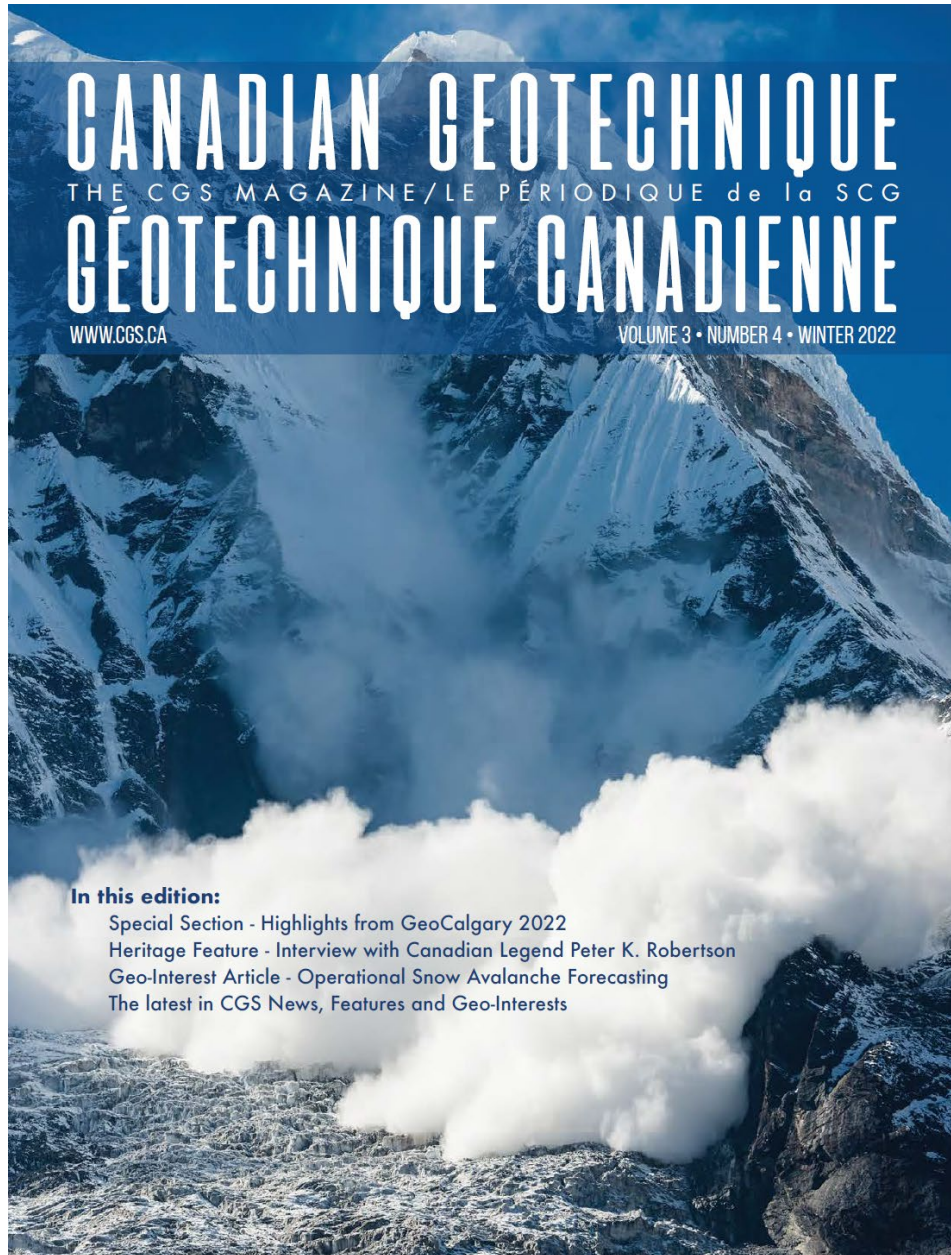
GÉOTECHNIQUE CANADIENNE

2024 Media Kit

Published by Karma-Link Management Services Ltd.



karma-link



Canadian Geotechnique Highlights



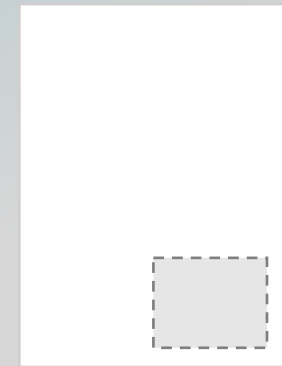
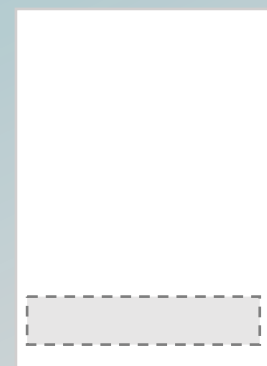
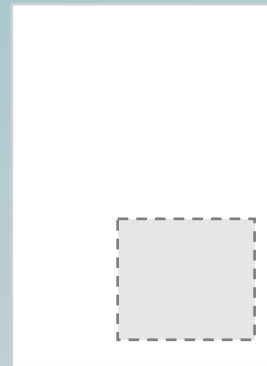
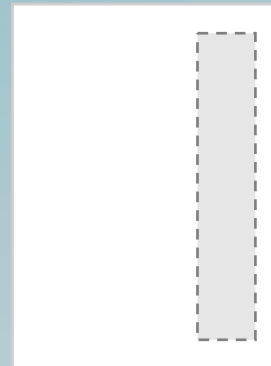
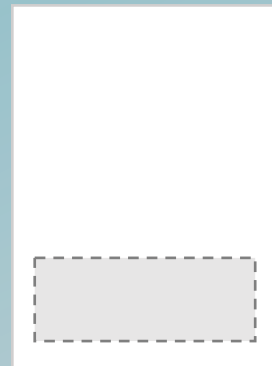
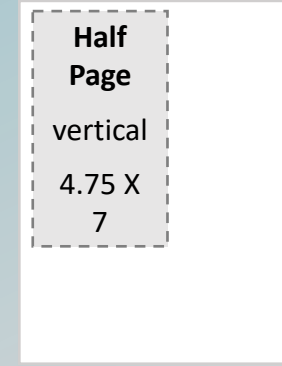
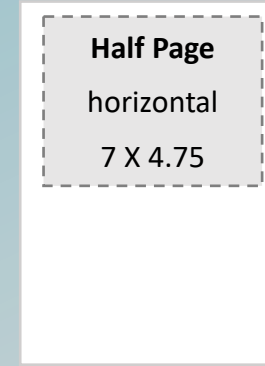
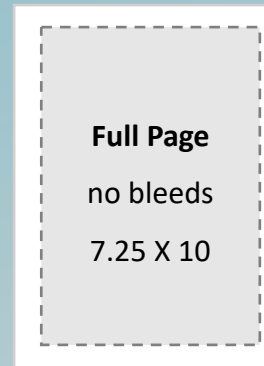
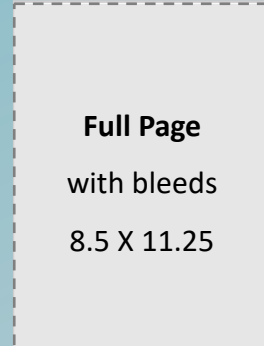
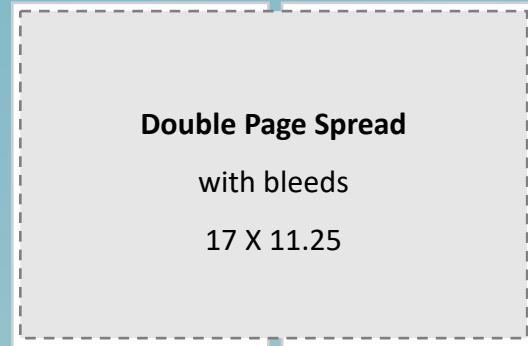
karma-link

- Official member magazine of the **Canadian Geotechnical Society**
- 2024 will be the 5th year in circulation
- 15 editions in circulation
- Target over **1,400 CGS members** as well as non-members, affiliates and sister societies
- Very positive engagement and feedback from readers
- **Low ratio of ads** to news and feature articles – your ad will stand out and have a high retention rate
- **High quality paper edition** and enhanced digital (flip book style) edition with embedded links and videos
- **Special sections** allow for enhanced targeting and exposure
- **No price increase** in ad rates for 2023 and 2024

Ad Types and Sizes



karma-link



Third Page
horizontal
7 X 3.25

Third Page
vertical
2.125 X 10

Third Page
island
4.5 X 4.75

Quarter Page
horizontal
7 X 2.5

Quarter Page
vertical
2.125 X 7

Quarter Page
island
4.5 X 3.25

CANADIAN GEOTECHNIQUE

THE CGS MAGAZINE / LE PÉRIODIQUE de la SCG

GÉOTECHNIQUE CANADIENNE

WWW.CGS.CA VOLUME 4 • NUMBER 2 • SUMMER 2023



Advertising Rates



Ad Type	Location	# Available	Base Price per Edition
Double Page Spread	Middle	1 per issue	\$5,250.00
Inside Front Cover	Inside Front Cover	1 per issue	\$2,500.00
Back Cover	Back Cover	1 per issue	\$2,750.00
Inside Back Cover	Inside Back Cover	1 per issue	\$2,500.00
Full Page	Internal	Multiple *	\$2,250.00
Half Page	Internal	Multiple *	\$1,500.00
Third Page	Internal	Multiple *	\$1,250.00
Quarter Page	Internal	Multiple *	\$925.00

- 10% Discount for CGS Corporate Sponsors
- 10% Discount for Full Year Orders (4 editions)

CANADIAN GEOTECHNIQUE

THE CGS MAGAZINE / LE PÉRIODIQUE de la SCG

GÉOTECHNIQUE CANADIENNE

WWW.CGS.CA

VOLUME 3 • NUMBER 3 • FALL 2022

CGS 1972 - 2022 50TH ANNIVERSARY



karma-link

2024 Production Schedule

Edition	Special Section	Camera Ready Art Deadline	Distribution
Spring	Edmonton Local Section Projects	TBD	Mid-April
Summer	Retaining Walls	TBD	Mid-July
Fall	TBD	TBD	Mid / Late September
Winter	Annual Conference Summary	TBD	Late December / Early January



R.M. Hardy (left) with Robert F. Legget (right)



karma-link

Production Guidelines

- To ensure accuracy of ad placement, please include crop marks with all ads.
- 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 11inches).
- Ads should be supplied as PDF files with images at a high resolution (300 dpi minimum) with **embedded images** and **fonts outlined**.
- 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.

CANADIAN GEOTECHNIQUE

THE CGS MAGAZINE / LE PÉRIODIQUE de la SCG

GÉOTECHNIQUE CANADIENNE

WWW.CGS.CA

VOLUME 4 - NUMBER 3 - FALL 2023

In this edition:

Introduction from CGS Executive Director, Michel Aubertin
Special Section on Climate Change Mitigation and Adaptation
The latest in CGS news, features and geo-interest articles



karma-link

Terms and Conditions

- Payment terms are net 30 days from receipt of invoice.
- 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.

CANADIAN GEOTECHNIQUE

THE CGS MAGAZINE / LE PÉRIODIQUE de la SCG

GÉOTECHNIQUE CANADIENNE

WWW.CGS.CA

VOLUME 2 • NUMBER 4 • WINTER 2021

CGS News
Including
highlights from
GeoNiagara 2021

**Regular Features
and Geo-Interests**
Cold Regions, Heritage,
Instrumentation &
Monitoring, Rock
Mechanics, Automation
and more



CANADIAN GEOTECHNIQUE

THE CGS MAGAZINE / LE PÉRIODIQUE de la SCG

GÉOTECHNIQUE CANADIENNE

2024 Media Kit

Published by Karma-Link Management Services Ltd.



karma-link