



GEO-INSTITUTE 2025 MEDIA KIT

Geotechnical engineering utilizes the disciplines of rock and soil mechanics to investigate subsurface and geologic conditions. Target your marketing message to professionals involved in the design and construction of such major projects as dams, foundations, public buildings, residential subdivisions, retaining walls, roads and highways, stormwater, pipelines, and other subsurface projects.

G-I QUICK FACTS

- The Geo-Institute has more than 11,000 members.
- The Geo-Institute YouTube channel has more than 13,000 subscribers.
- The Geo-Institute has more than 10,000 Twitter followers, 5,000 Facebook followers, 11,000 LinkedIn followers, and 2,000 Instagram followers.

PRINT ADVERTISING

GEOSTRATA magazine – The magazine’s more than 13,000 readers include engineers, scientists, technologists, educators, and organizations interested in improving the environment, mitigating natural hazards, and economically constructing engineered facilities. Published bi-monthly.

2025 Editorial Planner

February/March – Unsaturated Soil
April/May – Geo-history & 25th Anniversary Issue
June/July – Mine Waste Geotechnics
August/September – Earthfill Dams
October/November – Coastal and Near-shore Geotechnics
December/January – MWD – Foundations for Supertall Structures

Space Deadline

December 6, 2024
February 7, 2025
April 11, 2025
June 13, 2025
August 8, 2025
October 10, 2025

2025 Advertising Net Rates

Size/Position	1x	3x	6x
Covers 2 and 3	\$4,540	\$4,305	\$4,085
Cover 4	\$4,855	\$4,610	\$4,345
Full page	\$3,405	\$3,320	\$3,230
2/3 page	\$3,150	\$3,085	\$3,005
1/2 page	\$2,980	\$2,925	\$2,830
1/3 page	\$2,520	\$2,490	\$2,435

Geo-Institute Organizational Members receive a 10% discount off the net rates.

GEOSTRATA Extra – Coming about two weeks after the print issue, *GEOSTRATA Extra* YouTube series takes viewers on a deep dive into articles from *GEOSTRATA* with their authors! Sponsor one episode for \$1,000 or sponsor the whole year for \$5,000.

GEOSTRATA Extra Terzaghi Day – Every year, on or around the birthday of Karl von Terzaghi, the Geo-Institute has a special episode celebrating his life and legacy. Sponsor receives short video and mention at beginning of presentation. \$1,500.

Cross-USA Lectures – This lecture series brings high-quality national speakers to professional and student G-I chapters across the USA. Our 2024-2025 speaker is Dr. Bathurst, Professor Emeritus of Civil Engineering at the Royal Military College of Canada. There are usually 12-20 virtual and in-person lectures each year. In-person attendance averages 60-100. YouTube episodes have more than 1,000 views to date. Exclusive sponsorship of the Cross-USA Lecture Series is \$15,000.

- Sponsor is included in all communications promoting the lectures and on-site signage
- Sponsor receives a message at beginning of lecture (video is recommended and is at discretion of host chapter)
- Sponsor receives a free full-page ad in *GEOSTRATA* promoting the lectures.

9th Annual Live Streaming Web Conference – In partnership with Continuing Education, the Geo-Institute will have 10 conference sessions during the 9th Annual Live Streaming Web Conference, December 2-6, 2024. Each session is two hours long. The sessions will be available to purchase for one year following the live conference. There are three sponsorship levels, plus a Lunch-and-Learn sponsorship each day.

Gold (Exclusive)

- \$10,000 for all events. Company logo included on all G-I communication/G-I website promoting the event; a company slide/blurb read during the web conference; company included on sponsor slide and highlighted as a GOLD sponsor; and 4 free registrations for all events.

Silver

- \$5,000 for 5 events. Company logo included on all G-I Communication/G-I website; a company slide/blurb read during the web conference; company included on sponsor slide; and 2 free registrations for each event sponsored.

Bronze

- \$1,500 per event. Company's choice of session to sponsor. Selection is first-come, first-serve. Sponsor can have a slide or brief blurb at beginning of session, plus 1 free registration.

Geo-Institute e-Newsletter – More than 8,000 members receive this communication published 21 times a year – twice each month, with the exceptions of July, August, and December. Average open rate of 25%.

- **550x150 banner** - \$600 for one placement per month; \$1,000 for two placements per month

Geo-Institute Sponsored Live Streams – Geo-Institute offers sponsored live streams on their YouTube channel. Present your content to the very engaged Geo-Institute audience. Geo-Institute takes care of the registration process and promotion of the live stream. Pricing for Geo-Institute Organizational Members is \$3,000 for one live stream or \$2,500 each for two or more live streams. Regular pricing is \$5,000 for one live stream or \$4,000 each for two or more live streams.

EVENTS

Geo-Structures 2024 – November 17-20, 2024, Pittsburgh, Pennsylvania

Geo-Structures 2024: Geotechnical Engineering and Construction of Earth Retaining and Underground Structures will bring together practitioners, researchers, academics, and constructors to share knowledge and experience relating to the current state of practice for designing and constructing earth retaining structures in a sustainable manner. Sponsorship and exhibitor opportunities [available now](#).

Geotechnical Frontiers – March 2-5, 2025, Louisville, Kentucky

Geotechnical Frontiers occurs every six years and is the merging of the annual Geo-Congress and the Geosynthetics Conference, replacing both events in 2025. This popular event is where the geotechnical, civil, and depositional communities unite to share developments in geotechnical engineering and technologies. For sponsorship and exhibitor opportunities, contact Amy Collins Amy.Collins@textiles.org.

Geo-Extreme 2025 – November 2-5, 2025, Long Beach, California

Following on the steps of the successful Geo-Extreme 2021, this conference will delve into geotechnical engineering for extreme events. Geo-Extreme 2025 aims at creating a multi-disciplinary forum where the geo-engineering community can work with other professionals, e.g., climate scientists, engineers, emergency managers, resilience and sustainability investigators, insurance experts, and policy makers, to properly cope with man-made and natural extreme events under a changing climate. Sponsorship and exhibitor opportunities available soon.

Looking Ahead

10th Annual Live Streaming Web Conference – December 2025

Geo-Congress 2026 – March 9-12, 2026, Salt Lake City, Utah

GeoTechTools.org - GeoTechTools is a geotechnical information system that addresses all phases of decision making — from planning to design to construction — when selecting a geotechnology for a project. Its catalog of technologies includes more than 50 different ground improvement and geoconstruction methods. The Geo-Institute of ASCE accepted the mission and responsibility of hosting, managing, and updating GeoTechTools, beginning in 2019. GeoTechTools users include engineers from around the world in every area of practice — government, consulting, general and specialty contractors, professors, and students. Sponsors will reach an audience of more than 9,000 designers and constructors of geosystems. Page views average 1,000 per week. As a sponsor, you will ensure the long-term success of GeoTechTools. Your support will help update existing technologies in the system and add new technologies. There are Founding Level Sponsorships and Yearly Sponsorships available.

Founding Level Sponsorship - \$12,000 for years 2025, 2026, and 2027

- Will have a voice in future updates to GeoTechTools.
- Support a state-of-the-art information system leading to ground improvement and geoconstruction technology solutions.
- Support case histories on the proper design, installation, and QC/QA procedures of ground improvement and geoconstruction technology solutions.
- Your company's logo displayed on GeoTechTools website, linked to your website.
- Yearly sponsor recognition in *GEOSTRATA* magazine.
- Quarterly report of GeoTechTools traffic activity.
- Recognition of your GeoTechTools sponsorship at Geo-Institute events.
- Discount off Yearly Sponsorship rate.

Yearly Sponsorship - \$5,000 for 2025

- Support a state-of-the-art information system leading to ground improvement and geoconstruction technology solutions.
- Support case histories on the proper design, installation, and QC/QA procedures of ground improvement and geoconstruction technology solutions.
- Your company's logo displayed on GeoTechTools website, linked to your website.
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Organizational Members

Geo-Institute Organizational Members are companies around the world that support the Geo-Institute and its initiatives. Benefits include preferred exhibit space at Geo-Institute events, a dedicated section for Organizational Member names and news in each *GEOSTRATA* magazine, discounted advertising rates in *GEOSTRATA*, plus many others. If you would like information on Organizational Membership, please contact Elizabeth Cuscino at ecuscino@asce.org.