



## GEO-INSTITUTE 2021 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 7,000 subscribers.
- The Geo-Institute has more than 8,700 Twitter followers, 5,000 Facebook followers, and 1,200 Instagram followers.

### PRINT & ONLINE 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.

#### 2021 Editorial Planner

January/February – Developments in Site Characterization  
 March/April – Geosynthetic Applications  
 May/June/July – Specialty Geo-Construction Equipment  
 August/September – Marine & Coastal Geotechnics  
 October/November – Amusement & Event Space Geotechnics  
 December/January – Mega-Project Geotechnics

#### Space Deadline

December 11, 2020  
 February 19, 2021  
 April 16, 2021  
 June 18, 2021  
 August 20, 2021  
 October 15, 2021

#### 2021 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

**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. Sponsors are included on a slide at the beginning of each episode.

**Cross-USA Lectures** – This lecture series brings high-quality national speakers to professional and student G-I chapters across the USA. Virtual and in-person lectures are anticipated for 2021. There will be a minimum of five lectures, but usually 12-20 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 for 2021 is \$10,000.

- Sponsor is included in all e-newsletters and social media promoting the lectures.
- Sponsor is included on signage at in-person talks or on a slide for virtual talks.
- Sponsor receives a 15% discount on *GEOSTRATA* advertising.

**6<sup>th</sup> Annual Live-Streaming Web Conference** – In partnership with Continuing Education, the Geo-Institute will have 8-10 conference sessions during the 6<sup>th</sup> Annual Live-Streaming Web Conference, December 6-10, 2021. 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.

**Gold**

- \$7,500 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. Only one Gold Sponsorship available.

**Silver**

- \$3,500 for 4 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**

- \$1,000 per event. Company's choice of session to sponsor and inclusion on sponsor slide.

**Geo-Institute e-Newsletter** – More than 12,000 members receive this communication published 21 times a year – twice each month, with the exceptions of July, August, and December. Average open rate of 35%.

- **550x150 banner** - \$600 for one placement per month; \$1,000 for two placements per month
- **Sponsored content** – logo with 25-30 words of copy; \$750 per placement

**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 2021, 2022, 2023**

- 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 2021**

- 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.

#### **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 [ecuscino@asce.org](mailto:ecuscino@asce.org).

## EVENTS

Please request conference prospectus for detailed information pertaining to individual conferences.

### **International Conference on Scour and Erosion** – October 18-21, 2021, virtual

The 10<sup>th</sup> International Conference on Scour and Erosion will bring together researchers and practitioners from Geotechnical and Hydraulic Engineering to tackle the complex challenges of scour and erosion. Sponsorship and exhibitor opportunities will be available soon.

### **Geo-Extreme** – November 7-10, 2021, Savannah, Georgia

Geo-Extreme 2021 aims to create a multi-disciplinary forum to discuss how the geo-engineering community can work with other professionals to properly cope with extreme events under a changing climate. Sponsorship and exhibitor opportunities [available now](#).

### **Geo-Congress 2022** – March 20-23, 2022, Charlotte, North Carolina

It has been a decade since the first and only Geo-Congress focusing on the State of the Art and Practice in Geotechnical Engineering. Join researchers, practitioners, students, and contractors from around the globe for the 10-year update. Come hear the latest and network with the leaders of our professions. Sponsorship and exhibitor opportunities [available now](#).

### **ISFOG 2020 in 2022** – August 28-31, 2022, Austin, Texas

The 4<sup>th</sup> International Symposium on Frontiers in Offshore Geotechnics will provide a specialist forum for practitioners and academics to share solutions and new ideas that address the dynamic challenges of working in offshore design and installation. ISFOG will host the Fifth McClelland Lecture and is considered the most prestigious niche conference event focused on offshore geotechnics. Sponsorship and exhibitor opportunities [available now](#).

**ASCE** – Additional opportunities are available with sponsored webinars, print and digital advertising, America's Infrastructure Report Card, ASCE Annual Convention, and more than 15 annual and specialty conferences.