



For us, the clear value-winner was the online article, but we thought the process of generating the Geo advertorial was very beneficial to the final product, and also left us with something more concrete, and of higher-quality, which is likely to be of continued value when we want to distribute something other than just a web-link.

NEVILLE BARKER, FOX GEO EXPLORATION



M E D I A P L A N

2 0 2 0

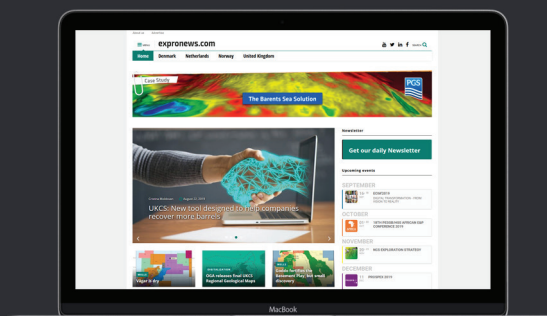


GEPUBLISHING

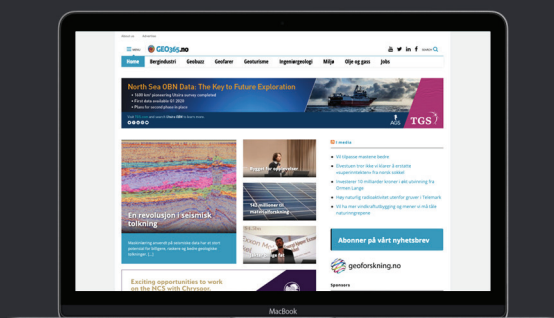
Extend the reach of your advertising campaign and reach a combined audience of over **20 000 readers** monthly through our magazine and online news sites.



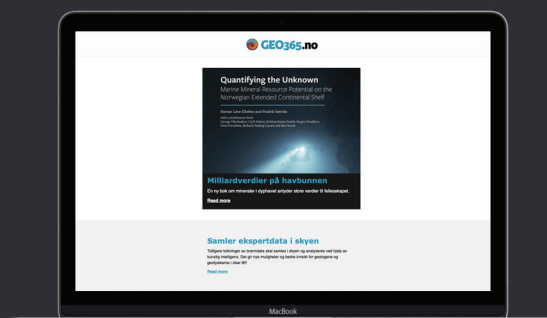
GEO-MAGAZINE
5,000 READERS
8 ISSUES / YEAR



EXPRONWS.COM
1,500 UNIQUE READERS
PER WEEK



GEO365.NO
3,500 READERS
PER WEEK

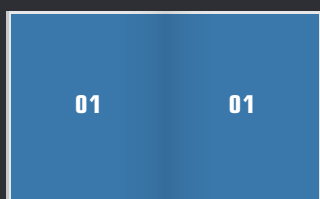


DAILY NEWSLETTERS
1450 SUBSCRIBERS
5 DAYS / WEEK

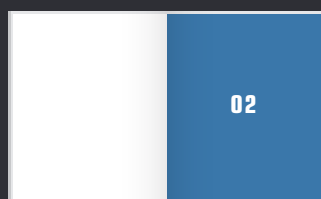
PUBLICATION SCHEDULE

GEO	THEME	EDITORIAL DEADLINE	AD MATERIAL DEADLINE	PUBLICATION
NR. 01	#DIGEX 2020 - THE DIGITAL SUBSURFACE	06 - JAN	13 - JAN	31 - JAN
NR. 02	4D SEISMIC GEOSCIENCE RESEARCH	17 - FEB	02 - MAR	19 - MAR
NR. 03	NCS EXPLORATION - RECENT DISCOVERIES	14 - APR	20 - APR	07 - MAJ
NR. 04	JOTUNHEIMEN - GEOTOURISM	18 - MAY	25 - MAY	11 - JUN
NR. 05	CARBONATES - FOR ALL DISCIPLINES	03 - AUG	10 - AUG	27 - AUG
NR. 06	MINING	31 - AUG	07 - SEP	24 - SEP
NR. 07	NCS EXPLORATION STRATEGY / ENGINEERING GEOLOGY	05 - OCT	12 - OCT	29 - OCT
NR. 08	THE WINTER CONFERENCE	09 - NOV	16 - NOV	03 - DEC
		MONDAY	MONDAY	THURSDAY

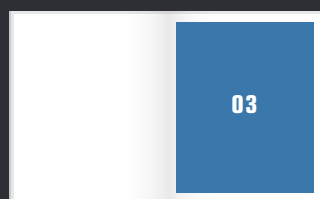
PRINT SPECIFICATIONS



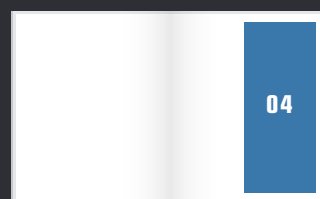
DOUBLE SPREAD
420 X 280 MM + 3 MM BLEED



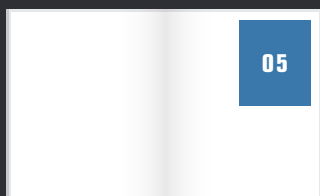
FULL PAGE
210 X 280 MM + 3 MM BLEED



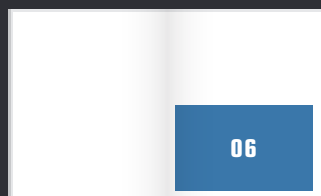
FULL PAGE W/O BLEED:
180 X 250 MM



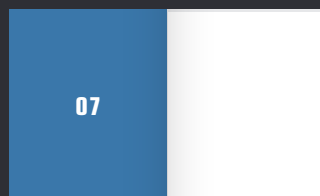
½ PAGE VERTICAL:
90 X 250 MM



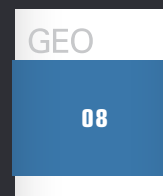
¼ PAGE HORIZONTAL
180 X 60 MM



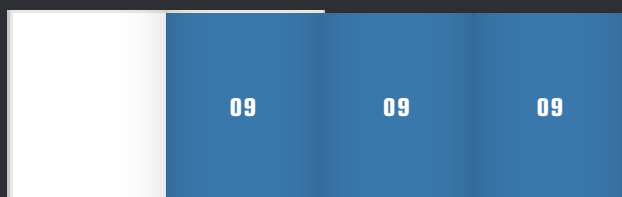
½ PAGE HORIZONTAL
180 X 119 MM



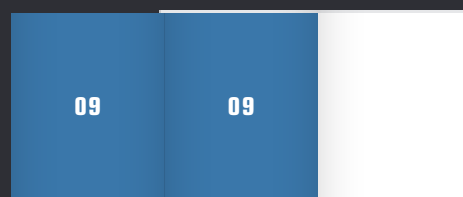
INSIDE COVERS
210 X 280 MM + 3 MM BLEED



BELLYBAND
150 X 456 MM + 3MM BLEED



FOLD-OUT:
630 X 280 MM + 3 MM BLEED



FOLD-OUT:
420 X 280 MM + 3 MM BLEED

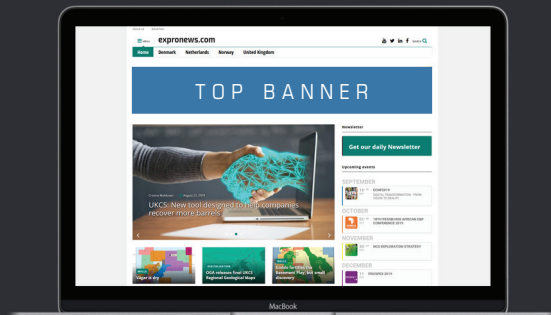
AD RATES

INSIDE FRONT COVER		NOK 23,700.00
INSIDE BACK COVER		NOK 21,700.00
BACK COVER		NOK 27,000.00
SELECTED PAGE	PAGE 4, 7	NOK 21,700.00
1/1 PAGE		NOK 19,800.00
1/2 PAGE		NOK 12,000.00
PAID CONTENT	DOUBLE SPREAD	NOK 37,500.00
FOLD-OUT	3+2 PAGES	NOK 44,500.00
SUPPORT AD		NOK 24,000.00
BELLYBAND		NOK 35,000.00
VACANCIES		NOK 8,000 / ISSUE
DESIGN ADVERTISING MATERIALS		NOK 900.00 / HOUR

ONLINE ADVERTISING OPTIONS

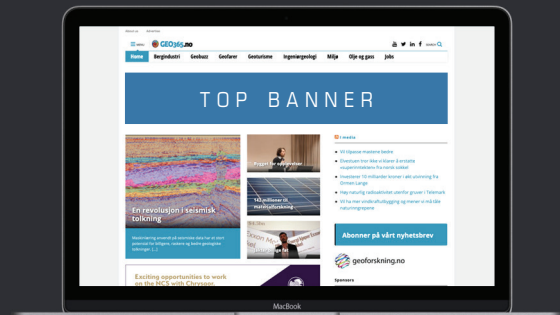
SUPPORT AD		NOK 24,000.00 / YEAR
TOP BANNER		NOK 22,500.00 / MONTH
BANNER ROTATION		NOK 19,500.00 / MONTH
BANNER IN NEWSSECTION		NOK 12,000.00 / MONTH
BANNER IN NEWSLETTER		NOK 8,000.00 / MONTH
VACANCIES		NOK 12,000.00 / MONTH
VACANCIES SUPPLEMENT TO GEO MAGAZINE		NOK 8,000.00 / ISSUE
SERVICE COMPANY DIRECTORY		NOK 12,000.00 / YEAR
EVENTS LISTING		NOK 5,000.00 / MONTH
DESIGN ADVERTISING MATERIALS		NOK 900.00 / HOUR

ONLINE SPECIFICATIONS



EXPRONEWS.COM: **1230 X 192 PX**

PNG / JPG / GIF AND .M4V, .MP4, AND .MOV EXTENSIONS
AND COMPRESSED IN H.264 OR MPEG-4.



GEO365.NO: **1230 X 192 PX**

PNG / JPG / GIF AND .M4V, .MP4, AND .MOV EXTENSIONS
AND COMPRESSED IN H.264 OR MPEG-4.

GEO CALENDAR

LOGO IN CALENDAR	1 MONTH	NOK 20,000.00
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