

CANADIAN GEOTECHNIQUE

THE CGS MAGAZINE / LE PÉRIODIQUE de la SCG

GÉOTECHNIQUE CANADIENNE

2025 Media Kit



Karma-Link
Management Services

Celebrating 5 Years in Business

CANADIAN GEOTECHNIQUE

THE CGS MAGAZINE / LE PÉRIODIQUE de la SCG

GÉOTECHNIQUE CANADIENNE

WWW.CGS.CA

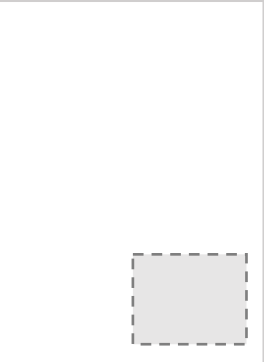
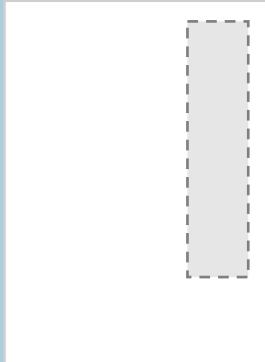
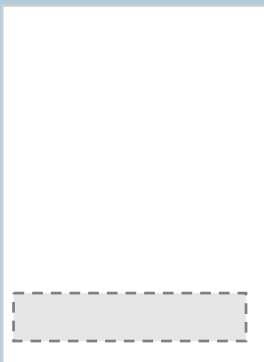
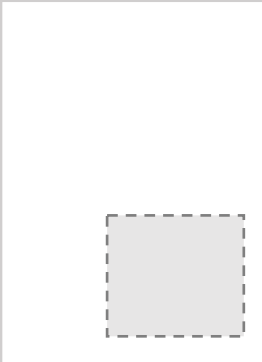
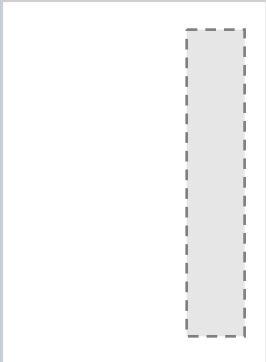
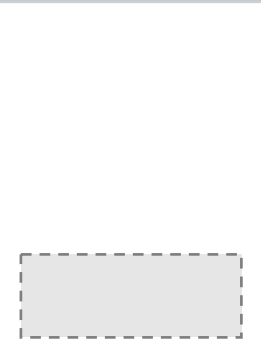
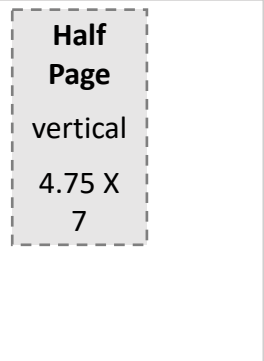
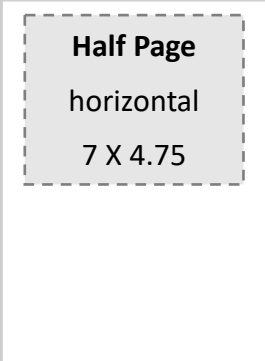
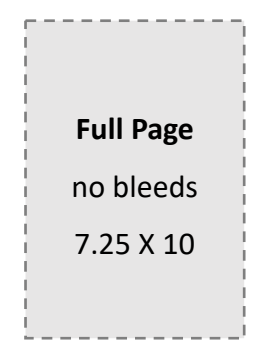
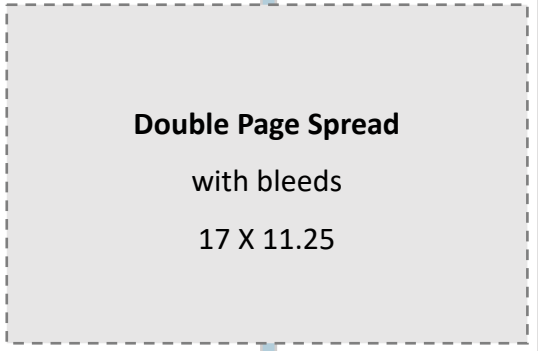
VOLUME 5 • NUMBER 4 • WINTER 2024

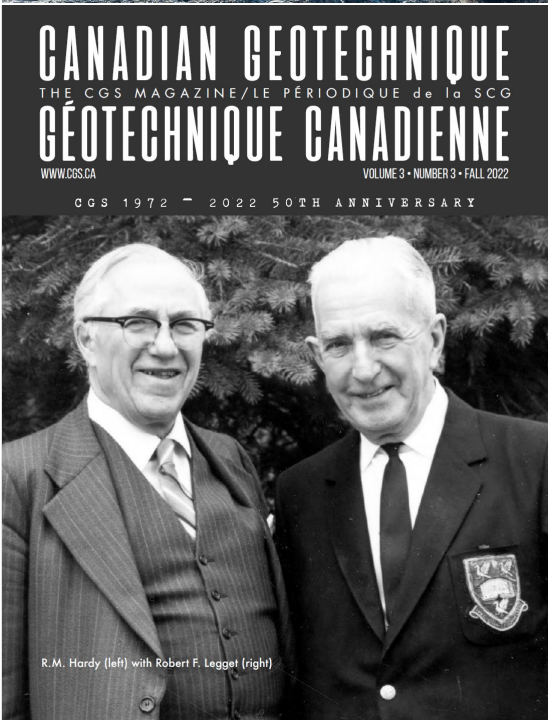
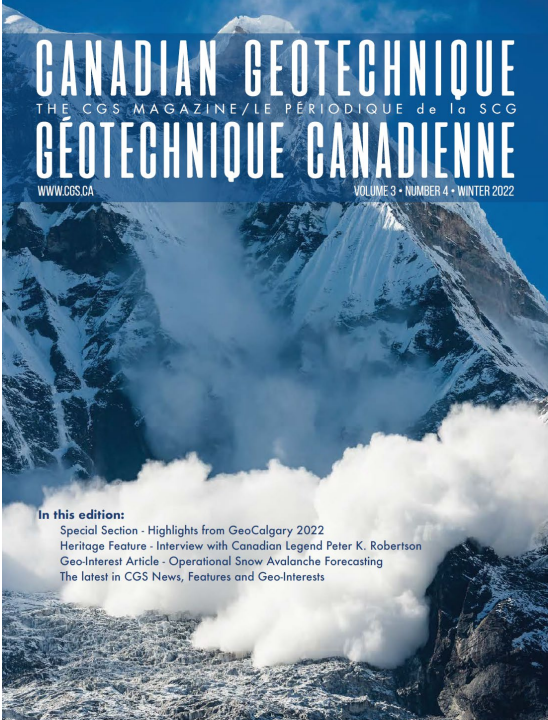
Key Facts

- Official member magazine of the Canadian Geotechnical Society (www.cgs.ca)
- 2025 will be the 6th year in circulation
- Published quarterly and distributed to over 1,500 geotechnical professionals and organizations
- Very positive engagement and feedback from readers
- Low ratio of ads to news and feature articles
- High quality paper edition and enhanced digital (flip book style) edition with embedded links and videos
- Special sections allow for enhanced targeting and exposure (see production schedule on page 5 for 2025 line-up)
- Stunning covers of Canadian geotechnical sites

GEOMONTREAL
CONFERENCE
HIGHLIGHTS

Ad Types and Sizes





2025 Advertising Rates

Ad Type	Location	# Available	Base Price per Edition
Double Page Spread	Middle	1 per issue	\$6,500.00
Inside Front Cover	Inside Front Cover	1 per issue	\$2,750.00
Back Cover	Back Cover	Sold	\$3,000.00
Inside Back Cover	Inside Back Cover	1 per issue	\$2,750.00
Full Page	Internal	4 per issue	\$2,500.00
Half Page	Internal	Multiple *	\$1,750.00
Third Page	Internal	Multiple *	\$1,250.00
Quarter Page	Internal	Multiple *	\$1,000.00

- 10% Discount for CGS Corporate Sponsors
- 10% Discount for Full Year Orders (4 editions), paid in one payment



2025 Special Sections

Edition	Special Section	Camera Ready Art Deadline	Subscriber Distribution
Spring	Vancouver Geotechnical Society Projects	Mar 28	Late April
Summer	Geohazards	June 27	Late July
Fall	GBA (Case Studies)	Aug 15	Late September
Winter	GeoManitoba 2025 Conference Highlights	Nov 21	Early January



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 11 inches).
- 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.



Terms and Conditions

- Payment terms are net 30 days from receipt of invoice.
- Publish reserves to final say as to where internal ads are placed.
- Publisher may re-size ads for optimal placement but in no event will ads be reduced in size.
- Rates are guaranteed not for the year. Publisher may increase rates annually to reflect changes in costs of printing, mailing, etc.
- This media kit is strictly for advertising content. If you are interested in providing an article for the magazine, please contact lisa@karma-link.ca.
- In the unlikely event an ad is missed in an edition, the publisher will provide an additional ad placement for no fee in the next available edition.
- For additional information about ads or to confirm your ads for 2025, please contact Max Manuel at max@karma-link.ca.

CANADIAN GEOTECHNIQUE

THE CGS MAGAZINE / LE PÉRIODIQUE de la SCG

GÉOTECHNIQUE CANADIENNE

2025 Media Kit



Karma-Link
Management Services

Celebrating 5 Years in Business