



AMERICAN INSTITUTE OF PROFESSIONAL GEOLOGISTS

NORTHEAST SECTION

Greetings!

You know that a key to your firm's success is locating the most cost-effective Advertising media to present your services and products. The Northeast Section of AIPG meets that need with five annual publications (. . . four Newsletters and a Directory)!

AIPG is a nationwide, non-profit, professional organization. The Northeast Section of AIPG is composed of 550 Certified Professional Geologists in New York, New Jersey, and the six New England states. These AIPG Members make or influence major expenditure decisions for geological investigations throughout the Northeast & worldwide.

The quarterly Newsletter utilizes an attention-getting 8 ½" x 5 ½" booklet format, colored pages, and inserts. It provides information on timely, critical professional concerns and activities. This demands Members' attention, so repeated exposure of your Ad is assured!

The annual Directory of Members provides information on Section membership and organization. For 12 months, the Directory is an "On The Desk" Reference – it keeps on selling for you, all year long!

In summary, the publications of NE/AIPG enable you to be highly selective in targeting a small portion of your advertising budget to economically and effectively influence sales of your products and services. For a miniscule investment, your Ad will be seen 5 times each year by purchasers who need your services!

To assure inclusion of your Ad in 2003 NE/AIPG publications, simply fill out the enclosed Request For Advertising Space! Thank you for making a prudent decision to grow your business, cost-effectively!

Regards,

Dick Young
Advertising Manager

PS - For answers or more information, call me at 973-335-2289.

REQUEST FOR ADVERTISING SPACE IN NE/AIPG PUBLICATIONS FOR 2003

Company _____

Address _____

Telephone (___) _____ Representative's Name _____

→ The rates shown below include insertion of your Ad in all five 2003 NE/AIPG publications (Directory of Members and four Newsletters). Single issue advertising cannot be accepted. To insure inclusion, mail now. For answers or if delays arise, call Dick Young, 973-335-2289.

| <u>Size Requested</u> | <u>Type</u> | <u>Approx. Size Height x Width</u> | <u>Annual Rate</u> | <u>Special Location</u> | <u>Total Amount</u> |
|---------------------------------|-------------|------------------------------------|--------------------|--|---------------------|
| / / | Full Page | 8" x 5" | \$295 | Inside front or rear covers*, add \$90 | \$ |
| / / | Half Page | 4" x 5" | \$160 | Inside front or rear covers*, add \$50 | \$ |
| / / | Prof. Card | 2" x 5" | \$ 85 | For individuals and small firms. | \$ |
| TOTAL (MUST BE ENCLOSED) | | | | | \$ _____ |

* or on attention-getting centerfold or on other colored pages.

CHECK WHERE APPLICABLE:

/ / Use the enclosed sketch.

/ / Special instructions or requests _____

/ / Use our current NE/AIPG advertisement.

http://www. _____ .com

Your Web Site Address (...for a hot link from ours) Representative's Signature Date

- DIRECTIONS: To assure inclusion of your Ad in 2003 NE/AIPG publications, simply:
1. Fill out this Request For Advertising Space completely.
 2. Enclose your clean, unfolded Ad copy (we print in black on white or color; photographs may be included) and your diskette.
 3. Enclose a check made out to "Northeast Section AIPG".
 4. Mail to:
Mr. Dick Young
179 Intervale Road
Parsippany, NJ 07054

For answers or more information, call Dick Young at (973) 335-2289.