

The Geophysical Directory

Sixty-Sixth Edition **2011**

Worldwide Coverage

ADVERTISER'S INFORMATION SHEET

The Geophysical Directory is a worldwide reference to companies, along with key personnel, that provide geophysical equipment, supplies, and services. Also listed are petroleum and mining companies and government agencies utilizing geophysical techniques. Known and recognized worldwide as the leading source of information for the geophysical industry. The advertisements offer a view into the "state of the art" for geophysical equipment and services. Published annually since 1946.

Sections within the Directory for Listings

- | | |
|--|--|
| 1__ Aircraft Services - including Helicopters & Hovercraft | 16__ Gravity Meter Contractors |
| 2__ Automotive Equipment | 41__ Health, Safety, & Environmental Consultants |
| 3__ Auxiliary Equipment - including Recording Cabs,
Winches, Generators, etc. | 17__ Instruments - Geophysical - Field |
| 42__ Auxiliary Services - Communications, Personnel, etc. | 18__ Instruments - Oceanographic |
| 4__ Boats | 19__ Logging Service |
| 5__ Consultants - Geophysical | 20__ Magnetometer Contractors |
| 6__ Core Drilling Contractors | 21__ Marsh Buggies and Tracked Vehicles |
| 7__ Data Exchange Service | 22__ Near Surface Surveys - including Engineering, Mining
& Environmental |
| 10__ Data Management | 23__ Non-Dynamite Energy Source Equipment |
| 9__ Data Processing Equipment Manufacturers | 24__ Radioactivity Surveys |
| 11__ Drilling Bits | 36__ Satellite Remote Sensing Services |
| 12__ Drilling Rig Builders - Geophysical | 25__ Seismograph Contractors |
| 13__ Electrical and Electromagnetic Contractors - including MT | 26__ Shot Hole Casing |
| 14__ Electronic Supplies - including Cables, Location &
Communication Equipment | 27__ Shot Hole Drilling Contractors |
| 15__ Explosives | 37__ Software - Geophysical |
| 38__ Geological/Geophysical Modeling | 28__ Soil Analysis Contractors - including Geochemical |
| 8__ Geophysical Data Processing | 29__ Supplies and Services - Peripheral Geophysical |
| 39__ Geophysical Societies | 30__ Surveying Contractors - Location & Positioning |
| 40__ Government Agencies Utilizing Geophysics | 31__ Velocity Data |

If you don't want your ad in a section -

In addition to the specific sections, there are 12 or so pages preceding the Table of Contents, pages facing indexes, covers, and pages facing inside covers.

Rates the same
again this year!

The 2011 Geophysical Directory

2011 Advertising Rates and Mechanical Requirements (US\$)

(Black/White - Color Extra)	Rate	Horizontal	Vertical
Full Page	\$1,685.00	7" (178 mm)	10" (254 mm)
Full Page - Bleed	\$1,775.00	8 5/8" (219 mm)	11 1/8" (283 mm)
Two Facing Pages	\$2,705.00	7" (178 mm)	10" (254 mm)
Two Facing Pages - Bleed	\$2,805.00	8 5/8" (219 mm)	11 1/8" (283 mm)
Half Page - Horizontal	\$1,015.00	7" (178 mm)	4 7/8" (124 mm)
Half Page - Vertical	\$1,015.00	3 3/8" (86 mm)	10" (254 mm)
Qtr Page - Horizontal	\$690.00	7" (178 mm)	2 3/8" (60 mm)
Qtr Page - Corner	\$690.00	3 3/8" (86 mm)	4 7/8" (124 mm)

Colors, Bleed, etc.

Process Colors
per color \$460

Matched Colors
per color \$600

Bleed Ads \$90

Trim Size 8 3/8" X 10 7/8"

Paper 60lb Gloss Finish

Binding Perfect

Production Charges
Copy changes, artwork, and other special production work will be billed at cost.

Preferred Space Rates (US\$)

(Black/White - Color Extra)	Rate
Front Cover	\$7,650.00
Inside Front Cover	\$3,315.00
Facing Inside Front Cover	\$2,850.00
Back Cover	\$4,390.00
Inside Back Cover	\$2,500.00
Facing Inside Back Cover	\$2,200.00
Facing Index to Contents	\$2,600.00
Facing Company Index	\$1,890.00
Section Cover	\$2,025.00
Back of Section Cover	\$1,785.00
Facing Section Cover	\$1,785.00

General Information

Date of Publication - March 15, 2011

Advertising Deadlines

Space Commitment - January 2, 2011

Material - January 15, 2011

No charge for listings in the directory

Deadline for Directory information - December 31, 2010

Selling Price of Directory

Books shipped inside USA \$150.00 (+8 1/4% in Texas)

Books shipped outside USA \$165.00

Advertising Copy - Please send digital files whenever possible along with proof copy. Reading material and illustrations should be kept 1/4" from trim and fold edge.

No Guarantee of Color Match

Each advertiser will receive a complimentary copy of the directory

INDEMNITY CLAUSE: Advertisers agree to indemnify, defend, and save harmless the Publisher from any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph, or of any sketch, map words, labels, trademarks, or copyrighted matter, or libelous statement, in connection with advertising purchased according to terms of this rate card.

We wish to secure the following space in the 2011 Geophysical Directory.

Repeat 2010 Ad _____

Size _____ Color ____ Location - Section No. ____ or other _____

Company _____ By: _____

Mailing Address _____ Title: _____

City, State, Zip _____ Check enclosed

Phone No. _____ Fax: _____ Company PO

Email _____ (Invoice sent following publication)

MAIL TO: **The Geophysical Directory**

PO BOX 130508
HOUSTON, TX 77219

OR FAX: 713 529-3646

Phone: 713 529-8789 800 929-2462 (US)

email: info@geophysicaldirectory.com

American Express

VISA

Master Card

Card # _____ Exp Date _____

Name & Billing address for card _____

Signature _____

We would also like to receive advertising information for your Oil and Gas Directory.