

# The Geophysical Directory

Sixty-Fifth Edition **2010**

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,<br>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<br>& 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 &<br>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 2010 Geophysical Directory

## 2010 Advertising Rates and Mechanical Requirements (US\$)

(Black/White - Color Extra)	Rate	Horizontal	Vertical
<b>Full Page</b>	\$1,685.00	7" (178 mm)	10" (254 mm)
<b>Full Page - Bleed</b>	\$1,775.00	8 5/8" (219 mm)	11 1/8" (283 mm)
<b>Two Facing Pages</b>	\$2,705.00	7" (178 mm)	10" (254 mm)
<b>Two Facing Pages - Bleed</b>	\$2,805.00	8 5/8" (219 mm)	11 1/8" (283 mm)
<b>Half Page - Horizontal</b>	\$1,015.00	7" (178 mm)	4 7/8" (124 mm)
<b>Half Page - Vertical</b>	\$1,015.00	3 3/8" (86 mm)	10" (254 mm)
<b>Qtr Page - Horizontal</b>	\$690.00	7" (178 mm)	2 3/8" (60 mm)
<b>Qtr Page - Corner</b>	\$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
<b>Front Cover</b>	\$7,650.00
<b>Inside Front Cover</b>	\$3,315.00
<b>Facing Inside Front Cover</b>	\$2,850.00
<b>Back Cover</b>	\$4,390.00
<b>Inside Back Cover</b>	\$2,500.00
<b>Facing Inside Back Cover</b>	\$2,200.00
<b>Facing Index to Contents</b>	\$2,600.00
<b>Facing Company Index</b>	\$1,890.00
<b>Section Cover</b>	\$2,025.00
<b>Back of Section Cover</b>	\$1,785.00
<b>Facing Section Cover</b>	\$1,785.00

## General Information

**Date of Publication** - March 15, 2010

### Advertising Deadlines

Space Commitment - January 2, 2010

Material - January 15, 2010

**No charge for listings in the directory**

**Deadline for Directory information** - December 31, 2009

### 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 2010 Geophysical Directory.**

Repeat 2009 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

American Express  VISA  Master Card

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

OR FAX: 713 529-3646

Name & Billing address for card \_\_\_\_\_

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

email: info@geophysicaldirectory.com

Signature \_\_\_\_\_

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