

# 2019

## American Geophysical Union Media Kit

Publications of AGU



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## AGU at a glance



Members

**137**  
Countries



Global reach of more than

**300,000**

in the Earth and space  
science community

# About AGU

Hosts  
between  
4 and 10  
conferences

including the premier  
Earth and space science  
meeting of more than  
**24,000**  
scientists

**Eos** is a valued source  
for accurate, reliable,  
and timely news and  
perspectives about  
the Earth and space  
sciences.

**20**  
world-renowned  
scientific journals on a  
broad array of topics

**60,000**  
members

Global reach of  
**300,000**

**137**  
countries

International  
nonprofit  
organization

Our members work for  
universities; research  
institutions; and  
federal, state, and local  
government agencies  
as well as corporations and  
nonprofit organizations.



# AGUniverse Newsletter

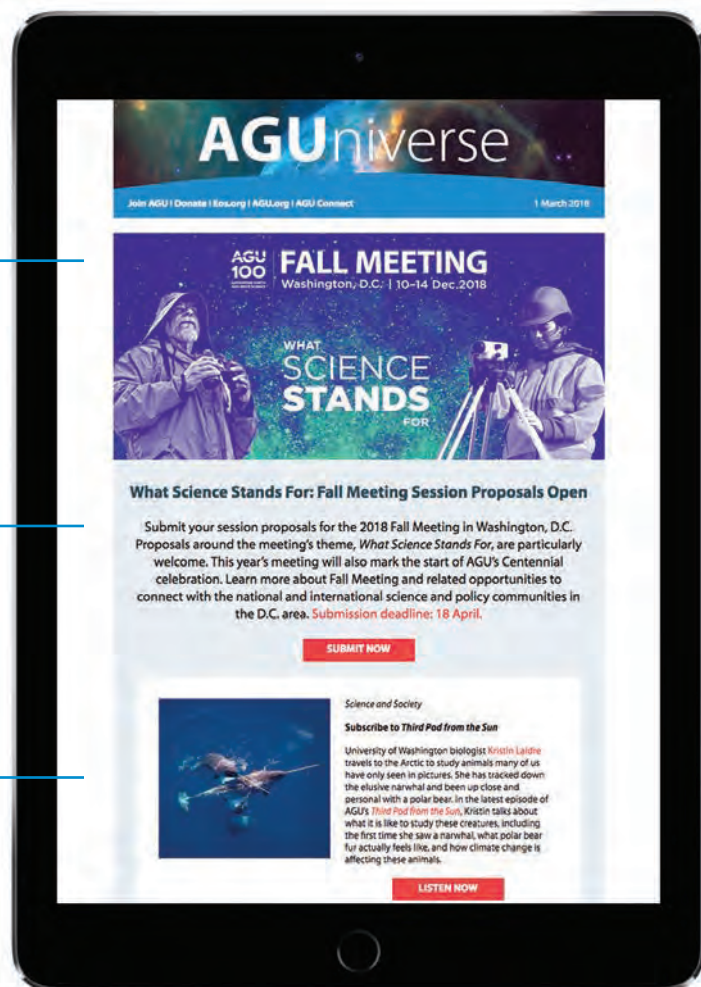
AGUniverse is the official newsletter of AGU. Delivered once a week, AGUniverse features the latest news, events, links to recent *Eos* articles and journal articles, and announcements from AGU and the broader Earth and space science community.

Topics include career development, award and recognition opportunities, meeting information, updates on science policy, and more!

**52,000**  
Average Circulation

**27%**  
Average Open Rate

**Sent weekly**  
to AGU Members



# AGUniverse Rates & Schedule

Full sponsorship of a newsletter is available at \$3,500 and includes a leaderboard and two medium rectangles.

## FULL SPONSORSHIP

\$3,500

## LEADERBOARD

\$2,000

## MEDIUM RECTANGLE

\$1,000

ISSUE	ADVERTISING DEADLINE	ISSUE	ADVERTISING DEADLINE
10 January 2019	08 January 2019	04 July 2019	02 July 2019
17 January 2019	15 January 2019	11 July 2019	09 July 2019
24 January 2019	22 January 2019	18 July 2019	16 July 2019
31 January 2019	29 January 2019	25 July 2019	23 July 2019
07 February 2019	05 February 2019	01 August 2019	30 July 2019
14 February 2019	12 February 2019	08 August 2019	06 August 2019
21 February 2019	19 February 2019	15 August 2019	13 August 2019
28 February 2019	26 February 2019	22 August 2019	20 August 2019
07 March 2019	05 March 2019	29 August 2019	27 August 2019
14 March 2019	12 March 2019	05 September 2019	03 September 2019
21 March 2019	19 March 2019	12 September 2019	10 September 2019
28 March 2019	26 March 2019	19 September 2019	17 September 2019
04 April 2019	02 April 2019	26 September 2019	24 September 2019
11 April 2019	09 April 2019	03 October 2019	01 October 2019
18 April 2019	16 April 2019	10 October 2019	08 October 2019
25 April 2019	23 April 2019	17 October 2019	15 October 2019
02 May 2019	30 April 2019	24 October 2019	22 October 2019
09 May 2019	07 May 2019	31 October 2019	29 October 2019
16 May 2019	14 May 2019	07 November 2019	05 November 2019
23 May 2019	21 May 2019	14 November 2019	12 November 2019
30 May 2019	28 May 2019	21 November 2019	19 November 2019
06 June 2019	04 June 2019	28 November 2019	26 November 2019
13 June 2019	11 June 2019	05 December 2019	03 December 2019
20 June 2019	18 June 2019	12 December 2019	10 December 2019
27 June 2019	25 June 2019	19 December 2019	17 December 2019
		26 December 2019	24 December 2019



# Eos Earth & Space Science News

Eos.org and *Eos*, the news publication of AGU and its derivative magazine, give you multiple channels to reach your audience. Choose from **print ads** in the magazine mailed to AGU members, **Web ads** on Eos.org, and **e-newsletter ads** in Eos Buzz that reach scientists and the science-interested public.

## Magazine

**AUDIENCE:** AGU members

**FORMAT:** Print

**PUBLICATION FREQUENCY:** Monthly

Award-winning *Eos* addresses all geoscience disciplines and covers such topics as atmospheric sciences, tectonics, ocean sciences, seismology, hydrology, solar physics, planetary bodies, solid Earth sciences, policy and funding, geoscience history, and education.



# Eos Earth & Space Science News

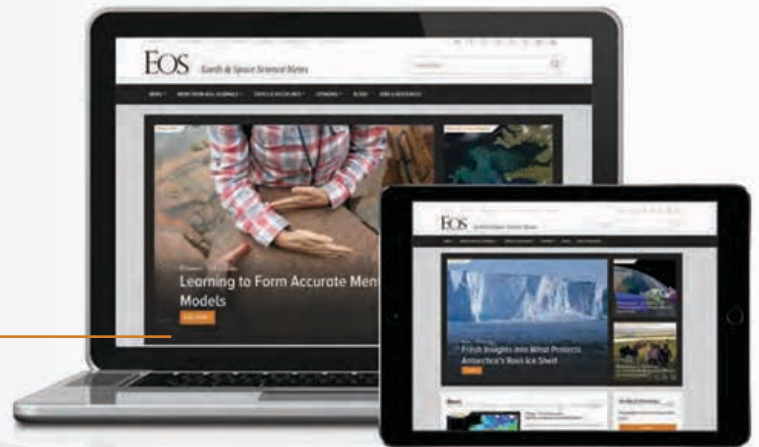
## Eos.org

**AUDIENCE:** Scientists and the science-interested public

**FORMAT:** Online

**AVERAGE MONTHLY PAGEVIEWS:** 154,000

**PUBLICATION FREQUENCY:** Every weekday



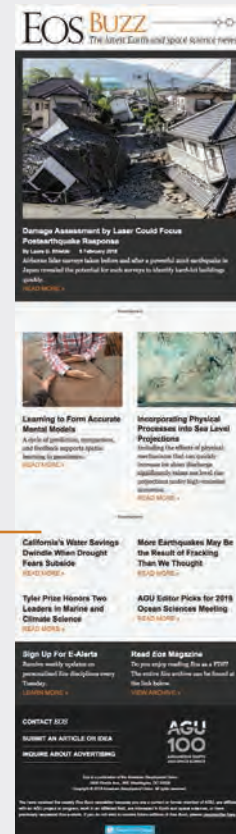
## Eos Buzz

**AUDIENCE:** Scientists and the science-interested public

**FORMAT:** Email

**AVERAGE SUBSCRIBERS:** 86,000

**PUBLICATION FREQUENCY:** Every Friday





# Eos.org and Eos magazine publish

## News and Features

Latest news and updates about the Earth and space sciences

## Project Updates

Reports about current projects and programs

## Opinions

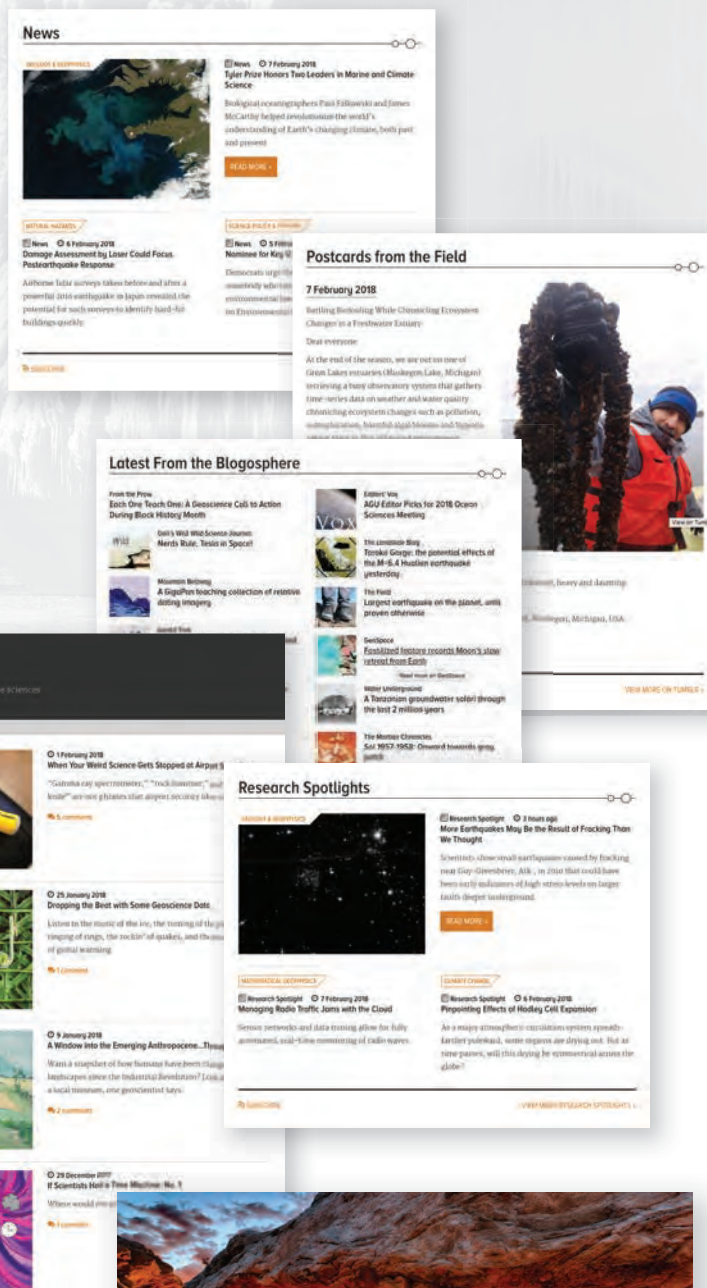
Diverse perspectives on issues facing Earth and space scientists

## Research Spotlights

Exciting new research from AGU journals

## GeoFIZZ

The lighter side of the Earth and space sciences





# Eos.org and Eos Magazine Rates & Specs

WEBSITE	LEADERBOARD 728 x 90px	SKYSCRAPER 160 x 600px	MEDIUM RECTANGLE 300 x 250px
Eos.org	\$20 cpm (top of page)	\$20 cpm	\$20 cpm
\$10 (in between comments section on all pages except home page or section landing pages)			

PRINT	SINGLE	3X ADS	6X ADS	12X ADS	MEASUREMENTS (WIDTH x HEIGHT)
Full-page mono	\$5,500	\$5,225	\$4,965	\$4,665	With Bleed: 8.625" x 11.125" (Live area — 7.5" x 9.8958") No Bleed: 7.5" x 9.8958"
Full-page spot	\$5,815	\$5,540	\$5,280	\$4,980	
Full-page, 4 color	\$6,480	\$6,205	\$5,945	\$5,645	
Full covers (2, 3, and 4)	\$6,875	\$6,535	\$6,205	\$5,830	
Half-page mono	\$2,160	\$2,050	\$1,950	\$1,830	7.5" x 4.96" horizontal 3.67" x 9.9" vertical
Half-page spot	\$2,475	\$2,365	\$2,265	\$2,145	
Half-page, 4 color	\$3,140	\$3,030	\$2,930	\$2,810	
Third-page mono	\$1,450	\$1,375	\$1,310	\$1,230	7.5" x 3.21" horizontal 2.39" x 9.9" vertical
Third-page spot	\$1,765	\$1,690	\$1,625	\$1,545	
Third-page, 4 color	\$2,430	\$2,355	\$2,290	\$2,210	
Quarter-page mono	\$1,090	\$1,035	\$985	\$925	3.67" x 4.96"
Quarter-page spot	\$1,405	\$1,350	\$1,300	\$1,240	
Quarter-page, 4 color	\$2,070	\$2,015	\$1,965	\$1,905	
Sixth-page mono	\$730	\$695	\$650	\$620	3.67" x 3.21"
Sixth-page spot	\$1,045	\$1,010	\$965	\$935	
Sixth-page, 4 color	\$1,710	\$1,675	\$1,630	\$1,600	
2-page spread mono	\$9,350	\$8,885	\$8,440	\$7,930	With Bleed: 17" x 11.125" (Live area — 15.75" x 9.8958") No Bleed: 15.75" x 9.8958"
2-page spread spot	\$9,950	\$9,485	\$9,040	\$8,530	
2-page spread, 4 color	\$11,150	\$10,685	\$10,240	\$9,730	

# Eos Magazine Print Schedule

ISSUE DATE	ADVERTISING BOOKING DEADLINE	MATERIALS DUE	MAIL DATE
01 January	11 November 2018	07 December 2018	26 December 2018
01 February	18 December 2018	10 January 2019	25 January 2019
01 March	17 January 2019	06 February 2019	22 February 2019
01 April	19 February 2019	08 March 2019	25 March 2019
01 May	21 March 2019	09 April 2019	24 April 2019
01 June	22 April 2019	09 May 2019	24 May 2019
01 July	15 May 2019	04 June 2019	TBD
01 August	13 June 2019	02 July 2019	TBD
01 September	17 July 2019	05 August 2019	TBD
01 October	15 August 2019	04 September 2019	TBD
01 November	16 September 2019	03 October 2019	TBD
01 December	17 October 2019	05 November 2019	TBD





# Eos Buzz Schedule

Eos Buzz is formatted for mobile devices. Full sponsorship of a newsletter is available at \$1,500 and includes two mobile leaderboards.

## FULL SPONSORSHIP

\$1,500

## MOBILE LEADERBOARD (320 x 50px)

\$900

ISSUE	ADVERTISING DEADLINE	ISSUE	ADVERTISING DEADLINE
04 January 2019	01 January 2019	05 July 2019	02 July 2019
11 January 2019	08 January 2019	12 July 2019	09 July 2019
18 January 2019	15 January 2019	19 July 2019	16 July 2019
25 January 2019	22 January 2019	26 July 2019	23 July 2019
01 February 2019	29 January 2019	02 August 2019	30 July 2019
08 February 2019	05 February 2019	09 August 2019	06 August 2019
15 February 2019	12 February 2019	16 August 2019	13 August 2019
22 February 2019	19 February 2019	23 August 2019	20 August 2019
01 March 2019	26 February 2019	30 August 2019	27 August 2019
08 March 2019	05 March 2019	06 September 2019	03 September 2019
15 March 2019	12 March 2019	13 September 2019	10 September 2019
22 March 2019	19 March 2019	20 September 2019	17 September 2019
29 March 2019	26 March 2019	27 September 2019	24 September 2019
05 April 2019	02 April 2019	04 October 2019	01 October 2019
12 April 2019	09 April 2019	11 October 2019	08 October 2019
19 April 2019	16 April 2019	18 October 2019	15 October 2019
26 April 2019	23 April 2019	25 October 2019	22 October 2019
03 May 2019	30 April 2019	01 November 2019	29 October 2019
10 May 2019	07 May 2019	08 November 2019	05 November 2019
17 May 2019	14 May 2019	15 November 2019	12 November 2019
24 May 2019	21 May 2019	22 November 2019	19 November 2019
31 May 2019	28 May 2019	29 November 2019	26 November 2019
07 June 2019	04 June 2019	06 December 2019	03 December 2019
14 June 2019	11 June 2019	13 December 2019	10 December 2019
21 June 2019	18 June 2019	20 December 2019	17 December 2019
28 June 2019	25 June 2019	27 December 2019	24 December 2019

# Career Center Newsletter

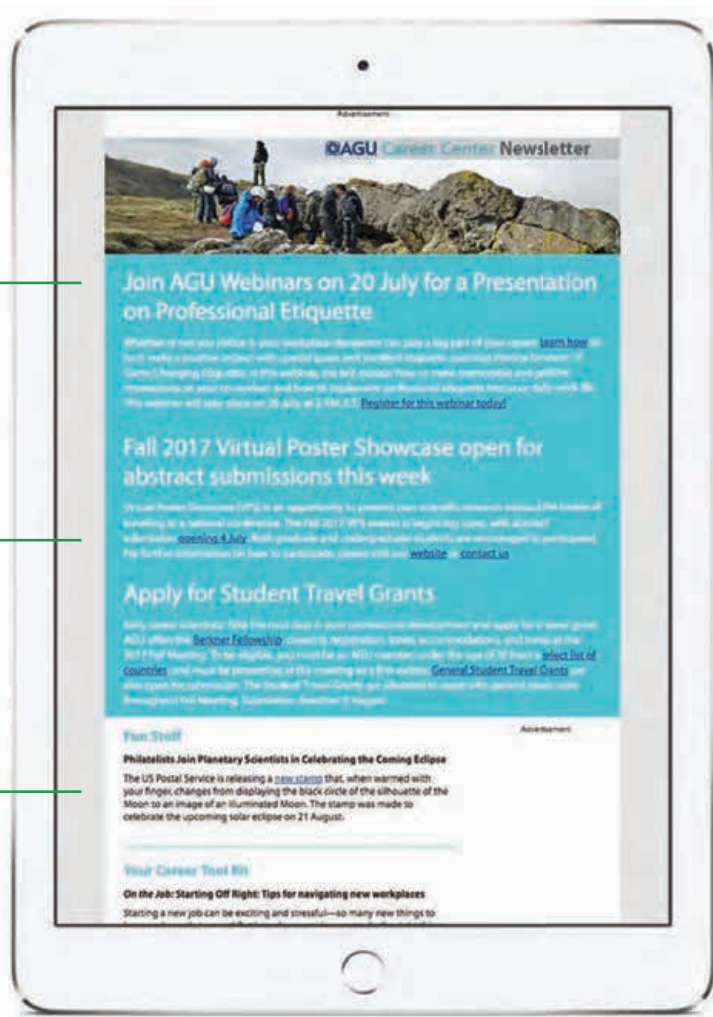
The AGU Career Center Newsletter is a monthly electronic newsletter that features tools to help readers with their careers.

Delivered on the last Tuesday of every month, the newsletter contains AGU news and announcements especially tailored to students and early-career scientists as well as links to articles related to career and professional development and recent jobs posted on the AGU Career Center.

**23,000**  
Average Circulation

**34%**  
Average Open Rate

**Sent monthly**





## Career Center Rates & Schedule

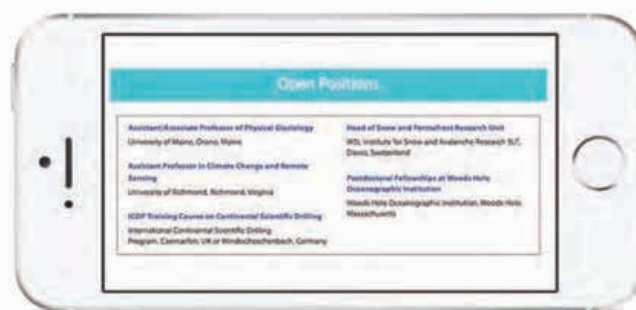
Full sponsorship of all display ads in the newsletter is available at \$1,000 and includes a leaderboard, skyscraper, and medium rectangle.

FULL SPONSORSHIP	LEADERBOARD 728 x 90px	SKYSCRAPER 160 x 600px	MEDIUM RECTANGLE 300 x 250px
\$1,000	\$490	\$400	\$300

ISSUE	ADVERTISING DEADLINE	MESSAGE SENT
January	24 January 2019	29 January 2019
February	21 February 2019	26 February 2019
March	21 March 2019	26 March 2019
April	25 April 2019	30 April 2019
May	23 May 2019	28 May 2019
June	20 June 2019	25 June 2019
July	25 July 2019	30 July 2019
August	22 August 2019	27 August 2019
September	19 September 2019	24 September 2019
October	24 October 2019	29 October 2019
November	21 November 2019	26 November 2019
December	26 December 2019	31 December 2019

The Career Center newsletter also features an **Open Positions** section. Job listings featured in the newsletter include the job title and location along with a hyperlink to the listing on the AGU Career Center. Packages that include a feature in the Career Center newsletter start at \$995 and include a 30-day listing on our job board.

For information about posting a job listing on the AGU Career Center, visit <https://employers.agu.org>



**For more information or to place a Career Center job listing, contact**

Heather Cain | Advertising Sales Recruitment

Office: +1 781-388-8562 | Email: [hcain@wiley.com](mailto:hcain@wiley.com)

## Fall Meeting Website Stats

# 56,000

Average Monthly  
Pageviews **Before** the  
Opening of Abstract  
Submissions

# 370,000

Average Monthly  
Pageviews **After** the  
Opening of Abstract  
Submissions

## Fall Meeting Website

Advertise on the Fall Meeting website, which serves as the go-to resource for news associated with the Fall Meeting.

### Content on the website includes

- Session proposals
- Abstract submissions
- Registration
- Important dates & deadlines
- Real-time updates during the meeting



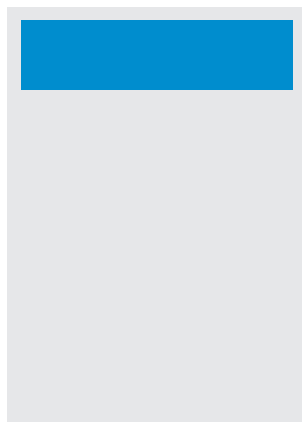
WEBSITE	MEDIUM RECTANGLE 300 x 250px
Fall Meeting	\$25 cpm (run of site)

Please also inquire about advertising opportunities on the Ocean Sciences Meeting website.



## Website Specs

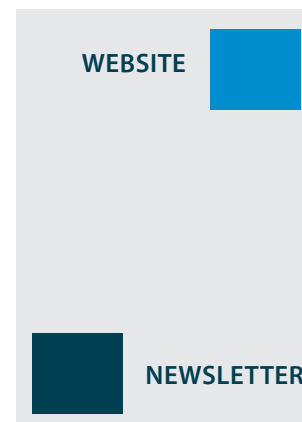
**LEADERBOARD**  
728 x 90px



**SKYSCRAPER**  
160 x 600px



**MEDIUM RECTANGLE**  
300 x 250px



## Advertisement Specifications

### File Types Accepted

DoubleClick Tags (*preferred*)

GIF, JPG, & PNG

HTML5 <https://goo.gl/QY0EMJ>

Third-party tags from DFP certified vendors found here: <https://goo.gl/1bJSmc>

### Max File Size

200 KB	<i>Max Initial File Size</i>
100 KB	<i>Subsequent Max User Initiated File Size</i>
2.2 MB	<i>Subsequent Maximum Additional User-Initiated File Size, e.g., Streaming Video</i>

### Newsletter Specs\*

**Maximum File Size:** 200 KB

**File Types Accepted:** GIF, JPG, & PNG

*\*No 3rdParty or HTML5 tags accepted*

### Click-Through URLs

Required for all creative files provided.  
(GIF, JPG, PNG)

### Animation/Looping

No animation permitted.  
Creative display must be static.

# Contact us

## AGU

2000 Florida Avenue NW  
Washington DC 20009  
Web: [www.agu.org](http://www.agu.org)

## Display/Product/Services

Steve West, *Advertising Account Manager*  
Office: +1 856-432-1501  
Mobile: +1 856-287-4580  
Email: [steve@mediawestinc.com](mailto:steve@mediawestinc.com)