The Leading Edge®

OUR MISSION

Building on SEG’s mission of connecting the world of applied geophysics, *The Leading Edge (TLE)* covers all aspects of applied geophysics in a style appealing to a broad readership. *TLE* is a gateway publication, introducing new geophysical theory, instrumentation, and established practices to scientists in a wide range of geoscience disciplines. Most material is presented in a semitechnical manner that minimizes mathematical theory and emphasizes practical applications. *TLE* also serves as SEG’s publication venue for official society business for our more than 20,000 members.

**TLE READER PROFILE**

*(TLE Readership Survey, July 2017)*

- 76% of *TLE* readers are involved in the initiation, recommendation, specification, approval, or purchase of geoscience-related products and services.
- 58% of readers have reported taking one or more actions (such as visiting a website) as a result of advertisements or articles in *TLE*.
- 25% of readers report reading through *TLE* as much for the advertising as for the articles.

**GEOGRAPHIC REGION**

- 59% NORTH AMERICA
- 15% EUROPE
- 4% MIDDLE EAST
- 11% ASIA
- 2% AFRICA
- 5% CENTRAL & SOUTH AMERICA
- 5% OCEANIA
- 4% not answered
EDITORIAL CONTENT

*TLE*'s regular features include departments with periodic articles on key technological aspects of geophysics.

Material for each of these departments is selected and approved by a geophysicist working in the field.

- **Acquisition/Processing** treats the latest developments in what many consider the “hard” science part of geophysics.
- **Interpreter's Corner** is a major focus of *TLE* because SEG surveys indicate that approximately 50 percent of members consider interpretation of geophysical data as their primary duty. These articles emphasize seismology but are not limited to that technique.
- **The Meter Reader** is designed to update SEG members on the latest developments in potential-field geophysics.

Some features in *TLE* cover areas other than technology that are likely to impact SEG members.

These articles have varied authorship.

- **Interpreter Sam** chronicles the everyday misadventures of the everyman of interpretation.
- **State of the Net** describes the evolution of SEG’s vital website and informs readers about how to get the best results from the Society’s online resources.
- **President’s Page** informs members of the SEG Board’s actions in such important areas as business-office procedures, development of new or improved membership benefits, and cooperative projects with sister societies.
- **From the Other Side**, by former SEG President Lee Lawyer, keeps SEG members in contact with the geophysical community and each other.
- **Signals** publishes letters to the editor.
- **Full Spectrum** is a regular feature exploring issues within SEG and geophysics related to diversity.

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*TLE* CIRCULATION

Monthly average print distribution:

10,420

Yearly *TLE* Digital Edition page views:

94,951
2018 TLE EDITORIAL CALENDAR:

The Leading Edge (TLE) complements Geophysics, SEG’s peer-reviewed publication long regarded as the world’s most respected vehicle for dissemination of developments in exploration and development geophysics. TLE is a gateway publication, introducing new geophysical theory, instrumentation, and established practices to scientists in a wide range of geoscience disciplines.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Section</th>
<th>Bonus Distribution</th>
<th>Space Deadline</th>
<th>Ad Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Advancements in 3D seismic processing</td>
<td>NAPE Summit</td>
<td>11 Dec 2017</td>
<td>15 Dec 2017</td>
</tr>
<tr>
<td>February</td>
<td>Induced seismicity</td>
<td>OTC Asia / CIPPE</td>
<td>10 Jan 2018</td>
<td>15 Jan 2018</td>
</tr>
<tr>
<td>March</td>
<td>Permian Basin focus</td>
<td>SAGEEP</td>
<td>09 Feb 2018</td>
<td>15 Feb 2018</td>
</tr>
<tr>
<td>April</td>
<td>Latin America focus</td>
<td>CSEG / OTC</td>
<td>09 Mar 2018</td>
<td>15 Mar 2018</td>
</tr>
<tr>
<td>May</td>
<td>Geomechanics</td>
<td>AAPG, EAGE</td>
<td>10 Apr 2018</td>
<td>16 Apr 2018</td>
</tr>
<tr>
<td>June</td>
<td>Advancements in image processing</td>
<td>—</td>
<td>10 May 2018</td>
<td>15 May 2018</td>
</tr>
<tr>
<td>July</td>
<td>Mediterranean focus</td>
<td>URTeC / NAPE Summer</td>
<td>11 Jun 2018</td>
<td>15 Jun 2018</td>
</tr>
<tr>
<td>August</td>
<td>Big-data visualization and interpretation</td>
<td>—</td>
<td>10 July 2018</td>
<td>16 July 2018</td>
</tr>
<tr>
<td>September</td>
<td>Cross-disciplinary applications of geophysics</td>
<td>AAPG ICE / SEG Annual Meeting</td>
<td>10 Aug 2018</td>
<td>15 Aug 2018</td>
</tr>
<tr>
<td>October</td>
<td>Infrastructure assessment</td>
<td>SEG Annual Meeting</td>
<td>10 Sept 2018</td>
<td>14 Sept 2018</td>
</tr>
<tr>
<td>November</td>
<td>Subsalt direct hydrocarbon indicators (DHIs)</td>
<td>AGU</td>
<td>10 Oct 2018</td>
<td>15 Oct 2018</td>
</tr>
<tr>
<td>December</td>
<td>General submissions</td>
<td>—</td>
<td>09 Nov 2018</td>
<td>15 Nov 2018</td>
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</table>

TLE PRINT RATES:

For the same low price, your ad will appear in our print, tablet/digital, and mobile-app editions. All ads are full-color. Specs and sizes on page 6.

<table>
<thead>
<tr>
<th>Size</th>
<th>24x</th>
<th>18x</th>
<th>12x</th>
<th>6x</th>
<th>1-5x</th>
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</thead>
<tbody>
<tr>
<td>Inside front cover Page 1</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Inside back cover</td>
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<tr>
<td>Back cover</td>
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<tr>
<td>Guaranteed Position</td>
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<tr>
<td>Full-page Run of Publication</td>
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<tr>
<td>Two-page Spread</td>
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<td>2/3 page</td>
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<td>1/2 page</td>
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<tr>
<td>1/3 page</td>
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<tr>
<td>1/4 page</td>
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<tr>
<td>Classified</td>
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</tr>
<tr>
<td>Contact for quote.</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

*Combined total of ads/media purchased for placement in 2018.
**TLE DIGITAL EDITION ONLINE AND APP RATES:**
Booked on an exclusive monthly basis per issue. Supported file types: jpg, gif, animated gif

<table>
<thead>
<tr>
<th>Size</th>
<th>Ad Frequency Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong> (incl.: desktop landing page desktop issue page mobile landing page)</td>
<td>$1,125 $1,200 $1,275 $1,350 $1,500</td>
</tr>
<tr>
<td><strong>Bellyband cover</strong> (incl.: desktop issue page mobile issue page)</td>
<td>$1,425 $1,520 $1,615 $1,710 $1,900</td>
</tr>
<tr>
<td><strong>Bellyband single-page</strong> (incl.: desktop issue page mobile issue page)</td>
<td>$1,125 $1,200 $1,275 $1,350 $1,500</td>
</tr>
<tr>
<td><strong>Bellyband 2-page spread</strong> (incl.: desktop issue page mobile issue page)</td>
<td>$1,425 $1,520 $1,615 $1,710 $1,900</td>
</tr>
<tr>
<td><strong>Button tile</strong> (incl. on desktop issue page)</td>
<td>$600 $640 $680 $720 $800</td>
</tr>
<tr>
<td>Video</td>
<td>Contact for quote.</td>
</tr>
</tbody>
</table>

*BCombined total of ads/media purchased for placement in 2018.
**Interpretation & Geophysics Rates:**

**Interpretation** (quarterly)

*Interpretation* launched in 2013 to advance the practice of subsurface interpretation. Co-published quarterly by SEG and AAPG, *Interpretation* includes special sections in each issue focused on specific topics of interest to interpreters. This peer-reviewed journal is a dedicated forum for subsurface interpretation geoscientists and appeals to members of both organizations and interpreters working in related disciplines.

**Geophysics** (bimonthly)

*Geophysics*, published by SEG since 1936, is an archival journal encompassing all aspects of research, exploration, and education in applied geophysics. *Geophysics*, a bimonthly, provides theoretical and mathematical tools needed to reproduce depicted work, encouraging further development and research.

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### Ad Frequency Rate*

<table>
<thead>
<tr>
<th>Size</th>
<th>24x</th>
<th>18x</th>
<th>12x</th>
<th>6x</th>
<th>1-5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>$1,900</td>
<td>$2,150</td>
<td>$2,400</td>
<td>$2,600</td>
<td>$2,800</td>
</tr>
<tr>
<td>Page 1, Inside back</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Cover</td>
<td></td>
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</tr>
<tr>
<td>Guaranteed position</td>
<td>$1,650</td>
<td>$1,900</td>
<td>$2,100</td>
<td>$2,300</td>
<td>$2,500</td>
</tr>
<tr>
<td>Full-page run of pub.</td>
<td>$1,400</td>
<td>$1,600</td>
<td>$1,800</td>
<td>$2,000</td>
<td>$2,200</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1,100</td>
<td>$1,300</td>
<td>$1,500</td>
<td>$1,700</td>
<td>$1,900</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$900</td>
<td>$1,150</td>
<td>$1,300</td>
<td>$1,450</td>
<td>$1,600</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$800</td>
<td>$1,000</td>
<td>$1,200</td>
<td>$1,325</td>
<td>$1,400</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$700</td>
<td>$875</td>
<td>$1,000</td>
<td>$1,100</td>
<td>$1,200</td>
</tr>
<tr>
<td>Bellyband</td>
<td>Contact For Quote</td>
<td>Contact For Quote</td>
<td>Contact For Quote</td>
<td>Contact For Quote</td>
<td>Contact For Quote</td>
</tr>
</tbody>
</table>

*Combined total of ads/media purchased for placement in 2018.

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### Online Advertising on seg.org:

Increase brand awareness and generate traffic to your website with skyscraper advertising on seg.org.

- Run of site (jpg or static/animated gif file)
- Approx. 80,000 impressions/month

<table>
<thead>
<tr>
<th>Ad style</th>
<th>Rate</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>$1,000</td>
<td>120w x 360h pixels</td>
</tr>
</tbody>
</table>

Ad file due three business days prior to the go-live date.

### Website Statistics Snapshot:

Google Analytics for May 2016–May 2017

- Average monthly page views: 213,414
- Average monthly unique page views: 141,653
- Average monthly visits: 63,164
- Average monthly users: 20,398

Please Note: If your ad contains a full or partial white background, add a 0.25 pixel hairline border upon ad submission.

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Rates are per insertion (GROSS USD). All ads are four-color.

Agency commission is 15% of GROSS for recognized advertising agencies. Terms: Net due 30 days. Invoices are rendered within two weeks of issue printing.

**Space deadline** | **Ad deadline**
--- | ---
February | 15 Jan 2018 | 24 Jan 2018
May | 16 Apr 2018 | 25 Apr 2018
August | 17 July 2018 | 26 July 2018
November | 12 Oct 2018 | 24 Oct 2018

**Space deadline** | **Ad deadline**
--- | ---
January–February | 14 Dec 2017 | 28 Dec 2017
March–April | 16 Feb 2018 | 28 Feb 2018
May–June | 19 Apr 2018 | 30 Apr 2018
July–August | 18 Jun 2018 | 27 Jun 2018
September–October | 17 Aug 2018 | 28 Aug 2018
November–December | 18 Oct 2018 | 30 Oct 2018

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*Combined total of ads/media purchased for placement in 2018.
### PRINT AD SPECS and SIZES:

Specs and sizes are the same for all publications.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page with bleed</td>
<td>8.5” x 11.125”</td>
</tr>
<tr>
<td>Full-page Float</td>
<td>8” x 10.625”</td>
</tr>
<tr>
<td>2/3 V</td>
<td>4.5625” x 9.625”</td>
</tr>
<tr>
<td>1/3 V</td>
<td>2.1875” x 9.625”</td>
</tr>
<tr>
<td>1/2 H</td>
<td>7” x 4.6875”</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.5625” x 4.6875”</td>
</tr>
<tr>
<td>1/4 V</td>
<td>3.375” x 4.6875”</td>
</tr>
<tr>
<td>1/4 H</td>
<td>7” x 2.34”</td>
</tr>
<tr>
<td>1/3 H</td>
<td>7” x 3.5”</td>
</tr>
<tr>
<td>4” x 20” Bellyband w/bleed</td>
<td>4.25” x 20.25”</td>
</tr>
<tr>
<td>4” x 20” Bellyband w/bleed</td>
<td>4.25” x 20.25”</td>
</tr>
</tbody>
</table>

### PRINT AD SPECIFICATIONS:

PDF files must be saved with the following specifications: It is the client’s responsibility to submit a usable file for publication.
- Acrobat XI compatibility (or lower).
- All fonts embedded or outlined.
- All colors converted to CMYK or grayscale (no spot, LAB, or RGB colors).
- Please do not include crops or printer’s marks on your pdf.
- When preparing a PDF for ads with a full-page bleed, please include a 0.125” bleed on all sides.

PDFs with RGB images or low-resolution images will be returned to the client for resubmission. Publisher will not be responsible for correcting print ad submissions. Editing, design, and production of submitted art may incur additional costs to the client.

### Ad Material Submission:

Please email hi-res PDF (CMYK, .125” bleed, NO PRINTER MARKS) to: kgamble@seg.org. If ad file size is over 5MB, please advise for an alternative delivery method.

Note: Digital proof provided if requested by advertiser. Publisher cannot be held responsible for how a digital file ad prints if an appropriate color proof has not been submitted. (Inkjet or laser color proofs are acceptable for content only, not color.) If appropriate color proof is provided, this will be sent to the printer and compared on press while the magazine is being printed.

For additional questions, please contact: Kathy Gamble at kgamble@seg.org or +1.918.497.5524.

### OTHER OPTIONS for PRINT and DIGITAL ADVERTISING:

Stand out! Advertise with a fold-out ad, tip-in, video, etc. Contact us for a quote.

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**SEISMIC SOUNDOFF**

*In-depth conversations in applied geophysics*

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**SPONSOR AN SEG PODCAST!**

$1,250/month

Sponsorship includes:
- Sponsor logo on episode presentation on seg.org
- Sponsor mention at beginning and end of podcast
- Sponsor logo/link on monthly Seismic Soundoff email to over 20,000 SEG Members
- Logo on two social media posts each month promoting the latest episode
- Logo on *TLE* ad promoting Seismic Soundoff (print and digital)

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**Impressions over 12 months:**

- Podcast unique listens: 15,400
- Social media posts: 120,000
- Podcast emails: 1,200,000
- *TLE* (print): 109,995

**Total Impressions: 1,445,395**
OFFICIAL PROGRAM

Space Deadline: 8 August 2018 • Materials Due: 22 August 2018

Draw delegates to your display and tell your sales story with an ad in the SEG Official Program. Every delegate will be carrying the program/directory throughout the SEG 88th Annual Meeting.

Rates & Sizes:

Covers:
- Inside Front ................................ .......................... $4,500
- Inside Back ......................................................... $4,500
- Outside Back ....................................................... $4,500

Bellyband:
- 4” x 20” ......................................................... Call for Quote

Other Positions:
- FRONT Section Tab Dividers* ......................... $4,000
- BACK Section Tab Dividers* ......................... $3,500
- HALF-PAGE Run of Publication ..................... $1,500
- FULL-PAGE Run of Publication ....................... $2,700
- TWO-PAGE SPREAD Run of Publication ........... $5,000

*4 (front) and 4 (back) available

2017 Official Program advertisers will be offered first refusal on their previously held positions until 30 June 2018. After that date, those positions will be offered on a first-come, first-served basis. When reserving advertising space, please state your first-choice position.

Mechanical Information

Sizes (Full-page) Dimensions (inches)
- Full-Page Nonbleed ................... 7.75 x 10.375
- Full-Page Bleed ......................... 8.5 x 11.125
- Full-Page Finished Trim ............... 8.25 x 10.875
- Half-Page .......................... 7 x 4.625
- 2-Page Spread Nonbleed ... 15.25 x 10.375
- 2-Page Spread Bleed .................. 16.75 x 11.125
- 2-Page Finished Trim .............. 16.5 x 10.875

DAILY EVENTS E-MAILS

Space Deadline: 14 September 2018 • Materials Due: 24 September 2018

Delegates will receive a daily event email Sunday-Wednesday with a list of the most popular events of the day. There are three ads available in each email. Advertise your late-breaking news, event information, announcements, and more. Reserve your space TODAY! Limited to only one leaderboard and two banners per each day.

Schedule: One e-mail per day
- Sunday ............................ 14 October
- Monday .......................... 15 October
- Tuesday ......................... 16 October
- Wednesday .................... 17 October

File types & sizes:
- JPG, GIF, PNG; RGB; 72dpi
- Leaderboard ................. 540w x 70h pixels
- Banner ....................... 540w x 70h pixels

Rates:
- Leaderboard: .................. $1,200 per day
- Banner: ....................... $ 900 per day

FOR ADVERTISING OPPORTUNITIES CONTACT:
KATHY GAMBLE
Advertising Representative
Direct: +1.918.497.5524
Email: kgamble@seg.org

FOR EXHIBITION & SPONSORSHIP OPPORTUNITIES CONTACT:
exhibits@seg.org
seg.org/advertise