The Fabric of Civilization

Civil engineers and contractors maintain the world’s infrastructure and design the infrastructure of the future. They specify and buy the geosynthetic materials necessary to build, maintain and test bridges, roads, canals, walls, drainage systems, containment systems and more. Our readers count on GFR to find suppliers of geosynthetic materials and related products and services.

In a recent survey:
94% of readers have used GFR to find new suppliers
94% of subscribers read the ads
88% of subscribers have referred to a previous issue at least once within the past year

GFR is the only magazine that focuses specifically on geosynthetics and the solutions that the use of geosynthetics offers the engineering market.

GFR charts the increasing role of geosynthetic materials by presenting expert and peer-reviewed articles to educate civil engineers and contractors.

www.gfrmagazine.info
# 2004 Planning Calendar

**The planning calendar serves as a general guideline and may be subject to change without notice.**

## Feature Focus
- **January/February**
  - The Environment
    - Soil
    - Soil reinforcement
    - Secondary containment
    - Remediation
    - Erosion control
  - Report: Electrically conductive geosynthetics
- **March**
  - Municipal Concerns
    - Transportation
    - Stormwater Management
    - Landfills
  - Report: Geosynthetics in the construction industry
- **April**
  - Water Resources
    - Waterways and reservoirs
    - Geotextile bags and tubes
    - Coastal engineering
    - Sediment control
  - Report: Animal waste
  - Report: Geosynthetics in the construction industry
- **May**
  - Construction Season
    - Retaining walls
    - Landscape drainage
    - Steep slopes
    - Private development
  - Report: Highways
  - Report: Capping systems
- **June/July**
  - Transportation
    - Bridges
    - Working with soft soils
    - Railways
    - Drainage
  - Report: Geosynthetics in the construction industry
- **August**
  - Geosynthetic Integrity
    - Installation
    - Durability
    - Testing
  - Geosynthetic Integrity
    - Report: Geosynthetics in the energy industry
- **September**
  - Soil
    - Erosion control
    - Reinforcement
    - Separation
    - Designing software
  - Report: Remediation and reuse
- **October/November**
  - Vision
    - Pollution control
    - Private development
    - Reinventing infrastructure
  - Report: The Forensics of Failure
- **2005 Specifier’s Guide**
  - A comprehensive reference for geosynthetic engineers, installers and contractors worldwide.

## In Each Issue
Each issue offers regular “Designer’s Forum,” “Installation Techniques,” and “In the Lab” columns, along with case studies, industry and association news, and a calendar of events.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Editorial Close</strong></td>
<td>October 1, 2003</td>
<td>January 6, 2004</td>
<td>February 3, 2004</td>
<td>March 1, 2004</td>
<td>May 1, 2004</td>
<td>June 1, 2004</td>
</tr>
<tr>
<td><strong>Ad Close</strong></td>
<td>November 6, 2003</td>
<td>January 8, 2004</td>
<td>February 11, 2004</td>
<td>March 9, 2004</td>
<td>April 6, 2004</td>
<td>June 1, 2004</td>
</tr>
<tr>
<td><strong>Materials Due Date</strong></td>
<td>November 13, 2003</td>
<td>January 15, 2004</td>
<td>February 18, 2004</td>
<td>March 16, 2004</td>
<td>April 13, 2004</td>
<td>June 8, 2004</td>
</tr>
<tr>
<td><strong>Materials Due Date</strong></td>
<td>November 13, 2003</td>
<td>January 15, 2004</td>
<td>February 18, 2004</td>
<td>March 16, 2004</td>
<td>April 13, 2004</td>
<td>June 8, 2004</td>
</tr>
<tr>
<td><strong>Materials Due Date</strong></td>
<td>November 13, 2003</td>
<td>January 15, 2004</td>
<td>February 18, 2004</td>
<td>March 16, 2004</td>
<td>April 13, 2004</td>
<td>June 8, 2004</td>
</tr>
</tbody>
</table>

## 2004 Advertising Rates

### Four Color

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>9 Times</th>
<th>5 Times</th>
<th>1 Time</th>
<th>1 Time</th>
<th>(Specifier’s Guide Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>3,455</td>
<td>3,860</td>
<td>4,425</td>
<td>4,590</td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>3,285</td>
<td>3,700</td>
<td>4,085</td>
<td>4,255</td>
<td></td>
</tr>
<tr>
<td>1/2 Island</td>
<td>3,140</td>
<td>3,220</td>
<td>3,930</td>
<td>4,275</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>2,555</td>
<td>2,775</td>
<td>3,160</td>
<td>3,335</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1,725</td>
<td>1,940</td>
<td>2,225</td>
<td>2,475</td>
<td></td>
</tr>
<tr>
<td>C2</td>
<td>3,640</td>
<td>4,030</td>
<td>4,770</td>
<td>5,230</td>
<td></td>
</tr>
<tr>
<td>C3</td>
<td>3,545</td>
<td>4,150</td>
<td>4,610</td>
<td>4,970</td>
<td></td>
</tr>
<tr>
<td>C4</td>
<td>3,970</td>
<td>4,455</td>
<td>4,925</td>
<td>5,320</td>
<td></td>
</tr>
<tr>
<td>Center Spread</td>
<td>6,545</td>
<td>7,505</td>
<td>8,450</td>
<td>9,400</td>
<td></td>
</tr>
<tr>
<td>S.G. Tab Page</td>
<td>4,695</td>
<td>5,010</td>
<td>5,320</td>
<td>5,490</td>
<td></td>
</tr>
</tbody>
</table>

* For 5th color, add $170 to the advertising rate. Special position add 10%.

### Two Color

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>9 Times</th>
<th>5 Times</th>
<th>1 Time</th>
<th>1 Time</th>
<th>(Specifier’s Guide Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>2,870</td>
<td>3,405</td>
<td>3,840</td>
<td>3,995</td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>2,700</td>
<td>3,110</td>
<td>3,510</td>
<td>3,665</td>
<td></td>
</tr>
<tr>
<td>1/2 Island</td>
<td>2,555</td>
<td>2,770</td>
<td>3,165</td>
<td>3,335</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>2,080</td>
<td>2,315</td>
<td>2,725</td>
<td>2,885</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1,445</td>
<td>1,660</td>
<td>1,940</td>
<td>2,185</td>
<td></td>
</tr>
</tbody>
</table>

### Black & White

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>9 Times</th>
<th>5 Times</th>
<th>1 Time</th>
<th>1 Time</th>
<th>(Specifier’s Guide Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>2,290</td>
<td>2,700</td>
<td>3,230</td>
<td>3,410</td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>2,115</td>
<td>2,505</td>
<td>2,910</td>
<td>3,085</td>
<td></td>
</tr>
<tr>
<td>1/2 Island</td>
<td>1,960</td>
<td>2,175</td>
<td>2,595</td>
<td>2,755</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>1,685</td>
<td>1,895</td>
<td>2,290</td>
<td>2,450</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1,160</td>
<td>1,370</td>
<td>1,645</td>
<td>1,900</td>
<td></td>
</tr>
</tbody>
</table>

Contact Sarah Hyland, Advertising Director or your salesperson at: 800/225-4324 or +(1) 651/222-2508, fax: +(1) 651/225-6966
E-mail schyland@ifai.com