

# EEGS Corporate Membership Packages

EEGS is offering expanded benefits and opportunities for Corporate Members to increase visibility and reach a targeted, near surface geophysical community. When EEGS unveiled its new website, members and visitors were offered additional experiences and numerous web site features designed to increase traffic and lengthen engagement times.

**Challenge:** Offer Corporate Members increased visibility for products and services by growing EEGS' member base.

EEGS will build membership and SAGEEP attendance by appealing to those who share a focus on near surface geophysics from a broad range of disciplines. Members will be offered multiple avenues to communicate and share near surface technology, techniques and expertise to capitalize on what makes EEGS unique and to amplify its value as an open source of knowledge. A larger, engaged EEGS membership means a larger targeted market for our Corporate Members.

**Challenge:** Offer Corporate Members greater visibility and reward support by adding value in exchange for continued support of the only membership organization focusing specifically on those in the near surface community.

**Challenge:** Extend to Corporate Members the benefit of EEGS' rededication to building a strong organization uniquely positioned to target and serve all who engage in near surface geophysics across the disciplines.

**Solution:** The EEGS website features numerous opportunities for members to engage and communicate directly with others based on professional focus.

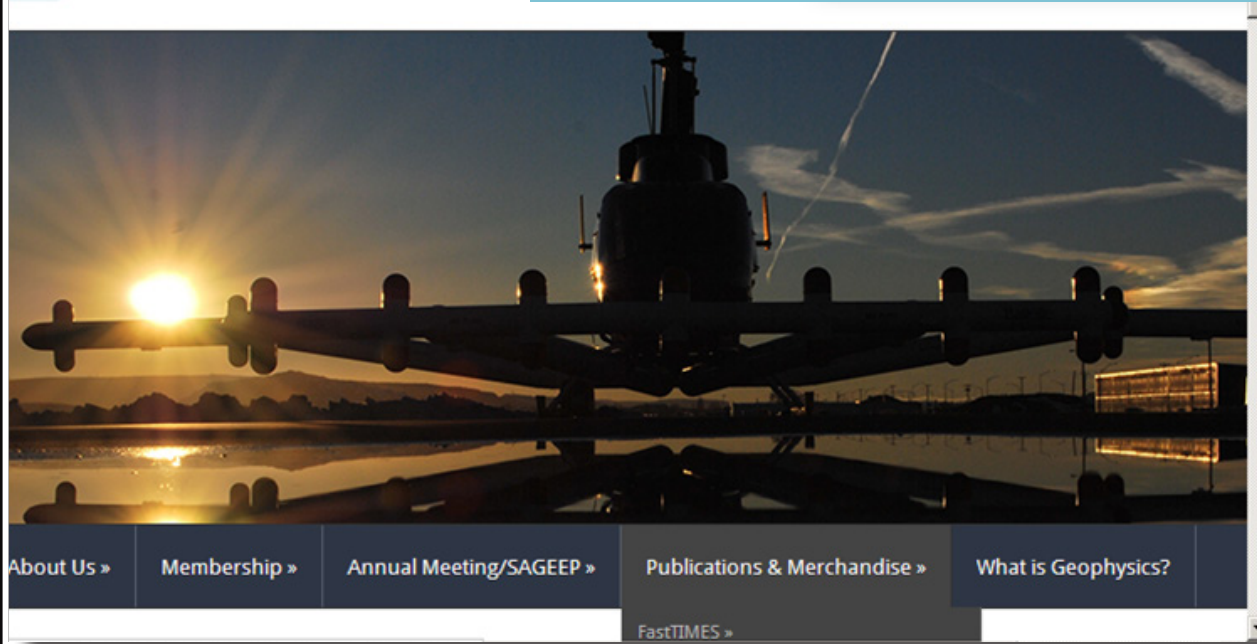
- Community Forums (post topics for online discussion, pose questions)
- E-lists (email communication - think listserv)
- Online Social Community (members connect with colleagues: email, post pictures/files, join circles for special interest discussion groups, share current projects and challenges)
- EEGS is adding Google Analytics to aid website advertisers in matching their goals to Corporate Membership Advertising Package choices.

**Solution:** In addition to the current benefits of membership based on Corporate Member type, additional visibility is offered:

- Linked Corporate logos were added to the Corporate Members page of the website
- Corporate profiles or descriptions appear on the Corporate Members page of the website
- Ability to supplement visibility by participating in the Corporate Membership Website Advertising Package

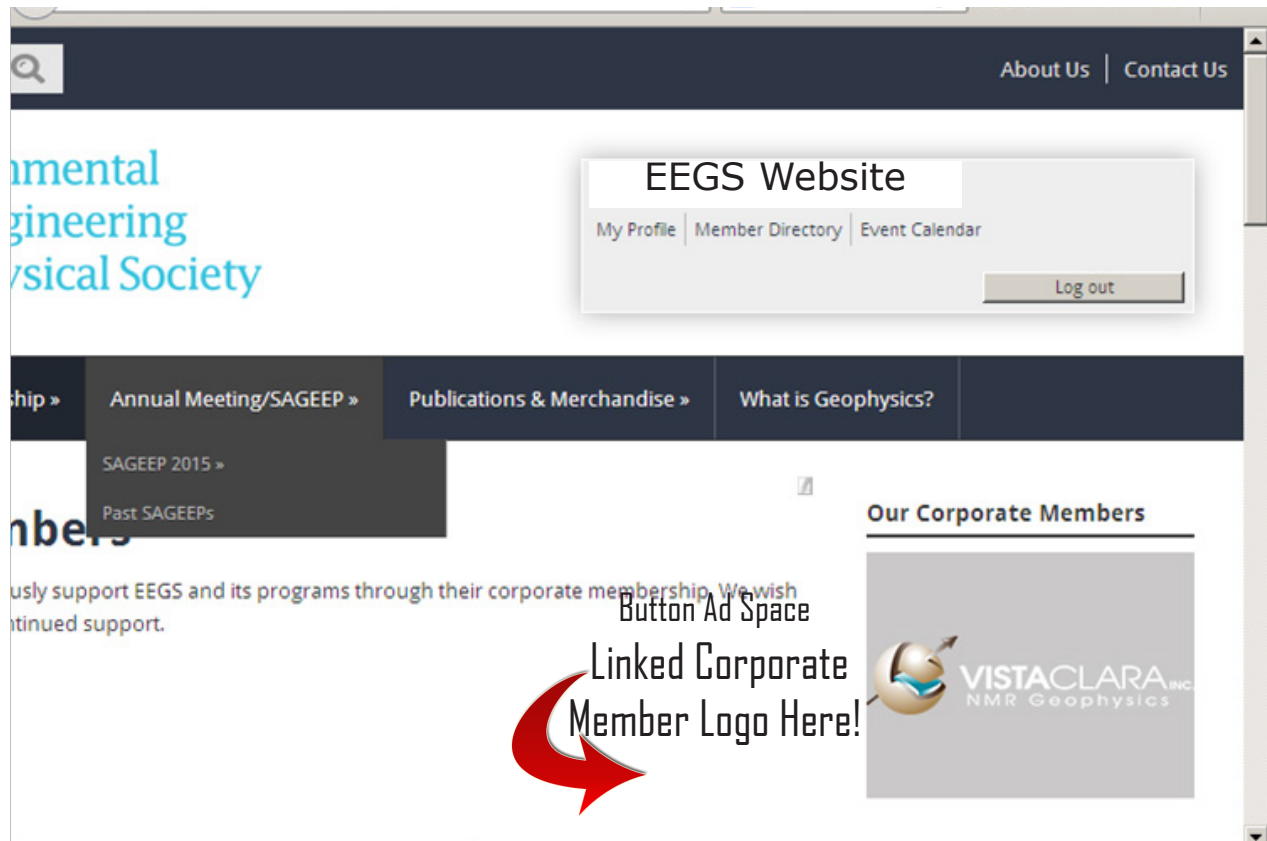
**Solution:** EEGS is offering a Corporate Membership Website Advertising Package to supplement the existing benefits of Corporate Membership:

- Company logo, tag line and link to company website in a PopUnder-sized advertisement to appear on every page of the website
- Company logo, link to company website in a button sized, right rail placement appearing on every page of the website.



Home Page  
Pop-Under Space  
Linked Corporate Member  
Logo Here

Ad Type	Width/px	Height/px	Ad Type	Width/px	Height/px
Rectangles and Pop-Ups			Banners and Buttons		
Medium Rectangle	300	250	Full banner	468	60
Square Pop-Up	250	250	Half banner	234	60
Vertical Rectangle	240	400	Micro bar	88	31
Large Rectangle	336	280	Button 1	120	90
Rectangle	180	150	Button 2	120	60
3:1 Rectangle	300	100	Vertical banner	120	240
Pop-Under	720	300	Square button	125	125
			Leaderboard	728	90



Button Ad Space  
Linked Corporate  
Member Logo Here!