

2018 MEDIA PORTFOLIO

UPSTREAM * MIDSTREAM * DOWNSTREAM



The Official Products & Services
Section of Oil & Gas Journal:

OIL, GAS
& petrochem equipment

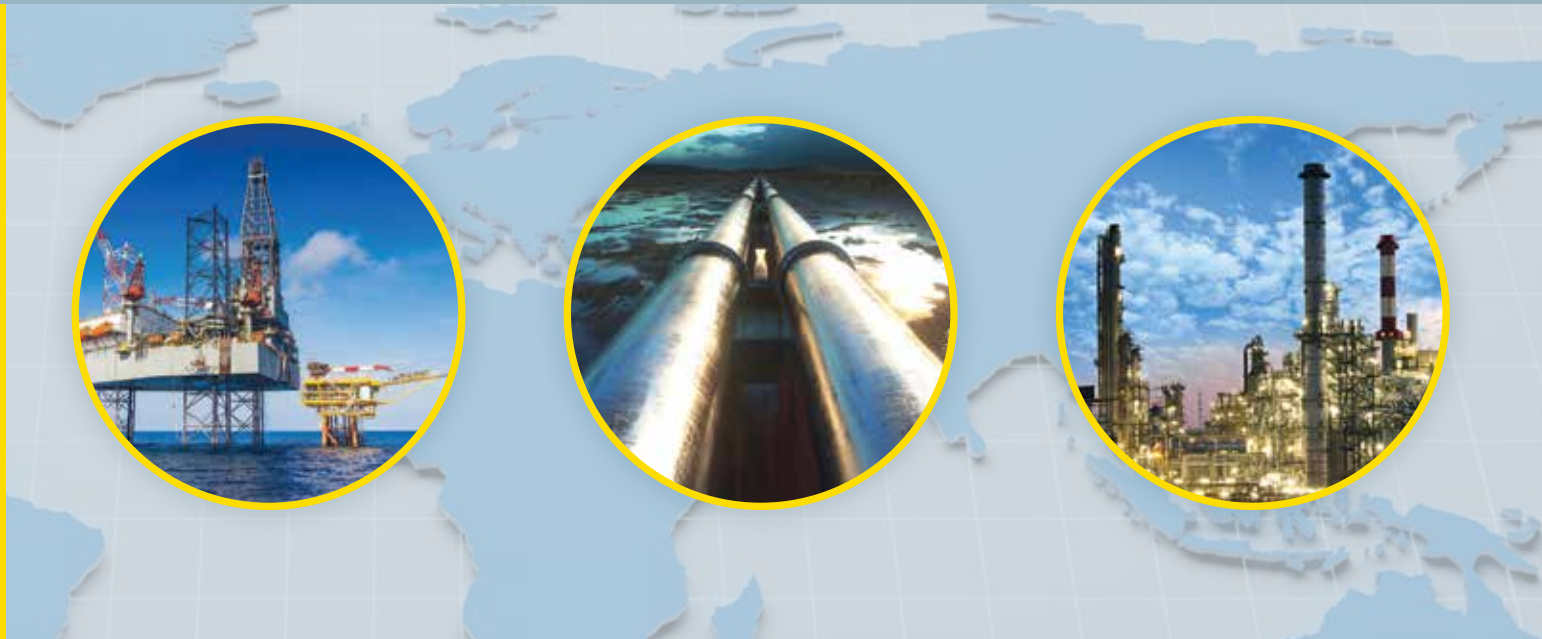
www.ogj.com

PennWell[®]

THE OGJ CONNECTION

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UPSTREAM * MIDSTREAM * DOWNSTREAM

Coverage Includes:

- Onshore and Offshore Technology
- Exploration & Development
- Drilling & Production
- Refining & Processing
- Pipelines & Transportation
- Products and Equipment

Oil & Gas Journal is the world's most widely read petroleum industry publication offering the richest, most valued, and relevant editorial content in the industry for over 100 years. Across daily, weekly, and monthly channels and mobile, digital, and print formats, OGJ delivers the latest worldwide news, deep analysis of issues and events, and core statistics on markets and activity.

OIL, GAS & petrochem equipment

OGJ's monthly affiliate *Oil, Gas & Petrochem Equipment* is the industry's only all-products magazine and website reaching global audiences. As PennWell's second longest running publication, OG&PE has been serving the oil and gas industry for 64 years!

LEADING YOU TO SUCCESS

Every Step Of The Way

STEP 1:

Define your needs

OGJ will work with you to assess your current practices, make recommendations to meet your marketing goals, and create a plan to get the results you're looking for. Let us assist you with:

- Building brand awareness
- Repositioning your brand
- New product or service launches
- Generating and nurturing leads
- Supporting your sales team
- Building customer loyalty
- Strengthening your position as a thought leader

STEP 2:

Develop the plan and prioritize

OGJ will help you identify solutions to reach your intended audiences.

- Help define your target audience
- Identify key decision makers
- Share resources, both internally and externally to support the plan
- Explore areas that require attention
- Recommend areas for improved marketing efficiency
- Prioritize marketing efforts based on your input

STEP 3:

Engage and nurture prospects and clients

OGJ will provide reporting, analysis, and insights to ensure your marketing investment is maximized.

INFLUENCE AUDIENCES



OGJ READERS ARE SEEKING NEW VENDERS

80% are looking for information on suppliers or vendors or are looking to make a purchasing decision

76% are likely to consider products and systems from new or alternative vendors



OGJ READERS HAVE PURCHASING AUTHORITY

74% have purchasing authority

60% have influence or authority for purchases over \$25,000

SOURCE: 2017 OGJ Audience Survey

124,408
TOTAL QUALIFIED
CIRCULATION

54%

U.S. Subscribers
67,393



46%

International Subscribers
57,015

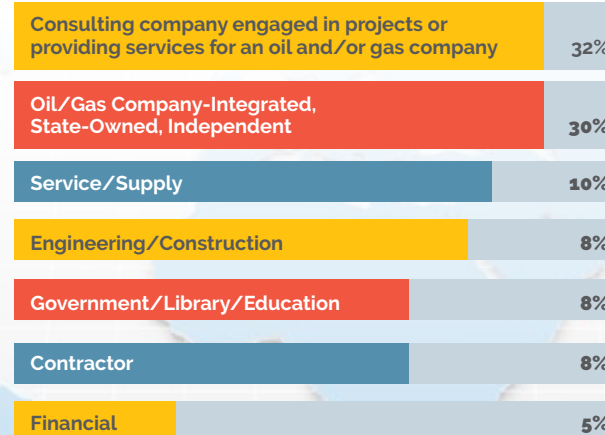
SOURCE: June 2017 AAM Audit Statement, May 1, 2017 issue



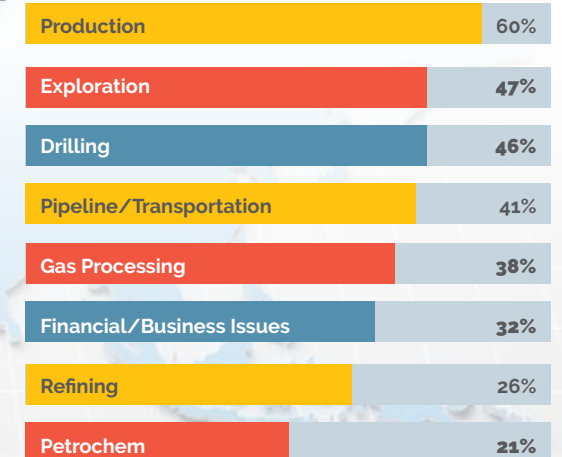
PRIMARY JOB FUNCTION



PRIMARY OPERATION



PRIMARY INTEREST:



SOURCE: Baxter Research Center MediaView Report, August 7, 2017

REACH PROSPECTS

2018 Media Consumption

We asked and they answered:

OGJ asked subscribers how they interact with various media channels and here's what they told us:



OGJ SUBSCRIBERS USE THE MAGAZINE TO:

77% identify potential products or services

75% identify potential vendors and suppliers



AS A RESULT OF VIEWING AN AD IN OGJ MAGAZINE, READERS:

69% researched the product, services, or company in the advertisement

67% recommended and/or purchased the product or service, while

64% visited the company's website



OGJ ONLINE AUDIENCES SAID:

79% click on ads from industry-specific websites

65% say that seeing a video makes them more likely to read an ad on OGJ.com

50% of eNewsletter subscribers use ads to link to more information or to find special offers and incentives



WHEN IT COMES TO VIDEO:

61% of the OGJ audience references videos about the industry or their job at least once a month.

Technical content and case studies are the most important content they're looking to consume.



OGJ SUBSCRIBERS ARE A SOCIAL BUNCH:

74% OGJ audiences maintain an active profile on LinkedIn, followed by Facebook and Twitter.

This audience uses social media to make business contacts and to access industry articles or news.



1 JANUARY	5 FEBRUARY	5 MARCH	2 APRIL	7 MAY	4 JUNE
<p>FORECAST & REVIEW PRICES, MARKETS, AND MORE This annual analysis provides a preview of the year ahead in oil and natural gas.</p>	<p>AD READERSHIP STUDY U.S. POLITICAL UPDATE THE POWER TO CHANGE THE INDUSTRY From regulatory to legislative developments, this report delivers an overview of the political landscape relevant to exploration, drilling, production, refining, and transportation.</p> <p>WORLDWIDE PIPELINE CONSTRUCTION MILEAGE TOTALS AND KEY PROJECTS For pipeline contractors, pipeline operators, producers seeking transport routes, and refiners seeking feedstock, our annual pipeline construction projection offers exclusive information based on OGJ survey data.</p>	<p>CAPITAL SPENDING UPDATE This annual preview of the year's capital spending plans provides exclusive data related to U.S. exploration and production (E&P), refining, petrochemicals, pipelines, and other industry operations. Global E&P projections are also covered.</p> <p>REFINING TRENDS This report offers a multifaceted look at how the refining industry is reacting to unprecedented changes in markets for crude oil and petroleum products.</p> <p><i>U.S. OLEFINS</i></p>	<p>EOR REPORT This enhanced oil recovery (EOR) update is for producers and planners working in a high-potential and technically challenging area of oil supply.</p> <p>OFFSHORE OPERATIONS For producers, pipeline builders and operators, and support firms, this annual collection of articles covers technical progress in a challenging and important part of the oil and gas business.</p>	<p>WORLDWIDE CONSTRUCTION UPDATE PROJECT DETAILS AND TREND ANALYSIS Twice a year, OGJ publishes this comprehensive global survey covering construction across the industry, including refining, gas processing, petrochemicals, pipelines, liquefied natural gas (LNG), gas-to-liquids, and construction projects.</p> <p>DRILLING MARKET UPDATE This update provides in-depth analysis of the market and operational forces shaping the future of the drilling industry</p>	<p>LNG UPDATE AN INDUSTRY IN TRANSITION For gas industry professionals, this report covers developments in an industry that has new sources of supply coming on stream, along with economics in flux.</p> <p>APPLIED ANALYTICS: PROCESSING Operators of refineries, gas processing plants, and petrochemical facilities will learn how their peers are using sophisticated tools of data collection and analytics to optimize operations and maintenance.</p> <p><i>U.S. MIDSTREAM UPDATE</i></p>
<p>Ad Sales Close 12/11 Ad Material Due 12/18</p>	<p>Ad Sales Close 01/17 Ad Material Due 01/24</p>	<p>Ad Sales Close 02/14 Ad Material Due 02/21</p>	<p>Ad Sales Close 03/14 Ad Material Due 03/21</p>	<p>Ad Sales Close 04/18 Ad Material Due 04/25</p>	<p>Ad Sales Close 05/15 Ad Material Due 05/22</p>
BONUS DISTRIBUTION					
<p>SPE Hydraulic Fracturing Technology Conference & Exhibition Jan 23-25 / The Woodlands, TX</p> <p>Pipeline Pigging & Integrity Management Conference Jan 29-Feb 1 / Houston, TX</p> <p>NAPE Summit Feb 5-9 / Houston, TX</p>	<p>Topsides, Platforms & Hulls February 6-8 / Galveston, TX</p> <p>ARC Industry Forum Feb 12-15 / Orlando, FL</p> <p>PLCA Convention Feb 13-17 / Koloa, Hawaii</p> <p>IP Week February 20-22 / London, UK</p>	<p>GEO 2018 Mar 6-8 / Kingdom of Bahrain</p> <p>IADC/SPE Drilling Conference & Exhibition Mar 6-8 / Fort Worth, TX</p> <p>AFPM Annual Meeting Mar 11-13 / New Orleans, LA</p> <p>EITEP Pipeline Technology Conference Mar 12-14 / Berlin, DE</p> <p>Subsea Tieback Forum & Exhibition Mar 13-15 / Galveston, TX</p> <p>AFPM Annual Meeting Mar 25-27 / San Antonio, TX</p> <p>SPE ICoTA Mar 27-28 / The Woodlands, TX</p> <p>CIPPE Mar 27-29 / Beijing, CN</p>	<p>Pipeline • Energy Expo April 3-5 / Tulsa, OK</p> <p>OGIS New York Apr 9-11 / New York, NY</p> <p>SPE Improved Oil Recovery Conference Apr 14-18 / Tulsa, OK</p> <p>GPA Midstream Convention Apr 15-18 / Austin, TX</p> <p>NACE Corrosion Apr 15-19 / Phoenix, AZ</p> <p>SPE/IADC Managed Pressure Drilling & Underbalanced Operations Apr 17-18 / New Orleans, LA</p> <p>API Pipeline Conference Apr 24-26 / St. Louis, MO</p> <p>PESA Annual Meeting Apr 25-27 / Greensboro, Georgia</p> <p>Hannover Messe Apr 23-27 / Hannover, DE</p> <p>Offshore Technology Conference Apr 30- May 3 / Houston, TX</p>	<p>Offshore Technology Conference Apr 30- May 3 / Houston, TX</p> <p>FLAME 2018 May 14-17 / Amsterdam, NL</p> <p>IADC Drilling Onshore Conference & Exhibition May 17 / Houston, TX</p> <p>AAPG 2018 Annual Convention & Exhibition May 18-20 / Salt Lake City, UT</p> <p>PNEC May 22-24 / Houston, TX</p> <p>AFPM Reliability & Maintenance Conference & Exhibition May 22-25 / Convention Center, TX</p>	<p>ILTA International Conference & Trade Show June 11-13 / Houston, TX</p> <p>EAGE Conference & Exhibition Jun 11-14 / Copenhagen, DK</p> <p>IPAA Midyear Meeting Jun 25-27 / Austin, TX</p> <p>Electrify Europe Jun 19 -21 / Vienna, AT</p>

2 JULY	6 AUGUST	3 SEPTEMBER	1 OCTOBER	5 NOVEMBER	3 DECEMBER
<p>MIDYEAR FORECAST A MID-COURSE LOOK AT THE YEAR With coverage of oil and gas markets important to producers, drillers, pipeliners and gas processors, our midyear update offers a preview of the 3Q and 4Q with adjustments based on the preceding six months.</p> <p>APPLIED ANALYTICS: UNCONVENTIONAL RESOURCES This report covers analytical methods producers use to enhance operations and improve the economics of developing oil and gas in unconventional reservoirs.</p>	<p>AD READERSHIP STUDY</p> <p>OFFSHORE EUROPE REPORT ACTIVITY UPDATE This offshore update provides a regionally focused annual review of drilling and production activity in Europe.</p> <p>WATERBORNE TRANSPORT UPDATE This update shows how new supplies of crude oil and other hydrocarbon liquids are combining with expansion of the Panama Canal and other logistical changes to reshape global movement of hydrocarbon energy.</p>	<p>OGJ 150/100 PROFILING THE PRODUCERS Here we take a financial and operational look at the bellwethers of our industry: the 150 largest publicly traded oil and gas producers in the U.S. and the 100 largest elsewhere.</p> <p>DRILLING TECHNOLOGY UPDATE ACTIVITY, TECHNOLOGY, ANALYSIS Articles in this report will feature technical innovation in onshore and offshore drilling.</p> <p><i>U.S. OLEFINS</i></p>	<p>PIPELINE ECONOMICS FINANCIAL DATA AND CONSTRUCTION COSTS Nowhere else will you find a more complete analysis of pipeline revenue and income and U.S. pipeline and compressor construction costs. This trusted report is used for planning throughout the pipeline industry.</p> <p>GEOPHYSICS UPDATE SEISMIC METHODS AND MORE With new technologies emerging all the time in seismic, this update offers a look at seismic and related techniques for data acquisition and production monitoring.</p>	<p>FRONTIERS OF EXPLORATION This report spotlights the sometimes unexpected places where oil and gas companies are searching for future supplies of oil and natural gas.</p> <p>WORLDWIDE CONSTRUCTION UPDATE PROJECT DETAILS AND TREND ANALYSIS This is the second OGJ survey-based look of the year at construction projects planned and under way in refining, gas processing, petrochemicals, and pipelines, plus LNG, gas-to-liquids, and other projects.</p> <p><i>U.S. MIDSTREAM UPDATE</i></p>	<p>WORLDWIDE REPORT GLOBAL RESERVES, PRODUCTION, AND REFINING CAPACITIES One of our most authoritative and frequently quoted reports, this update offers a country-by-country analysis of oil and gas reserves, production data by country and field, and refinery capacity around the world.</p>
Ad Sales Close 06/13 Ad Material Due 06/20	Ad Sales Close 07/18 Ad Material Due 07/25	Ad Sales Close 08/15 Ad Material Due 08/22	Ad Sales Close 09/12 Ad Material Due 09/19	Ad Sales Close 10/17 Ad Material Due 10/24	Ad Sales Close 11/12 Ad Material Due 11/19
BONUS DISTRIBUTION					
<p>URTeC July 23-25 / Houston, TX</p>	<p>Offshore Northern Seas Aug 27-30 / Stavanger, NO</p>	<p>Pipeline Week Sep 11-13 / Houston, TX</p> <p>Turbomachinery Pump Symposium Sep 17-20 / Houston, TX</p> <p>SPE Annual Technical Conference Sep 24-26 / Dallas, TX</p> <p>International Pipeline Conference Sep 24-28 / Calgary, CA</p> <p>AFPM Operations & Process Technology Summit Oct 1-3 / Atlanta, GA</p>	<p>SEG Annual Meeting October 14-19 / Anaheim, CA</p> <p>ADIPEC TBD/Abu Dhabi, UAE</p>	<p>IPAA Annual Meeting Nov 11-13 / New Orleans, LA</p>	

WEEKLY DIGITAL EDITION SCHEDULE

January 8, 15, 22, 29
February 12, 19, 26
March 12, 19, 26

April 9, 16, 23, 30
May 14, 21, 28
June 11, 18, 25

July 9, 16, 23, 30
August 13, 20, 27
September 10, 17, 24

October 8, 15, 22, 29
November 12, 19, 26
December 10, 17

OGPE EDITORIAL CALENDAR

OGJ's Monthly Products & Services Affiliate



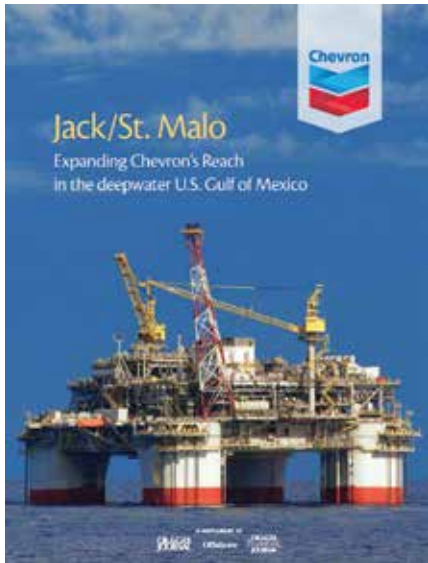
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
2017 PRODUCT & SERVICE HIGHLIGHTS/REVIEW	MIDSTREAM/ DOWNSTREAM	FLOW MEASUREMENT & CONTROL	DRILLING & PRODUCTION	PIPELINE & STORAGE	MAINTENANCE
Ad Sales Close 12/11 Ad Material Due 12/18	Ad Sales Close 01/17 Ad Material Due 01/24	Ad Sales Close 02/14 Ad Material Due 02/21	Ad Sales Close 03/14 Ad Material Due 03/21	Ad Sales Close 04/18 Ad Material Due 04/25	Ad Sales Close 05/15 Ad Material Due 05/22
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JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FILTRATION & SEPARATION	PUMPS, COMPRESSORS	INSTRUMENTATION	VALVES & ACTUATORS	FRACING EQUIPMENT, PRODUCTS, SERVICES	NATURAL GAS
Ad Sales Close 06/13 Ad Material Due 06/20	Ad Sales Close 07/18 Ad Material Due 07/25	Ad Sales Close 08/15 Ad Material Due 08/22	Ad Sales Close 09/12 Ad Material Due 09/19	Ad Sales Close 10/17 Ad Material Due 10/24	Ad Sales Close 11/12 Ad Material Due 11/19
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OG&PE will be distributed at the same events as *Oil & Gas Journal* in addition to those listed.

BRAND AWARENESS

Custom Publications, Market Connection, Article Reprints



CUSTOM PUBLICATIONS

Custom publications offer the opportunity to reach and influence a select audience with specific content messaging. PennWell Petroleum Group's Custom Publishing produces publications designed to showcase topics such as emerging technologies, development ventures, research projects, and innovative equipment and techniques.

Let **Roy Markum** help you tell your story
RoyM@PennWell.com | 713.963.6220

Published every month in print and online, OGJ Market Connection brings you the latest in product and service offerings. List employment opportunities, place your ad to buy or sell equipment, promote real estate or leases, advertise RFQ opportunities, or provide details about your professional services.

Contact **Grace Jordan** to place your ad in the OGJ Market Connection
GraceJ@PennWell.com | 713.963.6291

MARKET CONNECTION



ARTICLE REPRINTS

Turn your editorial content into a valuable marketing tool! Once your article is published in *Oil & Gas Journal*, work with your OGJ representative to produce or customize a hard copy or digital eprint to distribute at tradeshow and meetings or to upload to your company's website.

Contact your sales representative to order your article reprints in digital or print format.

OGJ ONLINE MARKETING

Drive Traffic



Homepage-Plus Ads

Generate broad awareness of your brand and product messaging while driving traffic to your website or online offerings.

LEADERBOARD	SKYSCRAPER	SITE SPONSOR
728 x 90	300 x 600	300 x 250

Topic Centers

Topic Center banners allow you to align your message with relevant content providing more targeted impressions. Choose from the following OGJ topic centers to target prospects:

- General Interest
- Exploration & Development
- Drilling & Production
- Refining & Processing
- Transportation

Pushdown Banner

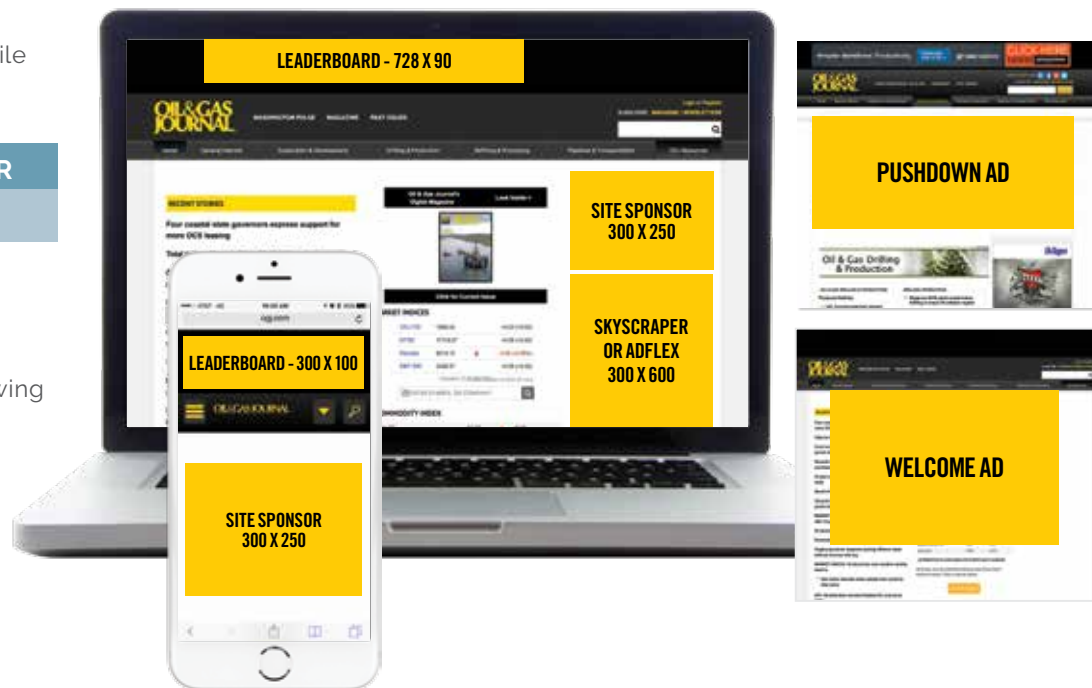
This premium position auto-expands beneath OGJ's navigation bar and supports detailed messaging such as live streaming video, multiple targeted links and lead forms.

Welcome Ad

Make a big announcement or a big splash with rebranding efforts. Displayed once every 24 hours, the welcome ad is messaging that audiences can't miss.

ADFLEX SPONSORSHIP

This premium display ad engages site visitors with your message via special content marketing, social, and video consoles within a skyscraper banner ad unit. The AdFlex component-based format permits advertisers to include functionality into a single, standard ad unit, allowing visitors to engage with your relevant content.



576,785
AVERAGE MONTHLY
PAGE VIEWS

361,281
AVERAGE MONTHLY
VISITS

225,549
AVERAGE MONTHLY
UNIQUE VISITORS

SOURCE: Omniture Site Catalyst (Oct. 1, 2016 - Sept. 30, 2017)

OGJ daily, biweekly, and monthly eNewsletters are a simple and effective way to push your marketing message to professionals focused on specific topics that align with your products, services, and solutions while driving traffic to your landing page or website.



OGJ Daily Update (MONDAY – FRIDAY)

Build brand awareness daily with the OGJ Daily Update – timely news analysis and reports on rapidly changing industry conditions and events.



Exploration & Development Report

(FIRST & THIRD THURSDAY)

Discover the latest updates on exploration. The Exploration & Development Report features the global development of hydrocarbons and includes global area drilling reports.



Drilling & Production Report (SECOND & FOURTH TUESDAY)

Place your message among reports of production starts, rig construction and activity, and key developments in drilling and production technology.



Refining Report (THIRD WEDNESDAY)

Align your messaging with the latest key developments impacting the global refining industry, such as refinery construction and capacity expansion projects, planned and unplanned maintenance events, new and evolving process technologies, regulatory matters, and analyses of regional supply-demand dynamics for refined products.



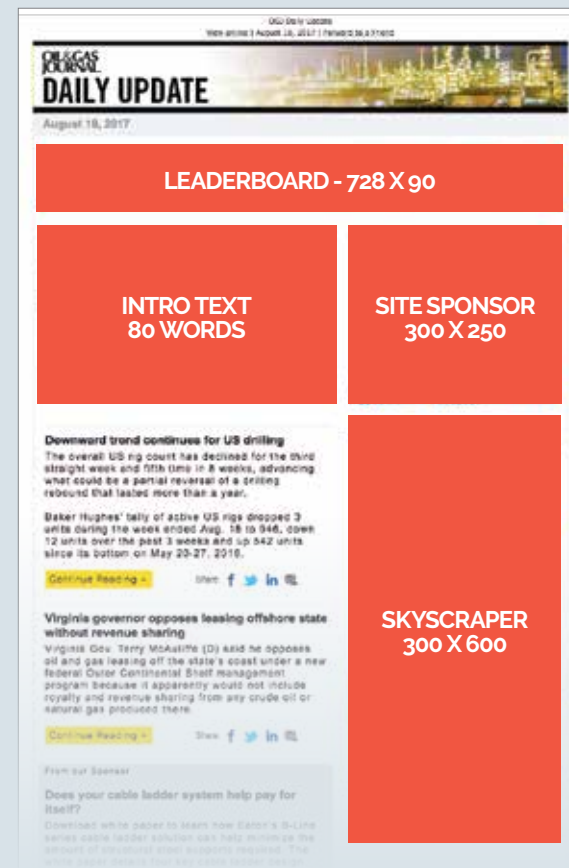
Pipeline Report (LAST WEDNESDAY OF THE MONTH)

OGJ's *Pipeline Report* provides detailed information about oil and gas pipeline operations, construction, and regulation. Expert oversight ensures inclusion of the information you need to navigate this active and competitive market segment.



The OGJ Washington Pulse (FIRST & THIRD FRIDAY)

Expanding on OGJ's legacy strength, this eNewsletter focuses on the governance, policies, and economics regulating the oil and gas industry. This content aligns well for positioning law firms, PR firms, trade associations, and consultants.



Intro Text Ad

Available in the various eNewsletters, intro text ad units allow you to place 70 words of your marketing message within the content of OGJ eNewsletters. This ad unit is the highest performing in terms of click-through rate, perfect for promoting white papers, webinars, case studies, and videos!

OGPE.com

OGPE.com is the only upstream, midstream, and downstream all-products-and-services website. Continuously updated with the newest products, services, and news updates OGPE.com helps effectively position your organization in front of active buyers.

LEADERBOARD Top & Anchor	SITE SPONSOR
728 x 90	300 x 250



Equip-Alert Weekly eNewsletter

Delivered every Thursday to over 39,000 global petroleum professionals, the Equip-Alert Weekly eNewsletter sends Product Showcases to potential buyers with a direct link to your website. The "Above the fold" announcements – including top, middle, and bottom leaderboards are OGPE's biggest traffic and page view generator.

Leaderboards (Top Middle, Anchor)

- 728 x 90 image
- Includes up to 45 words
- Link to the URL of your choice (plain text is accepted)

Product Showcase

- 150 x 150 image
- Includes up to 70 words
- Link to the URL of your choice



AUDIENCE EXTENSION

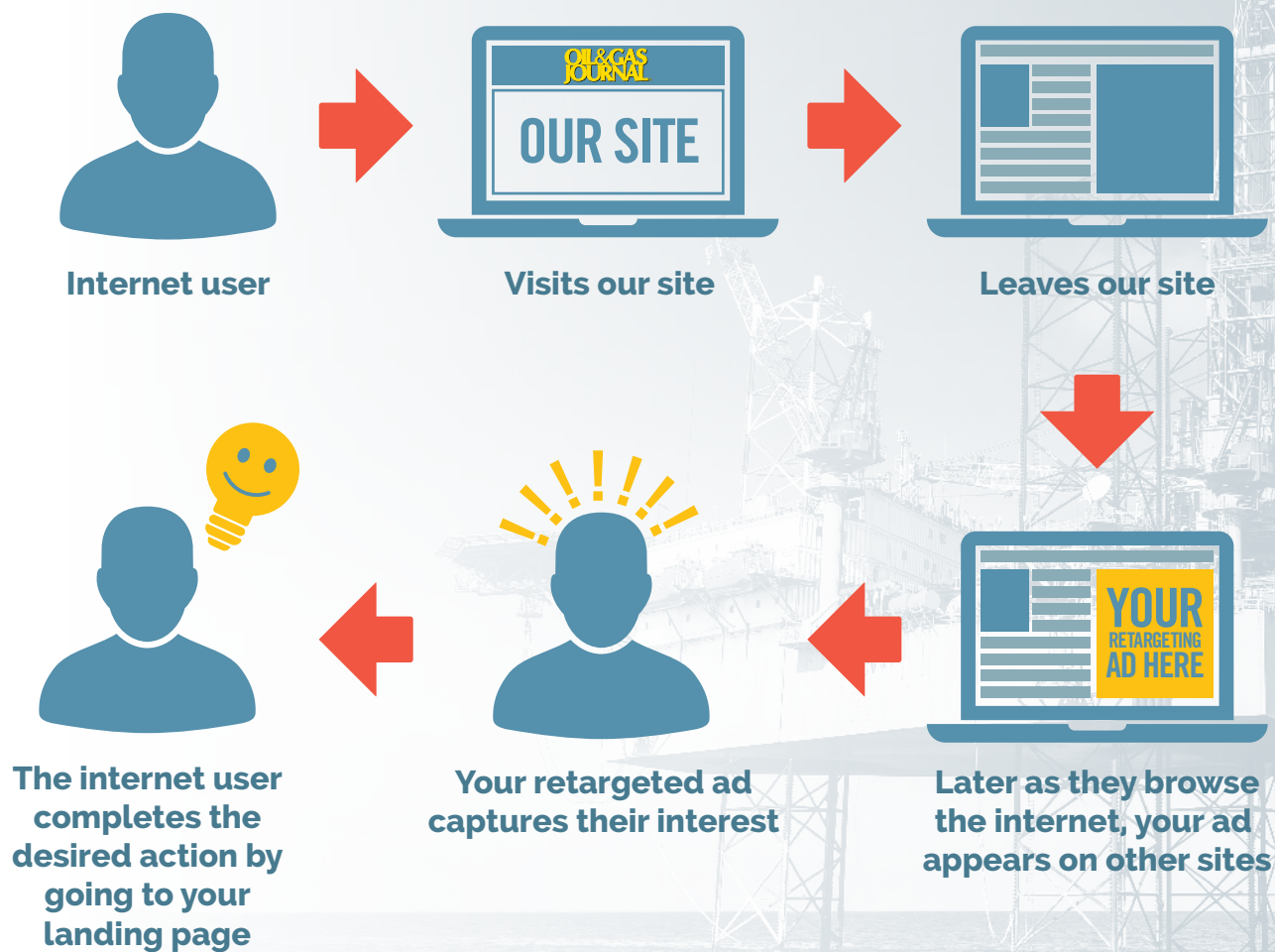
Retargeting



Running your ad on the OGJ website or eNewsletters is just the beginning when targeting audiences. The Audience Extension program targets qualified prospects and nurtures them even after they've left our site.

How does the Audience Extension program work?

We use internet ad tracking and behavioral methodologies to identify site visitors who express interest in the various topics covered on our site. The prospect is tagged with a piece of code called a "cookie" which we use as a beacon to find them elsewhere on the internet.



Email List Rental

Target key market segments and receive a quick response at a low cost! Email list rentals allow you to reach a targeted audience with your custom messaging through an email deployment. Your message will be sent to industry professionals that you have specified from our database list selects, and can be used for a nearly unlimited variety of promotional programs.



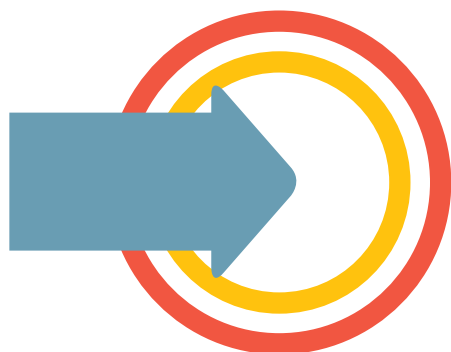
Moving Beyond List Rental >>

Reach specific audiences with custom messaging based on their interaction with the initial email promotion. Your message is sent to industry professionals selected from our database and can be used for a nearly unlimited variety of promotional programs.

Take email marketing to the next level using multi-tiered marketing automation

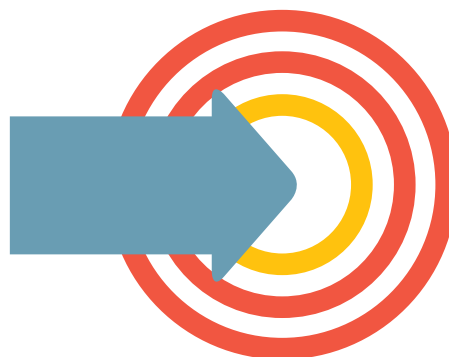
Here's how it works:

After your initial email deployment, you receive **THREE** additional opportunities to push your marketing message to potential customers. **TEST** new subject lines, new creative, or new content. Detailed **REPORTING** is provided following each deployment, giving you **QUALIFIED LEADS** for your sales pipeline.



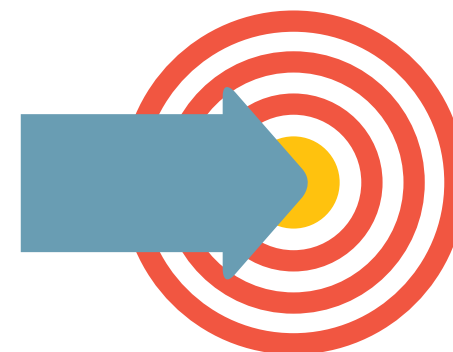
ADDITIONAL SEND #1 NON-OPENS

- Same Creative as Initial Send
- **NEW** Subject Line
- **NEW** Send Date & Time
- Detailed Report



ADDITIONAL SEND #2 OPENS-NO CLICKS

- **DIFFERENT** creative
- Similar content
- **NEW** Subject Line
- Detailed Report



ADDITIONAL SEND #3 OPENS-CLICKS

- **DIFFERENT** creative
- **DIFFERENT** content
- **NEW** Send Date & Time
- Detailed Report

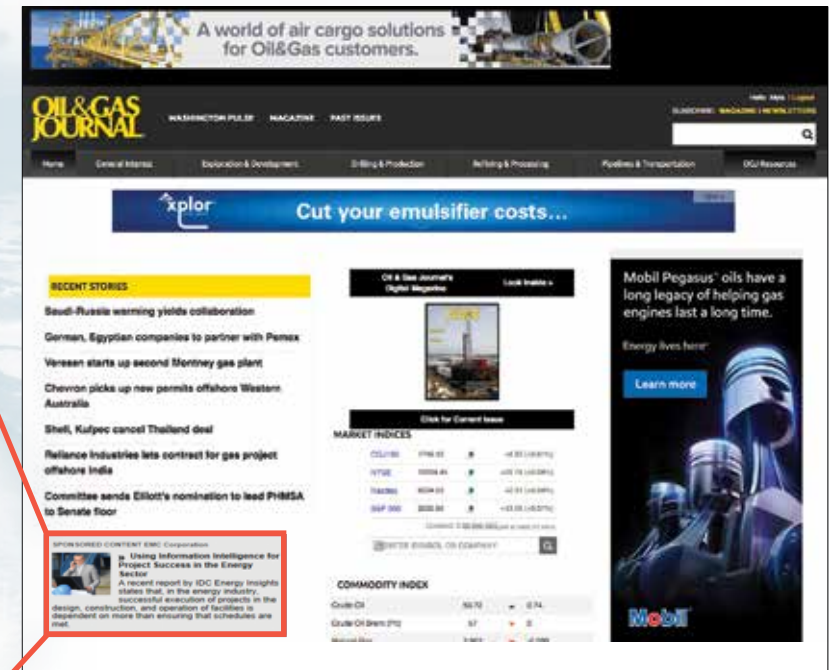
CONTENT MARKETING

Native Advertising



Extend the reach of your content by promoting it in the context of OGJ editorial content.

- Your headlines appear adjacent to our editorial articles, which are hosted on our website, making it an uninterrupted experience.
- Business users are highly receptive to native advertising, especially if it is relevant to the content they were seeking.
- Paid placement of your articles offers the opportunity to extend the reach of your articles to our audience.
- Native advertising content is indexed by Google and is more discoverable because of our site's authoritative search engine ranking on industry topics.
- As an added bonus, the articles are also indexed by our site's search engine, increasing on-site findability



FORM

Native ads embedded with the OGJ content stream in a natural and seamless way.



FUNCTION

Native ads must behave consistently with the native user experience, and function just like natural content.



NATIVE ADVERTISING

A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.



53% of survey respondents said when they visit **OGJ.com** they are looking for links to more information.

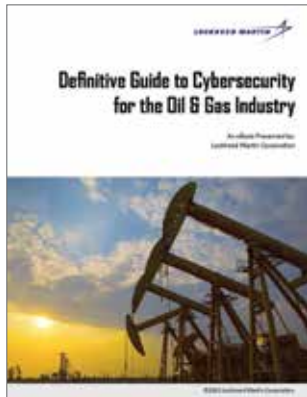
CONTENT MARKETING

Generate Leads



WEBCAST SPONSORSHIPS

Webcast sponsorships offer the opportunity to present your own content or align your brand with OGJ's technology-rich presentations. All webcasts generate highly qualified, active leads while leveraging the OGJ brand and audience to position sponsoring organizations as thought leaders among industry experts.



WHITE PAPER POSTINGS

White papers ensure that your content is visible where oil and gas decision makers conduct purchasing research and create vendor short lists. Leverage OGJ's deep website content and expertise in search engine optimization (SEO) to create a powerful marketing tool that educates current and prospective customers.

White Paper Premium package includes an email list rental to ensure you reach your target audience.

TECHNICAL BRIEFS

Technical briefs are compilations of two to four complementary pieces of content that are designed to provide our audience with a downloadable PDF format of in-depth, valuable content on a key industry topic. Garnered from the pages of OGJ's website, technical briefs offer the opportunity to align your firm with high-value and thought-leadership-oriented content.



Boost your lead generation promotion with banner advertising or a social media campaign to drive traffic to your sponsorship!

Conference Showcase Video

Produced at key industry events, these videos are filmed on the show floor by OGJ's professional video staff to promote product launches, corporate branding, announcements, partnerships, and more. These 2-3 minute videos help elevate your company's visibility to an audience of industry professionals by exposing them to branded content while positioning your company as a forward-thinking market leader. These can be hosted by you or we can provide an editorial host.

Industry Spotlight Video

Industry Spotlight Videos elevate your brand to an audience of industry professionals who may not be aware of your products or solutions. These compelling videos engage potential customers and enable you to boost response and conversion rates with a powerful call to action. Complement your marketing strategy using the most powerful marketing tool on the web!

Option 1 (Hosted)

1-2 minute video with professional voice-over, images, logo, and optional B-roll

Option 2 (Non-hosted)

1-2 minute video with professional host, B-roll, images, and logo

Hosted Video

Position your company as a forward-thinking market leader and strengthen your image among key decision makers in your market by hosting your video assets on our site. Hosted Videos help increase your brand's visibility among thousands of potential customers and provide an affordable opportunity to educate your target audience on your company's capabilities and product offerings.





Gain Valuable visibility into your prospect's accelerated buying journey with Orchestrate, the new and revolutionary lead generation platform from OGJ.



SOPHISTICATED PROSPECT TARGETING

Ensures your content marketing and lead nurturing efforts are personalized and amplified.



ACCELERATED SALES PIPELINE

Amplifies your reach to the right customers, widening the sales funnel.



ACCOUNT-BASED MARKETING STRATEGIES

Enables company and persona-based perspectives on your campaigns, helping you uncover the hottest prospects.

HOW ORCHESTRATE WORKS

>> **SELECT** a targeted group of customers for your marketing campaign based on proprietary industry profile data, interests, behaviors and companies

>> **NURTURE** your customers as they move from targeted prospect to marketing qualified lead to sales qualified lead

>> **SPECIFY** ads or recommend content to your prospects on our branded and network sites including programmatic audience extension

>> **SEND** your hottest prospects to your sales team through scored lead generation

>> **AUTOMATE** customer interactions — sophisticated technology knows when your content has been seen and sends more specific content on your products

>> **RECEIVE** detailed reports on campaign performance, funnel velocity, and known or anonymous customer touchpoints from the top of the funnel until they become a qualified lead

With Orchestrate, your targeted customer's personalized experience will make them feel understood, valued, and connected — increasing engagement with your content.

Social Media Boost

The Social Media Boost is a specialized posting on OGJ's Facebook page directing groups and followers to topic-specific sponsored content on OGJ's website. The Boost consists of an image and linked headline/text that will display in the targeted user's newsfeed for up to one week. Sponsors receive metrics such as impressions, clicks, page likes, shares, and comments to measure success.

Let's build your social media presence together!

- **Planning & Development** – based on your marketing objectives or campaign, we'll develop a plan that includes an audit of your current activity, competitor analysis, and provide you with a plan and outline best practices for your industry. The plan is inclusive of a company page start up and messaging.
- **Mitigation Strategy** – Let us help you talk to your audience, engage with them, and provide helpful information. We'll help you respond to audience feedback, both negative and positive.
- **Operational Social Media Staff Policy** – Let us help you develop your company's social media policy and work with your team to develop a plan as your staff interacts with potential leads.
- **Monthly Analysis and Performance Feedback** – OGJ can develop a dashboard for all your social media activities, review findings, and provide insights on your report, and make recommendations on how to improve performance each month.



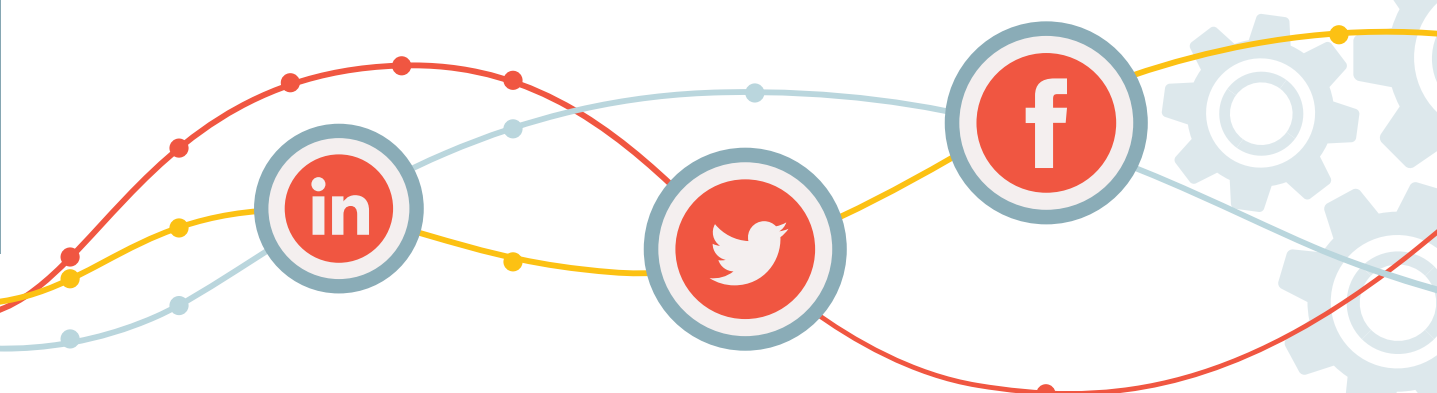
180,000+
TWITTER FOLLOWERS



57,500+
FACEBOOK LIKES



2,900+
LINKEDIN FOLLOWERS



CUSTOM CONTENT

Marketing Solutions

OIL&GAS JOURNAL[®]

— marketing solutions —

OGJ Marketing Solutions offers custom marketing solutions designed to support your marketing objectives and ad program. Let us assist in creating messaging, design, content marketing, SEO, web development, or event planning. Our integrated approach enables us to create out-of-the-box marketing elements, campaigns, and strategies to fulfill your marketing goals.

- With our roots in media and energy, we are knowledgeable in creating effective marketing pieces that translate into print, mobile, live and online and that speak to specific audiences.
- Our affiliation with numerous conferences and exhibitions worldwide provides experience in driving results for your tradeshow presence.
- As a familiar face the energy industry, OGJ Marketing Solutions excels in introducing new brands and products to uncharted market segments.
- Access to OGJ data assets and audiences give us the intelligence necessary to provide a thorough competitive analysis – perfect for exploring and navigating new geographic or industry segments.

From copywriting to design and production, our team creates compelling, specialized, and targeted messaging that resonates with audiences across new and traditional media platforms.

Speak with your OGJ representative about developing your next website; corporate brochure; tradeshow display, promotional video; print, online, or social campaign; whitepaper or technical article.

Partner with OGJ Marketing Solutions - the brand you know and trust - to deliver your message to the right audience and see results.



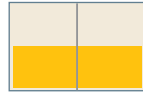
OGJ PRINT RATES & SPECS

AD SIZES



FULL PAGE SPREAD

Trim: 16" x 10.5" (406mm x 267mm)
Bleed: 16.25" x 10.75" (413mm x 274mm)
Live area: 15" x 9.5" (381mm x 241mm)



HALF PAGE SPREAD

Trim: 16" x 5.25" (406mm x 133mm)
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Live area: 15" x 5" (381mm x 127mm)



FULL PAGE

Trim: 8" x 10.5" (203mm x 267mm)
Bleed: 8.25" x 10.75" (210mm x 274mm)
Live area: 7" x 9.5" (178mm x 241mm)



2/3 PAGE

Bleed: 5.25" x 10.75" (133mm x 274mm)
Live area: 4.5" x 9.5" (114mm x 241mm)



1/2 PAGE ISLAND

Bleed: 5.25" x 8.25" (133mm x 210mm)
Live area: 4.5" x 7.375" (114mm x 187mm)



1/2 PAGE VERTICAL

Bleed: 4.125" x 10.75" (105mm x 274mm)
Live area: 3.375" x 9.5" (86mm x 241mm)



1/2 PAGE HORIZONTAL

Bleed: 8.25" x 5.5" (210mm x 140mm)
Live area: 7" x 4.875" (178mm x 124mm)



1/3 PAGE VERTICAL

Live area: 2.25" x 9.5" (57mm x 241mm)



1/3 PAGE SQUARE

Live area: 4.5" x 4.875" (114mm x 124mm)



1/3 PAGE HORIZONTAL

Live area: 7" x 3.3125" (178mm x 84mm)



1/4 PAGE

Live area: 3.375" x 4.875" (86mm x 124mm)



1/6 PAGE

Live area: 2.25" x 4.875" (57mm x 124mm)

MONTHLY PRINT EDITION (GROSS RATE)

4-COLOR RATES	1X	3X	6X	12X	24X
Full Page	13,145	12,935	12,495	12,205	11,910
2/3 Page	10,255	10,075	9,745	9,575	9,405
1/2 Page	8,705	8,600	8,445	8,170	7,895
1/3 Page	6,895	6,805	6,670	6,510	6,345
1/4 Page	6,085	5,995	5,895	5,745	5,590
1/6 Page	5,045	5,005	4,940	4,825	4,710
Full Page Spread	21,035	20,695	19,995	19,530	19,060
1/2 Page Spread	15,270	15,165	15,010	14,735	14,460

DIGITAL WEEKLY EDITION (AD RATE PER MONTH)

	1X	3X	6X	12X	24X
Full Page	4,200	3,900	3,600	3,300	3,000
1/2 Page	3,360	3,120	2,880	2,640	2,400
1/3 Page	2,520	2,340	2,160	1,980	1,800
1/4 Page	2,285	2,120	1,960	1,795	1,630

NOTE: Prices listed are gross USD and subject to 15% agency commission allowance.

HOW TO SUBMIT YOUR PRINT OR DIGITAL AD MATERIALS

TO UPLOAD AD MATERIALS TO OUR FTP SITE:

1. Go to <http://DigitalAds.PennWell.com>
2. Select "Publication" or "Website/ENL"
3. Select "Oil & Gas Journal" from the menu
4. Fill in the required information and then select "Upload File"

Maximum file size is 250 MB – please stuff or zip your files before sending, and wait to close your browser window until you get your upload confirmation. Depending on speed of connection and file size, this may take some time. Please be patient.

TO EMAIL AD MATERIALS:

For files under 10 MB, please email your ad to:

AdMaterial@PennWell.com (*Print Materials*)

Include advertiser name, publication name, issue date, and order number

WebTraffic@PennWell.com (*Digital Advertising Materials*)

Include advertiser name, publication name, digital placement, issue date, and order number

ADDITIONAL CONTACT INFORMATION:

(P) 918.831.9484 / (F) 918.831.9415 / (E) AdMaterial@PennWell.com

For more on electronic submission guidelines, visit www.ogj.com/advertise

COVER PREMIUM (4-COLOR CMYK)

Inside Front Cover	10%
Inside Back Cover	10%
Back Cover	10%
Island	10%

Of gross rate offered

Digital Weekly Belly Band	\$9,200
Digital Weekly Pre-Cover	\$6,600

BELLY BAND

Printed on 80-lb stock, at 5.5" high x 17.75" wide	\$16,500
--	----------

Net cost

MARKET CONNECTION

Column inch	\$390
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\$390 per column inch includes all weekly issues for the month. Additional charge for color.

MAP & POSTER ADVERTISING

Logo Ad	\$2,150
Single Unit	\$5,250
Double Unit	\$9,150
1/2 Top or Bottom	\$17,400

OGJ DIGITAL RATES & SPECS

TOPIC CENTERS

	GENERAL INTEREST (TC 1)	EXPLORATION & DEVELOPMENT (TC 2)	DRILLING & PRODUCTION (TC 3)	REFINING & PROCESSING (TC 4)	PIPELINE & TRANSPORTATION (TC 5)
Leaderboard	\$5,500	\$4,000	\$4,000	\$4,000	\$3,750
Site Sponsor	\$4,500	\$3,750	\$4,000	\$4,000	\$3,750
Skyscraper	\$4,500	\$3,750	\$4,000	\$4,000	\$3,750
Pushdown	\$6,750	\$5,750	\$5,500	\$5,500	\$5,750
Page Peel	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Welcome Ad	\$7,000	\$6,000	\$6,000	\$6,000	\$6,000

ENEWSLETTERS

FREQUENCY	TITLE	AD UNITS AND PRICING
DAILY	OGJ DAILY UPDATE	Leaderboard \$4,250
		Skyscraper \$3,750
		Intro/Text Ad \$4,250
		Middle (1 & 2) \$3,750
		Middle (3 & 4) \$3,500
BI-MONTHLY	EXPLORATION & DEVELOPMENT	Leaderboard \$3,250
		Skyscraper \$3,000
	DRILLING & PRODUCTION	Intro/Text Ad \$3,250
		Middle (1 & 2) \$3,000
	WASHINGTON PULSE	Middle (3 & 4) \$2,750
MONTHLY	REFINING REPORT	Leaderboard \$3,500
		Skyscraper \$3,200
	PIPELINE REPORT	Intro/Text Ad \$3,500
		Middle (1 & 2) \$3,200
PERSONNEL MOVES & PROMOTIONS	Middle (3 & 4) \$2,750	

HOMEPAGE PLUS

Leaderboard	2 rotations (top and anchor)	\$5,500
Skyscraper	2 rotations	\$4,500
Site Sponsor	5 positions	\$4,500

RICH-MEDIA AD UNITS

Page Peel	1 position	\$4,000
Pushdown	2 rotations	\$6,750
Welcome Ad	1 position	\$7,000
AdFlex Sponsor	1 position	\$4,500

DIGITAL CONTENT SPONSORSHIPS

Video Case Study		\$4,500
Email List Rental (1,000 names per \$2,000 minimum order)	Advertiser	\$650 net
	Non-Advertiser	\$1,100 net
Webcast Sponsorship	Editorial (Multi-Sponsor)	\$10,000
	Exclusive	\$18,500
Live Videocast	Exclusive	Call for Details

AD SPECIFICATIONS

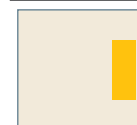
RICH-MEDIA AD UNITS



PUSHDOWN
Expanded: 970 x 418 pixels, 110k max. file size
Collapsed: 970 x 66 pixels, 60k max. file size
MOBILE RESPONSIVE: 300 x 250 pixels, 40k max. file size



WELCOME AD
Dimensions: 800 x 600 pixels, 80k max. file size



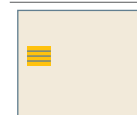
ADFLEX SPONSORSHIP
Dimensions: 300 x 600 pixels which includes:
280 x 120 branded header
280 x 50 call to action image
- includes a content marketing, video, or social media console

HOMEPAGE AND TOPIC CENTERS



LEADERBOARD
Dimensions: 728 x 90 pixels, 40k max. file size
MOBILE RESPONSIVE: 300 x 100 pixels, 40k max. file size

SKYSCRAPER
Dimensions: 300 x 600 pixels, 40k max. file size
SITE SPONSOR
Dimensions: 300 x 250 pixels, 40k max. file size



INTRO TEXT AD
Text only (80 words + URL)
File Type: Text and URL

eNEWSLETTERS



LEADERBOARD
Dimensions: 728 x 90 pixels, 40k max. file size
INTRO TEXT
Text only (100 characters max.)
File Type: Text and URL
MIDDLE POSITION
Dimensions: 300 x 250 pixels, 40k max. file size
SKYSCRAPER
Dimensions: 300 x 600 pixels, 40k max. file size

Talk to your OGJ representative about creating a customized communication program to maximize your marketing investment.

**Digital media specs and placement are subject to change as we continually work to enhance our digital media offering.*

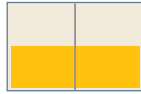
OGPE RATES & SPECS

AD SIZES



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1/3 PAGE VERTICAL

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1/3 PAGE SQUARE

Live area: 4.5" x 4.875" (114mm x 124mm)



1/3 PAGE HORIZONTAL

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1/4 PAGE

Live area: 3.375" x 4.875" (86mm x 124mm)

MONTHLY PRINT EDITION (GROSS RATE)

4-COLOR RATES	1X	3X	5X	10X	15X	20X
Full Page	\$9,000	\$8,100	\$7,200	\$6,700	\$5,700	\$4,900
2/3 Page	\$7,000	\$6,500	\$5,800	\$5,300	\$4,500	\$3,800
1/2 Page	\$5,700	\$5,100	\$4,600	\$4,200	\$3,600	\$3,100
1/3 Page	\$4,700	\$4,200	\$3,700	\$3,300	\$2,800	\$2,400
1/4 Page	\$3,800	\$3,500	\$3,100	\$2,800	\$2,400	\$2,100

All Rates Are Gross.

Oil, Gas & Petrochem Equipment is distributed within Oil & Gas Journal the first Monday of each month.

OGPE.COM (AD RATE PER MONTH)

	Flat	1X	3X	6X	12X
Site Sponsor		\$1,800	\$1,600	\$1,400	\$1,200
Leaderboard (Top & Bottom)	\$1,800 per month				

NOTE: Prices listed are gross USD and subject to 15% agency commission allowance.

ENEWSLETTER RATES

	Flat	1X	6X	12X	26X
Product Showcase		\$1,400	\$1,200	\$1,000	\$800
Top & Anchor Leaderboards	\$1,800/month				
Middle Leaderboard	\$1,500/month				

HOW TO SUBMIT YOUR PRINT OR DIGITAL AD MATERIALS

TO UPLOAD AD MATERIALS TO OUR FTP SITE:

1. Go to <http://DigitalAds.PennWell.com>
2. Select "Publication" or "Website/ENL"
3. Select "Oil & Gas Journal" from the menu for print or "Oil, Gas, & Petrochem Equipment" for digital ads
4. Fill in the required information and then select "Upload File"

Maximum file size is 250 MB – please stuff or zip your files before sending, and wait to close your browser window until you get your upload confirmation. Depending on speed of connection and file size, this may take some time. Please be patient.

For more on electronic submission guidelines, visit www.ogj.com/advertise

TO EMAIL AD MATERIALS:

For files under 10 MB, please email your ad to:

AdMaterial@PennWell.com (*Print Materials*) Include advertiser name, publication name, issue date, and order number

WebTraffic@PennWell.com (*Digital Advertising Materials*) Include advertiser name, publication name, digital placement, issue date, and order number

ADDITIONAL CONTACT INFORMATION:

(P) 918.831.9484 / (F) 918.831.9415 / (E) AdMaterial@PennWell.com

AD SPECIFICATIONS

HOMEPAGE AND TOPIC CENTERS



LEADERBOARD

Dimensions: 728 x 90 pixels, 40k max. file size
MOBILE RESPONSIVE: 300 x 100 pixels, 40k max. file size
SITE SPONSOR
Dimensions: 300 x 250 pixels, 40k max. file size



INTRO TEXT AD

Text only (70 words + URL)
File Type: Text and URL

eNEWSLETTERS



LEADERBOARD

Dimensions: 728 x 90 pixels, 40k max. file size

RELY ON OUR EXPERIENCE

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