

2018 MEDIA PORTFOLIO

UPSTREAM * MIDSTREAM * DOWNSTREAM



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

OIL & GAS
JOURNAL

www.ogpe.com

PennWell®

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

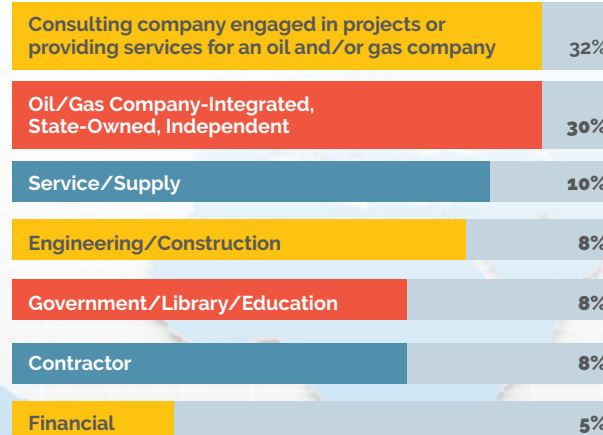
SOURCE: June 2017 AAM Audit Statement, May 1, 2017 issue



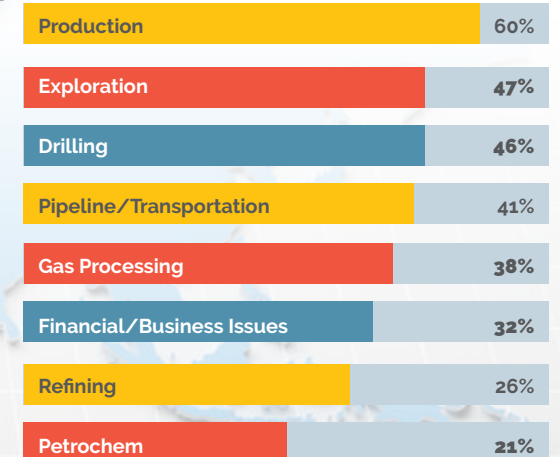
PRIMARY JOB FUNCTION



PRIMARY OPERATION



PRIMARY INTEREST:



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

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
BONUS DISTRIBUTION					
SPE Hydraulic Fracturing Technology Conference & Exhibition Jan 23-25 / The Woodlands, TX Pipeline Pigging & Integrity Management Conference Jan 29-Feb 1 / Houston, TX NAPE Summit Feb 5-9 / Houston, TX	Topsides, Platforms & Hulls February 6-8 / Galveston, TX ARC Industry Forum Feb 12-15 / Orlando, FL PLCA Convention Feb 13-17 / Koloa, Hawaii IP Week February 20-22 / London, UK	GEO 2018 Mar 6-8 / Kingdom of Bahrain IADC/SPE Drilling Conference & Exhibition Mar 6-8 / Fort Worth, TX AFPM Annual Meeting Mar 11-13 / New Orleans, LA EITEP Pipeline Technology Conference Mar 12-14 / Berlin, DB Subsea Tieback Forum & Exhibition Mar 13-15 / Galveston, TX AFPM Annual Meeting Mar 25-27 / San Antonio, TX SPE ICoTA Mar 27-28 / The Woodlands, TX CIPPE Mar 27-29 / Beijing, CN	Pipeline • Energy Expo April 3-5 / Tulsa, OK SPE Improved Oil Recovery Conference Apr 14-18 / Tulsa, OK GPA Midstream Convention Apr 15-18 / Austin, TX NACE Corrosion Apr 15-19 / Phoenix, AZ SPE/IADC Managed Pressure Drilling & Underbalanced Operations Apr 17-18 / New Orleans, LA API Pipeline Conference Apr 24-26 / St. Louis, MO PESA Annual Meeting Apr 25-27 / Greensboro, Georgia Offshore Technology Conference Apr 30- May 3 / Houston, TX	Offshore Technology Conference Apr 30- May 3 / Houston, TX FLAME 2018 May 14-17 / Amsterdam, NL IADC Drilling Onshore Conference & Exhibition May 17 / Houston, TX AAPG 2018 Annual Convention & Exhibition May 18-20 / Salt Lake City, UT PNEC May 22-24 / Houston, TX AFPM Reliability & Maintenance Conference & Exhibition May 22-25 / Convention Center, TX	ILTA International Conference & Trade Show June 11-13 / Houston, TX EAGE Conference & Exhibition Jun 11-14 / Copenhagen, DK IPAA Midyear Meeting Jun 25-27 / Austin, TX Electrify Europe Jun 19 -21 / Vienna, AT

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
BONUS DISTRIBUTION					
URTeC July 23-25 / Houston, TX	Offshore Northern Seas Aug 27-30/ Stavanger, NO	Pipeline Week Sep 11-13 / Houston, TX Turbomachinery Pump Symposium Sep 17-20 / Houston, TX SPE Annual Technical Conference Sep 24-26 / Dallas, TX International Pipeline Conference Sep 24-28 / Calgary, CA AFPM Operations & Process Technology Summit Oct 1-3 / Atlanta, GA	SEG Annual Meeting October 14-19 / Anaheim, CA ADIPEC TBD/Abu Dhabi, UAE	Deepwater Operations Nov 6-8 / Galveston, TX IPAA Annual Meeting Nov 11-13 / New Orleans, LA	

OG&PE will be distributed at the same events as *Oil & Gas Journal* in addition to those listed.

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





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.

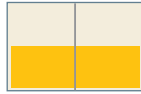
OGPE RATES & SPECS

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

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Bleed: 16.25" x 5.5" (413mm x 140mm)
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)

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

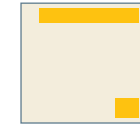
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HOMEPAGE AND TOPIC CENTERS



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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



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