



**This (light) version of the MediaKit includes**

- **Subscriber Graphics**
- **Editorial Calendar 2009**
- **Rate Card 2009**

For the full version of the MediaKit ... and for more information about all print and digital media from the PennWell Petroleum Division ... please visit [www.sicking.de/oil3.htm](http://www.sicking.de/oil3.htm)

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# 2009 Editorial Calendar

**January 5**

Ad Close: Dec 15

## The Year Ahead

### *A preview of industry operations in 2009*

From the editors of *Oil & Gas Journal*, prospects and potential surprises for producers, drillers, refiners, pipeliners, and others who make the industry work.

Nelson-Farrar Quarterly Costimating

Nelson-Farrar Cost Indexes

## BONUS DISTRIBUTION

Oil & Gas Maintenance Technologies / Pipeline Rehabilitation & Maintenance Conference, *Manama, Bahrain, Jan 19-21*

Offshore West Africa, *Abuja, Nigeria, Jan 27-29*

**January 12**

Ad Close: Dec 22

## US Energy Politics

### *What's ahead from government*

The outlook for regulatory and legislative issues likely to affect exploration, drilling, production, refining, and transportation.

Drilling Market Focus

**January 19**

Ad Close: Dec 29

## Forecast and Review

### *Prices, markets, and more*

What's likely for the year and why for oil and natural gas in US and international markets—an annual analysis that includes OGJ's US drilling forecast.

## BONUS DISTRIBUTION

IADC Health, Safety, Environment & Training Conference & Exhibition, *Houston, Feb 3-4*

NAPE Expo, *Houston, Feb 5-6*

IP Week, *London, Feb 16-19*

**January 26**

Ad Close: Jan 5

## Brazilian Drilling and Production

### *Anatomy of a hotspot*

An operational review of world-class action in Brazil.

## BONUS DISTRIBUTION

Deep Offshore Technology, *New Orleans, Feb 3-5*

**February 2**

Ad Close: Jan 12

## AD READERSHIP STUDY

### **Oil Company Evolution**

#### *A changing business climate*

How oil price changes and a period of resource nationalization have changed the investment and operational landscape for oil and gas companies.

Nelson-Farrar Cost Indexes

US Processing Update – Olefins

**February 9**

Ad Close: Jan 19

## Worldwide Pipeline Construction

### *Mileage totals and key projects*

An annual projection of pipeline construction, based on an exclusive OGJ survey – important not only to pipeline contractors and operators but also to producers looking for transport routes and refiners seeking feedstock.

## BONUS DISTRIBUTION

Pipeline Pigging & Integrity Management Conference, *Houston, Feb 9-12*

Pipe Line Contractors Assoc. Annual Conference, *Carlsbad, CA, Feb 11-15*

IADC/SPE Managed Pressure Drilling & Underbalanced Operations Conference & Exhibition, *San Antonio, Feb 12-13*

Hannover Pipeline Technology Conference, *Hannover, Germany, Apr 20-24*

Pipeline Transport, *Moscow, Apr 21-23*

**February 16**

Ad Close: Jan 26

## Gas as a Transport Fuel

### *New market for gas?*

Supply looks adequate, and environmental pressures are strong, but will economics support a big movement of natural gas into vehicle transport?

## API INSIGHT

## BONUS DISTRIBUTION

Laurance Reid Gas Conditioning Conference, *Norman, OK, Feb 22-25*

GPA Annual Convention, *San Antonio, Mar 8-11*

**February 23**

Ad Close: Feb 2

## European Gas Liberation

## BONUS DISTRIBUTION

Offshore Mediterranean Conference (OMC), *Ravenna, Italy, Mar 25-27*

**March 2**

Ad Close: Feb 9

## Practical Drilling Technology

### *Methods and results*

OGJ's annual technical look at the latest drilling practices.

Nelson-Farrar Cost Indexes

## BONUS DISTRIBUTION

Subsea Tieback Forum & Exhibition *San Antonio, Mar 3-5*

MEOS (Middle East Oil & Gas Show and Conference), *Bahrain, Mar 15-18*

IADC/SPE Drilling Conference & Exhibition, *Amsterdam, Mar 17-19*

Offshore Asia, *Bangkok, Mar 31 - Apr 2*

**March 9**

Ad Close: Feb 16

## The New Russian Regime

### *Can centralization last?*

Oil-price instability challenges Moscow's iron grip on oil and gas projects.

Drilling Market Focus

## BONUS DISTRIBUTION

MIOGE (Moscow International Oil & Gas Exhibition), *Moscow, Jun 23-26*

**March 16**

Ad Close: Feb 23

## Refining Report

### *Turning crude into products*

An annual, in-depth look at the business and technology of petroleum refining.

## BONUS DISTRIBUTION

Purvin & Gertz LPG Seminar *The Woodlands, TX, Mar 16-19*

NPRA Annual Meeting, *San Antonio, Mar 22-24*

NACE Corrosion 2009 Conference & Expo, *Atlanta, Mar 22-26*

NPRA International Petrochemical Conference, *San Antonio, Mar 29-31*

**March 23**

Ad Close: Mar 2

## Downhole Technology Review

### *The latest in production control*

A look at new methods for optimizing oil and gas production with high-tech sensors and controls installed in wellbores.

## BONUS DISTRIBUTION

SPE/ICoTA Coiled Tubing & Well Intervention Conference & Exhibition

*The Woodlands, TX, Mar 31 - Apr 1*

Rocky Mountain Unconventional Resources Conference & Exhibition *Denver, Apr 14-16*

**April 6**

Ad Close: Mar 16

## AD READERSHIP STUDY

### **Worldwide Construction Update**

#### *Project details and trend analysis—1*

The year's first of two surveys of construction projects in the areas of refining, gas processing, petrochemicals, pipelines, plus LNG, gas-to-liquids, and other gas.

Nelson-Farrar Quarterly Costimating

Nelson-Farrar Cost Indexes

## BONUS DISTRIBUTION

SPE Digital Energy Conference *Houston, Apr 7-8*

**April 13** Ad Close: Mar 23

### LNG Update

#### Projects and trends

Developments in the fastest growing area of international energy trade.

### BONUS DISTRIBUTION

GPA Mid-Continent Annual Meeting  
*Oklahoma City, Apr 16*

**April 20** Ad Close: Mar 30

### Process Control Technology

#### Automating the plant

The latest instruments and methods refiners, gas processors, and petrochemical manufacturers use to optimize plant streams.

**April 27** Ad Close: Apr 6

### Capital Spending Outlook

#### The industry's capital budget

OGJ's exclusive, annual survey of the year's US capital spending plans for exploration-production, refining, petrochemicals, pipelines, and other industry operations, plus a review of global E&P projections.

### BONUS DISTRIBUTION

API Spring Refining and Equipment Standards Meeting, *Denver, Apr 27-29*

ACHEMA, *Frankfurt, May 11-15*

**May 4** Ad Close: Apr 13

### Offshore Petroleum Operations

#### Conquering marine frontiers

Technical reports on new developments in offshore drilling, production, and pipeline methods.

Nelson-Farrar Cost Indexes

US Processing Update – Propane

### API INSIGHT

### BONUS DISTRIBUTION

Offshore Technology Conference (OTC),  
*Houston, May 4-7*

**May 11** Ad Close: Apr 20

### Offshore Technology Roundup

#### News from OTC

A follow-up report from the floor of the Offshore Technology Conference by the editors of Oil & Gas Journal.

### BONUS DISTRIBUTION

SPE EUROPE/EAGE Conference & Exhibition  
*Amsterdam, Jun 8-11*

**May 18** Ad Close: Apr 27

### Process Plant Maintenance and Turnaround

#### Downstream reliability, safety, and efficiency

How refiners and gas processors fine-tune plants and make efficient use of down-time.

Drilling Market Focus

### BONUS DISTRIBUTION

NPRA Reliability & Maintenance Conference,  
*Grapevine, TX, May 19-22*

IADC Drilling Onshore Conference & Exhibition,  
*Houston, May 21*

**May 25** Ad Close: May 4

### Arctic Drilling and Production

#### The next frontier

A review of oil and gas activity in a highly promising but highly challenging part of the world.

**June 1** Ad Close: May 11

### New Views of the Subsurface

#### Images from inside the Earth

A close look at computationally intense geophysical and geological techniques that enhance knowledge about the natural habitats of oil and gas and improve the success of exploration, drilling, and production.

Nelson-Farrar Cost Indexes

### BONUS DISTRIBUTION

AAPG Annual Meeting, *Denver, Jun 7-10*

**June 8** Ad Close: May 18

### Completion Methods

#### Advancing technologies

Innovations in the crucial and increasingly high-tech steps by which oil and gas wells are prepared for production.

### BONUS DISTRIBUTION

IPAA Midyear Meeting, *Dana Point, CA, Jun 15-17*

IADC World Drilling Conference & Exhibition,  
*Dublin, Jun 17-18*

**June 15** Ad Close: May 25

### European Refining

#### A regional analysis

A look at operations and strategies in one of the world's most important refining theaters.

## ELECTRONIC SUBMISSION REQUIREMENTS

PennWell is primarily Mac based for graphics. However we have staff trained in both Mac and PC for those applications that we support.

## ELECTRONIC SUBMISSION

See <http://digitalads.pennwell.com> for complete electronic specs. FTP Upload Site Instructions - Files will need to be stuffed or zipped prior to uploading. Files over 250MB will need to be shipped on disk to *Oil & Gas Journal*, Ad Services, 1421 S. Sheridan Rd., Tulsa, OK 74112.

Log on to <http://digitalads.pennwell.com>. Select *Oil & Gas Journal* in the magazine scroll down menu. Then fill in the appropriate information and select upload the ad. Also, please fax a proof of the ad to Ad Services, +1-918-831-9415.

## SUPPLYING AD MATERIAL FOR PENNWELL MAGAZINES

- PennWell prefers ad material to be supplied as PDF's with PDF/X-1a format option. We also accept ads built in these programs: InDesign, PageMaker, Quark, Illustrator, Freehand and Photoshop.
- Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.
- PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.
- For complete PennWell Specifications, see the "spec sheet" at our ad upload site: <http://digitalads.pennwell.com>

**June 22** Ad Close: Jun 1

### Worldwide Gas Processing

#### *Plants, projects, and trends*

OGJ's annual survey of gas processing plants and analysis of trends in an industry critical to producers, pipeliners, refiners, and petrochemical manufacturers.

**July 6** Ad Close: Jun 15

### Drilling and the Environment

#### *Responsible operations*

How the drilling industry aligns its critical work with environmental values.

Nelson-Farrar Quarterly Costimating

Nelson-Farrar Cost Indexes

US Processing Update – Olefins

**July 13** Ad Close: Jun 22

### Oil Sands Update

#### *Projects and plans*

How oil companies are developing a mammoth hydrocarbon resource and moving the production to market.

### BONUS DISTRIBUTION

Oil Sands and Heavy Oil Technologies Conference & Exhibition, *Calgary, Jul 14-16*

**July 20** Ad Close: Jun 29

### Midyear Forecast

#### *A midcourse look at the year*

The outlook for the rest of the year for oil and gas markets important to producers, drillers, pipeliners, gas processors, and refiners based on trends of the year's first half.

Drilling Market Focus

**July 27** Ad Close: Jul 6

### Ethylene Report

#### *Plant by plant, trend by trend*

Worldwide trends in ethylene production capacity – a petrochemical building block made from oil and natural gas – based on OGJ's exclusive, annual survey of ethylene plants worldwide.

**August 3** Ad Close: Jul 13

### National Oil Company Profiles

#### *NOCs in the spotlight*

A close look at some of the state-owned companies that command a dominant share of the world's oil and gas reserves.

Nelson-Farrar Cost Indexes

**August 10** Ad Close: Jul 20

### AD READERSHIP STUDY

#### Major Upstream Projects

##### *A global review*

An annual update of OGJ's comprehensive report of the world's biggest oil and gas production projects.

**August 17** Ad Close: Jul 27

#### Offshore Europe

##### *Activity update*

An annual review of drilling and production activity off Europe.

### BONUS DISTRIBUTION

Offshore Europe Conference & Exhibition, *Aberdeen, Sep 8-11*

**August 24** Ad Close: Aug 3

#### Exploration and Development Frontiers

##### *Today's hope, tomorrow's hydrocarbons*

An exclusive, in-depth look at exploration and drilling activity in out-of-the-way areas with potential to become major future sources of oil and gas production.

### BONUS DISTRIBUTION

Summer NAPE Expo, *Houston, Aug 27-28*

IADC Drilling HSE Europe Conference & Exhibition, *Amsterdam, Sep 23-24*

**September 7** Ad Close: Aug 17

#### Catalyst Report (survey)

##### *High-profile compilation*

OGJ's annual review of the chemicals that refiners use to improve processes and meet environmental regulations – including OGJ's exclusive biennial International refining catalyst compilation.

Nelson-Farrar Cost Indexes

### BONUS DISTRIBUTION

NPRA Q&A Technology Forum, *Fort Worth, TX, Oct 11-14*

**September 14** Ad Close: Aug 24

#### Pipeline Economics

##### *Financial data and construction costs*

The most comprehensive look available at pipeline revenue and income and US pipeline and compressor construction costs – an annual planning tool used throughout the pipeline industry.

Drilling Market Focus

### API INSIGHT

**September 21** Ad Close: Aug 31

### OGJ 150/100

#### *Profiling the producers*

OGJ's annual financial and operational summary of the biggest publicly traded oil and gas producers in the US – and the 100 biggest elsewhere.

**September 28** Ad Close: Sep 7

#### Trends in Unconventional Gas

##### *Operations and technology*

A comprehensive look at trends in coalbed methane and gas from tight gas and shales.

### BONUS DISTRIBUTION

IADC Advanced Rig Technology Conference, *Houston, Sep 29*

Unconventional Gas International Conference & Exhibition, *Fort Worth, TX, Sep 29 - Oct 1*

World Gas Conference, *Buenos Aires, Oct 5-9*

**October 5** Ad Close: Sep 14

#### Production Technology Update

##### *Technology and practice*

New technologies and methods for making the production of oil and natural gas efficient, safe, and profitable – an annual OGJ report.

Nelson-Farrar Quarterly Costimating

Nelson-Farrar Cost Indexes

### BONUS DISTRIBUTION

SPE Annual Technical Conference & Exhibition, *New Orleans, Oct 4-7*

ISA (Instrumentation Systems Automation), *Houston, Oct 6-8*

**October 12** Ad Close: Sep 21

#### Refinery Sulfur Issues

##### *Handling a byproduct*

A look at solutions to a growing problem: sulfur produced as refiners remove the substance from feedstocks and fuels.

### BONUS DISTRIBUTION

NPRA Q&A Technology Forum, *Fort Worth, TX Oct 11-14*

**October 19**

Ad Close: Sep 28

**Offshore Rig Inspections**

*Operational update*

Regulatory trends and operator responses.

**BONUS DISTRIBUTION**

Offshore Middle East, *Bahrain, Oct 27-29*

DOT (Deep Offshore Technology)

*Monte Carlo, Nov 3-5*

Deepwater Operations, *Galveston,*

*Nov 10-12*

**October 26**

Ad Close: Oct 5

**Applied Geophysics**

*Seismic methods and more*

An annual, comprehensive look at seismic and related techniques for assessing the subsurface, identifying drilling targets, and monitoring the effects of production on hydrocarbon reservoirs.

**BONUS DISTRIBUTION**

SEG International Exposition & Annual Meeting, *Houston, Oct 25-30*

LAGCOE, *Lafayette, LA, Oct 27-29*

**November 2**

Ad Close: Oct 12

**Independent Operations**

*An industry sector analysis*

OGJ's annual focus on independent producers – their problems, triumphs, and contributions to total drilling and energy supply.

Nelson-Farrar Cost Indexes

US Processing Update – Propane

**BONUS DISTRIBUTION**

IPAA Annual Meeting, *New Orleans,*

*Nov 4-6*

**November 9**

Ad Close: Oct 19

**Drilling Report**

*A market analysis*

An annual, comprehensive report of trends in worldwide oil and gas drilling, including utilization rates of the top contractors, rig counts, and activity highlights.

**BONUS DISTRIBUTION**

IADC Annual Meeting, *Miami, Nov 9-10*

IADC Completions Conference,

*Houston, Nov 17*

**November 16**

Ad Close: Oct 26

**Worldwide Construction Update**

*Project details and trend analysis—2*

OGJ's second survey-based look of the year at construction planned and under way in refining, gas processing, petrochemicals, sulfur, pipelines, plus LNG, gas-to-liquids, and other gas.

**BONUS DISTRIBUTION**

World LNG Summit, *Barcelona, Dec 1-4*

**November 23**

Ad Close: Nov 2

**AD READERSHIP STUDY**

**Pipeline Report**

*Practical technology*

An annual technical review of new practices in pipeline construction, maintenance, and operation.

Drilling Market Focus

**December 7**

Ad Close: Nov 16

**CO2: EOR and Sequestration**

*A status report*

A practical look at the link between disposing of a greenhouse gas and using it to boost oil production.

Nelson-Farrar Cost Indexes

**BONUS DISTRIBUTION**

Unconventional Emerging Resources Conference & Exhibition, *Shreveport, LA,*

*Dec 8-10*

**December 14**

Ad Close: Nov 23

**Canada's Gas Outlook**

*Activity update*

How royalty changes and unconventional sources are changing Canada's natural gas industry.

**API INSIGHT**

**December 21**

Ad Close: Nov 30

**Worldwide Report**

*Global reserves, production, and refining capacities*

A widely watched, frequently quoted report featuring country-by-country estimates of oil and gas reserves, production data by country and field, and capacities of every refinery in the world.

# Rates & Specifications

## 2009 Display Advertising Rates\*

\*NOTE: Prices include four-color and are gross, subject to the 15% agency commission allowance.

4-Color Process	1X	3X	6X	12X	18X	24X	36X	48X
Full Page Spread	\$26,630	26,152	24,983	24,326	23,369	22,724	21,934	21,565
1/2 Page Spread	17,426	17,060	16,480	16,124	15,579	15,211	14,377	14,277
Full Page	13,315	13,076	12,491	12,163	11,684	11,362	10,967	10,783
2/3 Page	10,327	10,088	9,726	9,504	9,147	8,919	8,675	8,557
1/2 Page	8,713	8,530	8,240	8,062	7,790	7,606	7,188	7,139
1/3 Page	6,800	6,682	6,482	6,354	6,159	6,042	5,781	5,742
1/4 Page	5,948	5,843	5,675	5,586	5,431	5,336	5,130	5,064
1/6 Page	4,891	4,831	4,712	4,635	4,534	4,468	4,279	4,262



## PRINT AD SPECIFICATIONS

AD SIZE	FULL PAGE SPREAD	HALF PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE ISLAND	1/2 PAGE VERTICAL
TRIM (W x H)	16" x 10.5" 406mm x 267mm	16" x 5.25" 406mm x 133mm	8" x 10.5" 203mm x 267mm	—	—	—
BLEED	16.25" x 10.75" 413mm x 274mm	16.25" x 5.5" 413mm x 140mm	8.25" x 10.75" 210mm x 274mm	5.25" x 10.75" 133mm x 274mm	5.25" x 8.25" 133mm x 210mm	4.125" x 10.75" 105mm x 274mm
LIVE AREA	15" x 9.5" 381mm x 241mm	15" x 5" 381mm x 127mm	7" x 9.5" 178mm x 241mm	4.5" x 9.5" 114mm x 241mm	4.5" x 7.375" 114mm x 187mm	3.375" x 9.5" 86mm x 241mm

AD SIZE	1/2 PAGE HORIZONTAL	1/3 PAGE VERTICAL	1/3 PAGE SQUARE	1/3 PAGE HORIZONTAL	1/4 PAGE	1/6 PAGE
TRIM (W x H)	—	—	—	—	—	—
BLEED	8.25" x 5.5" 210mm x 140mm	—	—	—	—	—
LIVE AREA	7" x 4.875" 178mm x 124mm	2.25" x 9.5" 57mm x 241mm	4.5" x 4.875" 114mm x 124mm	7" x 3.3125" 178mm x 84mm	3.375" x 4.875" 86mm x 124mm	2.25" x 4.875" 57mm x 124mm

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