



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

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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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METHOD OF PRINTING

Web Offset

BINDING

Perfect Binding, 1/8" off backbone

PAPER

Cover: 80 lb. text weight coated, Body Pages: 34.5 lb. text weight coated

INSERTS

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