



2010

media information

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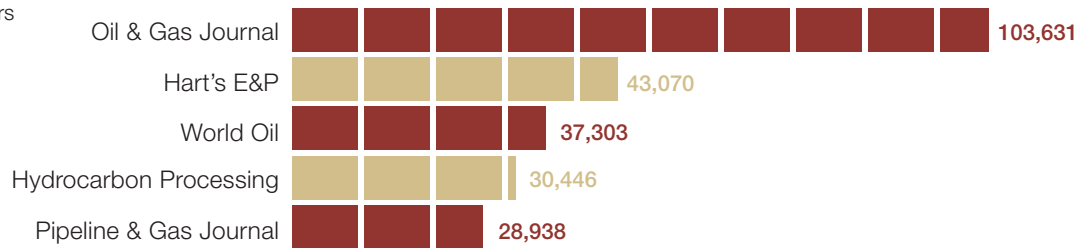
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OGJ Subscriber Demographics

Circulation

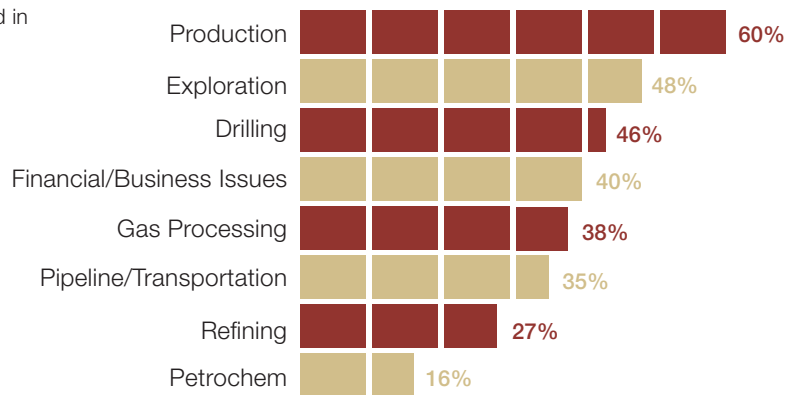
Oil & Gas Journal reaches more subscribers than any other industry publication – more than double its nearest competitor.



Source: ABC/BPA Statements (June 2009)

Industry Sector

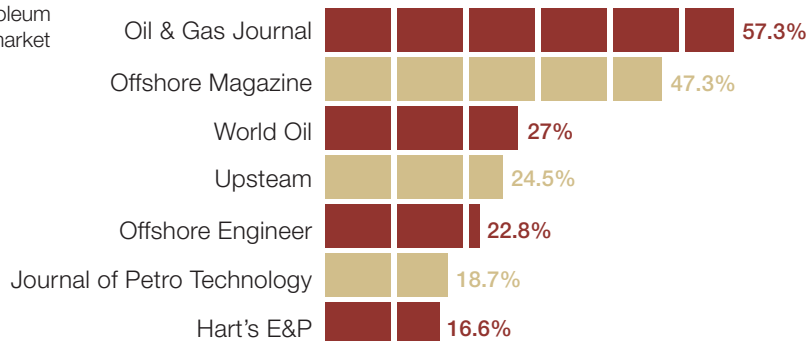
Oil & Gas Journal subscribers are involved in all aspects of the petroleum industry.



Source: Signet Research Inc. (August 2009)

OTC Readership

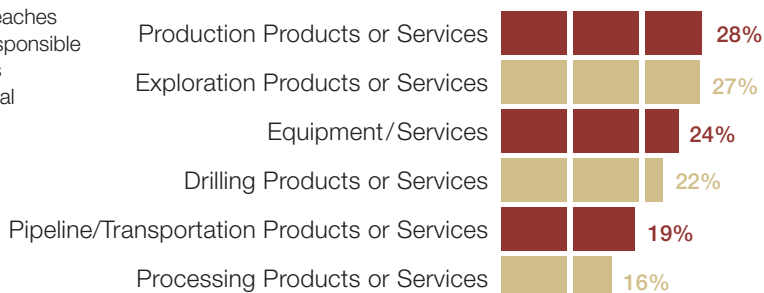
Oil & Gas Journal is read by more petroleum industry professionals than any other market focused publication.



Source: Petroleum Research Bureau, OTC Attendee Survey (August 2009)

Buying Influence

Oil & Gas Journal reaches those individuals responsible for buying decisions throughout the global petroleum market.



Source: Signet Research Inc. (August 2009)

Rates & Specifications

2010 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	\$13,715	13,470	12,870	12,530	12,035	11,705	11,300	11,110
2/3 Page	10,640	10,395	10,020	9,790	9,425	9,190	8,940	8,815
1/2 Page	8,975	8,790	8,490	8,305	8,025	7,835	7,405	7,355
1/3 Page	7,005	6,885	6,680	6,545	6,345	6,225	5,955	5,915
1/4 Page	6,130	6,020	5,850	5,755	5,595	5,500	5,285	5,220
1/6 Page	5,040	4,980	4,855	4,775	4,675	4,605	4,410	4,390
Full Page Spread	27,430	26,940	25,735	25,060	24,075	23,410	22,595	22,215
1/2 Page Spread	17,950	17,575	16,975	16,610	16,050	15,670	14,810	14,710



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

All text, logos, borders and boxes that do not bleed should stay within the live area. No charge for bleed.

METHOD OF PRINTING

Web Offset

BINDING

Perfect Binding, 1/8" off backbone

PAPER

Cover: 80 lb. text weight coated, Body Pages: 34 lb. text weight coated

INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Standard size, bound-in inserts must be furnished at 8 1/4" x 10 3/4" allowing for a 1/8" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete 2 page insert. Consult the Production Manager at +1.918.831.9735 for more information.

STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then destroyed unless otherwise advised. For more information on PennWell's electronic ad specs visit <http://digitalads.pennwell.com> and click on Spec sheet.

PREMIUMS FOR COVER & OTHER POSITIONS

INSIDE FRONT COVER	\$1,265
INSIDE BACK COVER	\$575
BACK COVER	\$1,330
ISLAND	\$575

DISCOUNTS

BLACK & WHITE	\$2,690
2 COLOR	\$1,310

CLASSIFIED ADVERTISING

Contact Glenda Harp for rates at 1-800-331-4463 ext. 6301

*Three Methods for Ad Material Submission on Back Panel

2010 OGJ Editorial Calendar

JANUARY 11

Drilling and Production

A special accent on drilling and production technologies and trends.

JANUARY 18

Forecast & 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

- The European Gas Conference, *Vienna, Jan 26-28*

JANUARY 25

Transportation

A special accent on transportation technologies and trends.

FEBRUARY 1

Practical Drilling Technology

Methods and results

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

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BONUS DISTRIBUTION

- Deep Offshore Technology International Conference & Exhibition, *Houston, TX, Feb 2-4*
- IADC/SPE Drilling Conference, *New Orleans, LA, Feb 2-4*
- IP Week (Energy Institute), *London, Feb 15-18*

FEBRUARY 8

Exploration and Development

A special accent on exploration and development technologies and trends.

BONUS DISTRIBUTION

- NAPE, *Houston, TX, Feb 11-12*

FEBRUARY 15

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.

- Pipeline Contractors Association, *Scottsdale, AZ, Feb 17-21*
- Laurance Reid Gas Conditioning Conference, *Norman, OK, Feb 21-24*

FEBRUARY 22

Drilling and Production

A special accent on drilling and production technologies and trends.

MARCH 1

Capital Spending Outlook

The industry's capital budget

OGJ's exclusive, annual report 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.

NGL Fractionator poster included in this issue

BONUS DISTRIBUTION

- Subsea Tieback Forum and Exhibition, *Galveston, TX, Mar 2-4*
- Purvin & Gertz LPG Seminar, *The Woodlands, TX, Mar 8-11*
- Offshore West Africa Conference & Exhibition, *Accra, Ghana, Mar 9-11*
- NACEpo / CORROSION 2010 Conference and Exposition, *San Antonio, TX, Mar 14-18*
- Offshore Asia, *Kuala Lumpur, Mar 16-18*
- SPE Intelligent Energy, *Utrecht, Mar 23-25*

MARCH 8

Processing

A special accent on processing technologies and trends.

Modern Refinery: Hydrocracker poster included in this issue

BONUS DISTRIBUTION

- NPRA Annual Meeting, *Phoenix, AZ, Mar 21-23*

MARCH 15

LNG Update

Projects and trends

Developments in the fastest growing area of international energy trade.

LNG Liquefaction poster included in this issue

BONUS DISTRIBUTION

- GPA Annual Convention, *Austin, TX, Mar 21-24*
- Howard Weil Energy Conference, *New Orleans, LA, Mar 21-25*
- LNG 16*, *Oran, Algeria, Apr 18-21*

* Note: 3 stand alone LNG posters will be distributed at LNG 16 (2009 LNG World Trade Map, LNG Liquefaction, and LNG Regasification Terminal)

MARCH 22

Drilling and Production

A special accent on drilling and production technologies and trends.

BONUS DISTRIBUTION

- SPE/ICoTA Coiled Tubing & Well Intervention Conference & Exhibition, *The Woodlands, TX, Mar 23-24*

APRIL 5

Worldwide Construction Update

Project details and trend analysis

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.

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BONUS DISTRIBUTION

- AAPG 2010 Annual Convention & Exhibition, *New Orleans, LA, Apr 11-14*
- GPA Mid-continent Annual Meeting, *Oklahoma City, OK, Apr 15*

APRIL 12

Transportation

A special accent on transportation technologies and trends.

BONUS DISTRIBUTION

- API Pipeline Conference, *New Orleans, LA Apr 20-22*

APRIL 19

EOR/Heavy Oil Survey

Projects and potential

OGJ's biennial survey of enhanced oil recovery and heavy oil projects around the world-with a review of the technologies unlocking these important sources of production.

BONUS DISTRIBUTION

- API Spring Refining Standards, *New Orleans, LA, Apr 26-28*
- SPE Improved Oil Recovery Symposium, *Tulsa, OK, Apr 26-28*

APRIL 26

Processing

A special accent on processing technologies and trends.

MAY 3

Offshore Petroleum Operations

Conquering marine frontiers

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

BONUS DISTRIBUTION

- Offshore Technology Conference, *Houston, TX, May 3-6*

MAY 10

Drilling and Production

A special accent on drilling and production technologies and trends.

MAY 17

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

- NPRA Reliability & Maintenance, *San Antonio, TX, May 25-28*

MAY 24

Transportation

A special accent on transportation technologies and trends.

JUNE 7

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.

BONUS DISTRIBUTION

- EAGE / SPE Europe 2010, *Barcelona, Jun 14-17*
- Neftegaz, *Moscow, Jun 21-25*
- Purvin & Gertz LPG Seminar, *Singapore, Jun 21-24*

JUNE 14

Exploration and Development

A special accent on exploration and development technologies and trends.

JUNE 21

Drilling and Production

A special accent on drilling and production technologies and trends.

JUNE 28

Processing

A special accent on processing technologies and trends.

JULY 5

Midyear Forecast

A mid-course 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.

JULY 12

Transportation

A special accent on transportation technologies and trends.

JULY 19

Major Upstream Projects

A Global Review

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

BONUS DISTRIBUTION

- Oil Sands and Heavy Oil Technologies, *Calgary, Jul 20-22*

JULY 26

Processing

A special accent on processing technologies and trends.

AUGUST 2

Offshore Europe

Activity update

An annual review of drilling and production activity off Europe.

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BONUS DISTRIBUTION

- Offshore Northern Seas, *Stavanger*, Aug 24-27
- Rio Oil & Gas, *Rio de Janeiro*, Sep 13-16

AUGUST 9

Exploration and Development

A special accent on exploration and development technologies and trends.

AUGUST 16

Transportation

A special accent on transportation technologies and trends.

AUGUST 23

Drilling and Production

A special accent on drilling and production technologies and trends.

SEPTEMBER 6

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.

BONUS DISTRIBUTION

- World Energy Congress, *Montreal*, Sep 12-16
- SPE ATCE, *Florence*, Sep 19-22

SEPTEMBER 13

Processing

A special accent on processing technologies and trends.

SEPTEMBER 20

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.

BONUS DISTRIBUTION

- IPLOCA, *Venice*, Sep 27-Oct 1

SEPTEMBER 27

Transportation

A special accent on transportation technologies and trends.

OCTOBER 4

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

- Unconventional Gas International, *Ft Worth, TX*, Oct 5-7
- NPRA Q&A, *Baltimore, MD*, Oct 10-13
- Offshore Middle East, *Doha*, Oct 12-14
- SEG, *Denver, CO*, Oct 17-22

OCTOBER 11

Drilling and Production

A special accent on drilling and production technologies and trends.

BONUS DISTRIBUTION

- Permian Basin, *Odessa, TX*, Oct 19-21
- ADIPEC, *Abu Dhabi*, Nov 1-4

OCTOBER 18

Transportation

A special accent on transportation technologies and trends.

BONUS DISTRIBUTION

- ISA Expo, *Houston, TX*, Oct 19-21
- GITA's GIS for Oil & Gas Conference, *Houston, TX*, Oct 24-27

OCTOBER 25

Processing

A special accent on processing technologies and trends.

NOVEMBER 1

Pipeline Report

Practical technology

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

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BONUS DISTRIBUTION

- Deepwater Operations, *Galveston, TX*, Nov 2-4

NOVEMBER 8

Exploration and Development

A special accent on exploration and development technologies and trends.

NOVEMBER 15

Worldwide Construction Update

Project details and trend analysis

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

- Deep Offshore Technology, *Amsterdam*, Nov 30-Dec 2

NOVEMBER 22

Drilling and Production

A special accent on drilling and production technologies and trends.

DECEMBER 6

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.

DECEMBER 13

Transportation

A special accent on transportation technologies and trends.

DECEMBER 20

Processing

A special accent on processing technologies and trends.

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 except 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 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>

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Three Methods for Ad Material Submission:

1) UPLOAD TO OUR FTP SITE:

Go to <http://digitalads.pennwell.com>. Select *Oil & Gas Journal* from the scroll-down menu. Fill in the required information and then select upload ad. Our FTP site will accept up to 250 MB. Please stuff or zip your files before sending and wait for your confirmation.

2) EMAIL YOUR AD:

For files under 10 MB, please email your ad to: admaterial@pennwell.com. Include advertiser name, publication name and issue date.

3) SEND PHYSICAL MATERIAL TO:

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