

Oil, Gas & Petrochem

EQUIPMENT®

2010 Media Information

Your Single Most Complete Source of “WHAT’S NEW” In Products & Services

Oil, Gas & Petrochem Equipment and ogpe.com are your #1 source of top-quality print and online sales leads.

Now in its 56th year from PennWell’s PennEnergy.com, **OG&PE** reaches more purchasing decision-makers than any other print and online brand. We are the oil industry’s only all-products-and-services format. No longer just a monthly print magazine, **OG&PE** integrates its core brands with diverse, expansive online and offline opportunities.

OG&PE and ogpe.com’s Mission: To help you reach your target audience to sell your upstream, midstream, and downstream products and services.

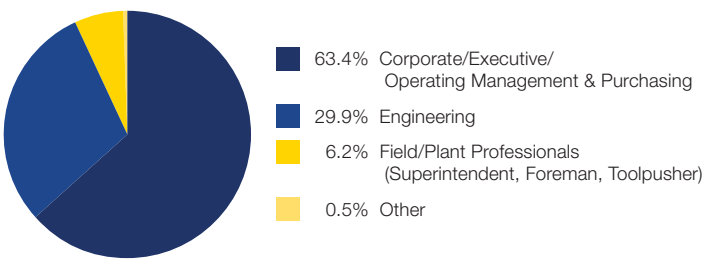
Let **OG&PE**, ogpe.com, and PennEnergy.com put your company front-and-center with 30,000 buyers and specifiers, plus thousands of online prospects.

We engage global buyers for more leads, more sales, and more profit for you.

30,000 Qualified Worldwide Subscribers

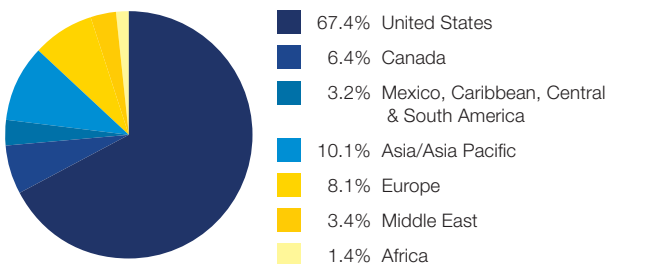
****93%** of *OG&PE* subscribers requesting advertising and/or editorial information indicate they **specify, recommend, approve, and/or purchase equipment, products, systems, and services**. *OG&PE* and ogpe.com generate more top-quality leads than any other petroleum industry products brand.

OG&PE QUALIFIED SUBSCRIBERS

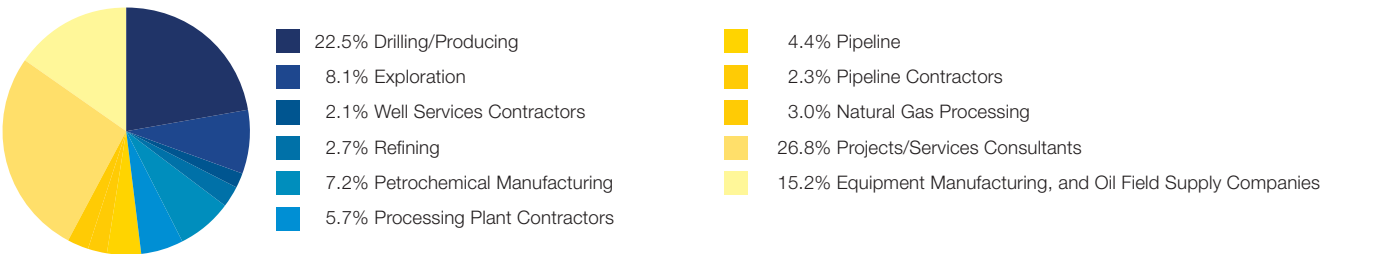


Source: BPA June 2009 Circulation Statement

GEOGRAPHIC BREAKOUT: 30,000 QUALIFIED SUBSCRIBERS



CIRCULATION BY BUSINESS & INDUSTRY



Source: Publisher’s own data, May 2009



**Source: BPA June 2009 Circulation Statement

The Oil Industry's Leading Brand for Products & Services

An integral, interactive online component of the *Oil, Gas & Petrochem Equipment* media franchise, ogpe.com provides global energy professionals a look at the newest equipment, products, systems, and services for upstream, midstream, and operations. [Ogpe.com](http://ogpe.com) announces more products and services – and generates more qualified sales leads than any other petroleum website.

E-NEWSLETTERS

OG&PE Equip-Alert e-Newsletters are delivered monthly to 43,000 qualified petroleum professionals featuring the newest, cutting edge product and service developments.

Rates: Top Leaderboard	\$1,200/issue
Equip-Alert Showcase Listing	\$1,000 each (<i>only 12 available</i>)
Middle Leaderboard	\$1,000/issue
Bottom Leaderboard	\$900/issue

ONLINE ADVERTISING

Associate your company, products or services with a leading oil and gas equipment site: ogpe.com. Generate quality, qualified traffic to your website. Website display advertising offers standardized large format ad positions. Available banner sizes: 728x90, 300x250, 300x100, and 300x600.

Rates: Online display ad pricing varies depending on size and location. Contact your brand manager for pricing information.



DIGITAL COVER SPONSORSHIP [EXCLUSIVE]

Digital magazine front page sponsorship offers high visibility branding through exclusive placement next to the front cover on all 20,000+ digitally delivered **OG&PEs** of our 30,000 global circulation.

Rates: \$1,500/issue

DIRECT MARKETING

Target segments of **OG&PE's** 43,000+ email database for delivering your message in a timely fashion. Design your message with .html, text or survey formats.

Rates: \$525/thousand

ProductLYNX™: SELECT • COMPARE • CONTACT • BUY

ProductLYNX™ is an online resource for industry professionals who need the most detailed and comprehensive data on products, systems, services, and companies during the buying process. Users worldwide gain targeted, timely, and valuable information through real-time comparisons of products, online interaction with suppliers and peers, and access to relevant content from industry brands. Unlike broad search engines or other websites, ProductLYNX™ is specifically designed to enhance, expedite, and complete the buying process while providing users with indispensable user comments, industry news, and analysis.

Rates: Contact your sales representative for more information.

WEBCASTS

Your message is delivered through a highly interactive, web-based multimedia presentation. It is promoted through online advertising, print advertising, and email campaigns to maximize your exposure, delivering your message through multiple channels.

Webcast Sponsorships Include:

- 60-minute LIVE webcast plus a 12-month archive of your webcast on the **OG&PE** website
- Guaranteed to receive a minimum of 100 registered leads within first 90 days of event
- Includes a marketing and promotional package valued at over \$30,000

Rates: \$15,000 per webcast package for a single sponsored event
\$5,000 per sponsor for a multi-sponsored event
(3 sponsor minimum)

2010 Editorial Webcast Schedule: January-HSE; September-Instrumentation & Controls; November-Maintenance

WHITE PAPER HOSTING

Increase visibility for your company's technical documents or case studies via our white paper hosting service. You receive monthly reports including registration details from prospective customers.

Rates: 1-5 white papers	\$500/mo
6-10 white papers	\$800/mo
11-15 white papers	\$1,000/mo

Premium sponsorships are available for an additional \$500/month and include homepage logo recognition as well as search prioritization.

SPONSORED TOPIC CENTERS

A company-sponsored online destination delivers focused and relevant content about a specific topic and related products. Topic center sponsorships are exclusive and include online advertising and text links to your website.

Rates: \$2,000/mo

2010 Editorial Calendar, Closings, Bonus Distribution, Online Programs

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Magazine Schedule						
Special Report	Health, Safety, Security, Environment, Pollution	Refining, Petrochem, Gas Processing	Flow Measurement, Control, Metering & Automation	Drilling, Production, Well Services	Pipeline & Storage / Filtration & Separation	Valves & Actuators with Oil Sands and Unconventional Gas Showcases
Report Summary	What's New for HSSE & Pollution Control — to protect, safeguard, and secure personnel, capital investments, and the environment throughout upstream, midstream, and downstream operations.	The most current developments in midstream and downstream refining, petrochemical manufacturing, and gas processing equipment, products, systems, services, technologies.	All the newest equipment/ service developments to move, measure, meter, and control oil and gas throughout upstream, midstream, and downstream. Custody transfer, inventory control, and the automation of those processes will be presented.	Onshore and offshore equipment, products, systems, and services — everything to drill and produce oil and gas — from small instruments to full-scale drilling/ production designs.	The newest oil-applicable filters, separators, coalescers, inventory controls, floating roofs, detectors, provers, meters — all interrelated to oil and gas pipelining, storage, filtering and separation.	The newest valve and actuator designs and improvements. Special showcase on equipment, products, systems, services, and technologies for production from unconventional reservoirs: tight gas sands, shales, and coalbeds.
Ad Close Date	December 11, 2009	January 8, 2010	February 12, 2010	March 12, 2010	April 9, 2010	May 7, 2010
Ad Materials Due	December 18, 2009	January 15, 2010	February 19, 2010	March 19, 2010	April 16, 2010	May 14, 2010
Bonus Distribution	OFFICIAL MEDIA SPONSOR - Deep Offshore Technology, February 2-4, Houston	NPRA, March 21-23, Phoenix; NACExpo, March 14-18, San Antonio; Offshore Asia, March 16-March 18, Kuala Lumpur; Offshore West Africa, March 23-25, Luanda, Angola	SPE EOR/IOR Symposium, April 24-28, Tulsa; Pipeline Transport, April 20-23, Moscow	Offshore Technology Conference, May 3-6, Houston; Offshore Mediterranean, May 18-20, Alexandria, Egypt; NPRA Reliability & Maintenance, May 25-28, San Antonio; NEFTEGAZ, June 21-25, Moscow	OFFICIAL MEDIA SPONSOR - ILTA Independent Liquid Terminals Association Tradeshow, May 24-26, Houston	OFFICIAL MEDIA SPONSOR - Oil Sands, Heavy Oil Technologies Conference and Exhibition, July 20-22, Calgary
			<i>Profiles showcase manufacturers and service provider Advertorials on their products, services, case histories, capabilities in OG&PE's unique advertising / editorial mix.</i>			
	eResponse - an email delivery of the latest issue's reader service inquiries delivered to advertisers in a single, easy-to-use lead package.	eResponse - an email delivery of the latest issue's reader service inquiries delivered to advertisers in a single, easy-to-use lead package.	eResponse - an email delivery of the latest issue's reader service inquiries delivered to advertisers in a single, easy-to-use lead package.	eResponse - an email delivery of the latest issue's reader service inquiries delivered to advertisers in a single, easy-to-use lead package.	eResponse - an email delivery of the latest issue's reader service inquiries delivered to advertisers in a single, easy-to-use lead package.	eResponse - an email delivery of the latest issue's reader service inquiries delivered to advertisers in a single, easy-to-use lead package.
Online Schedule						
Editorial Webcast Schedule	Health, Safety, Security and Environmental					Unconventional Gas
Webcast Summary	Webcast will feature a panel of industry experts discussing ways to protect your energy asset.					Webcast will feature a panel of industry experts discussing the products and technologies critical to today's unconventional gas development.
e-Newsletter Schedule						
	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month
				Pre-OTC e-Newsletter	Pre-ILTA e-Newsletter	

2010 Editorial Calendar, Closings, Bonus Distribution, Online Programs(Cont.)

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Magazine Schedule						
Special Report	Prime Movers: Pumps, Compressors, Turbines, Engines, Motors	Maintenance, Retrofit, Plant Operations	Instrumentation & Controls	Maintenance, Retrofit, Plant Operations	Refining, Petrochem, Gas Processing	Natural Gas Production, Pipelining, Processing
Report Summary	OG&PE's annual showcase oil industry "workhorses," the Prime Movers that power upstream, midstream, and downstream operations.	All-new products, services, components, systems to keep petroleum operations running smoothly and efficiently. Preventive, predictive, turnaround, retrofit specialties will be showcased.	This annual "What's New" special offers our broadest oil and gas coverage to announce the full spectrum of broad and varied instrument and control specialties for all sectors of petroleum operations.	All-new products, services, components, systems to keep petroleum operations running smoothly and efficiently. Preventive, predictive, turnaround, retrofit specialties will be showcased.	Innovations to process crude oil and gas into wide and varied finished products: pumps, compressors, valves, instruments, full-scale systems, and related services designed for refining, petrochemical, gas processing.	Breakthrough product and service developments to control, move, meter, transfer, monitor, and maintain natural gas production, pipelining, and processes. Emphasis will also be upon related safety and maintenance equipment and services.
Ad Close Date	June 11, 2010	July 11, 2010	August 13, 2010	September 10, 2010	October 8, 2010	November 12, 2010
Ad Materials Due	June 18, 2010	July 18, 2010	August 20, 2010	September 17, 2010	October 15, 2010	November 19, 2010
Bonus Distribution	OFFICIAL MEDIA SPONSOR - Offshore Northern Seas, Aug. 24-27, Stavanger; OFFICIAL MEDIA SPONSOR - Turbomachinery Symposium, September 14-17, Houston	Oil & Gas Maintenance Technology North America, Aug. 31-Sept. 2, New Orleans; SPE Annual Conference & Exhibition, Sept. 19-22, Florence, World Energy Congress, Sept. 12-16, Montreal	OFFICIAL MEDIA SPONSOR - ISA EXPO, October 19-21, Houston; Unconventional Gas, Oct. 5-7, Ft. Worth; Permian Basin Oil Show, Oct. 19-21, Odessa; Offshore Middle East, Oct. 12-14, Doha, Qatar	OFFICIAL MEDIA SPONSOR - Oil & Gas Maintenance Technology & Pipeline Rehabilitation, January 2010 TBA; OFFICIAL MEDIA SPONSOR - Deep Offshore Technology, November 3-5, Monte Carlo	POWER-GEN International, December 14-16, Orlando	
				<i>Profiles showcase manufacturers and service provider Advertorials on their products, services, case histories, capabilities in OG&PE's unique advertising / editorial mix.</i>		
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Online Schedule						
Editorial Webcast Schedule			Instrumentation & Controls		Maintenance, Retrofit, Plant Operations	
Webcast Summary			Webcast will feature a panel of industry experts discussing the products and technologies critical to today's unconventional gas development.		Webcast will feature a panel of industry experts discussing the products and technologies critical to today's unconventional gas development.	
e-Newsletter Schedule						
	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month
			Pre-ISA e-Newsletter			
			Pre-SPE e-Newsletter			

2010 OG&PE Advertising Rates

Frequency	1X	3X	6X	9X	12X	18X	24X
Tabloid Pages (10.5x15) four-color							
Full Tabloid Page	11,207	10,807	10,422	10,048	9,690	9,341	9,006
2/3 Tabloid Page	9,606	9,261	8,928	8,299	8,001	7,713	7,500
1/2 Tabloid Page	8,236	7,939	8,257	7,378	7,112	6,855	6,608
1/3 Tabloid Page	5,924	5,709	5,500	5,298	5,105	4,918	4,737
1/2 Tabloid Spread	16,473	15,879	15,310	14,756	14,224	13,710	13,216
Full Tabloid Spread	22,414	21,614	20,843	20,097	19,378	18,684	18,012
Standard Pages (7x10) four-color							
Jr Full Page	10,132	9,837	9,553	9,280	9,015	8,760	8,513
Jr 2/3 Page	7,537	7,333	7,136	6,947	6,764	6,588	6,417
Jr 1/2 Page	5,880	5,735	5,594	5,460	5,329	5,202	5,080
Jr 1/4 Page	4,018	3,936	3,859	3,785	3,713	3,643	3,576
Jr 1/3 Page	4,833	4,723	4,618	4,517	4,421	4,325	4,235
Jr 1/6 Page	3,279	3,224	3,172	3,121	3,072	3,025	2,979
Jr 1/2 Page Spread	11,760	11,468	11,189	10,919	10,658	10,405	10,162
Jr Full Page Spread	20,262	19,676	19,106	18,559	18,029	17,520	17,026
Island Premium	16.0%						

Color Rates:	4-color	\$1,665
	2-color	\$1,279
	1-color	\$ 562

Standard colors: magenta, cyan, process yellow
Use of PMS recommended for matched color

CLASSIFIED ADVERTISING:

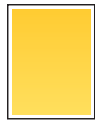
Word Classified:	30-word minimum	=	\$50
	Each additional word over 30	=	\$1
	Boldface	=	\$0.50 each word
	Classified print includes automatic online classified for 30 days		
Display Classified:	3 1/8-inch-wide x 1-inch high	=	\$100 per column inch
	Maximum 3 1/8" wide x 4" high	=	\$400
	Black + one color	=	\$100
	Each additional color	=	\$100
	Four-color process	=	\$300
	Automatic online for 30 days		

Payment must accompany Classified Advertising order

For further details go to www.ogpe.com

Mechanical Data

Magazine Trim Size: 10 1/2" x 15"



Tabloid Page
Live Area: 10"x 14 1/2"
Trim: 10 1/2"x 15"
Bleed: 10 3/4"x 15 1/4"



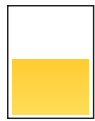
2/3 Tabloid Page (Vertical)
Live Area: 7"x 14 1/2"



2/3 Tabloid Page (Horizontal)
Live Area: 10"x 10"



1/2 Tabloid Page (Vertical)
Live Area: 5"x 14 1/2"
Bleed: 5 3/8"x 15 1/4"



1/2 Tabloid Page (Horizontal)
Live Area: 10"x 7 3/8"
Bleed: 10 3/4"x 7 3/4"



1/3 Tabloid Page (Square)
Live Area: 7 1/2"x 7 1/2"



1/3 Tabloid Page (Vertical)
Live Area: 3 3/8" x 14 1/2"



1/3 Tabloid Page (Horizontal)
Live Area: 10"x 4 7/8"



Junior Page Spread
Live Area: 14"x 10"



Junior Page
Live Area: 7"x 10"



2/3 Junior Page
Live Area: 4 9/16"x 10"



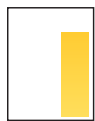
1/2 Junior Page Island
Live Area: 4 9/16"x 7 3/8"



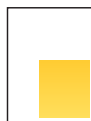
1/2 Junior Page (Vertical)
Live Area: 3 3/8"x 10"



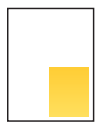
1/2 Junior Page (Horizontal)
Live Area: 7"x 4 7/8"



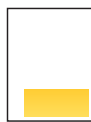
1/3 Junior Page (Vertical)
Live Area: 2 9/16" x 10"



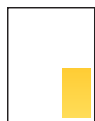
1/3 Junior Page (Square)
Live Area: 4 9/16"x 4 7/8"



1/4 Junior Page (Vertical)
Live Area: 3 3/8"x 4 7/8"



1/4 Junior Page (Horizontal)
Live Area: 7"x 2 5/16"



1/6 Junior Page (Vertical)
Live Area: 2 3/16"x 4 7/8"

All text, logos, borders and boxes that do not bleed should stay within the live area.

E-Newsletter



Oil, Gas & Petrochem EQUIPMENT®

ogpe.com



PennEnergy

OG&PE and **ogpe.com**'s 250+ years of publishing, editorial, and sales experience will tailor integrated print/online media schedules to maximize your advertising investment.

Our brands deliver top-quality leads for more sales and more profit throughout the global, multi-billion-dollar equipment and services marketplace.

OG&PE: All Products — All The Time

OG&PE Worldwide Sales

North America

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Sales Manager

Phone: 1 800 331 4463 ext 6884

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