

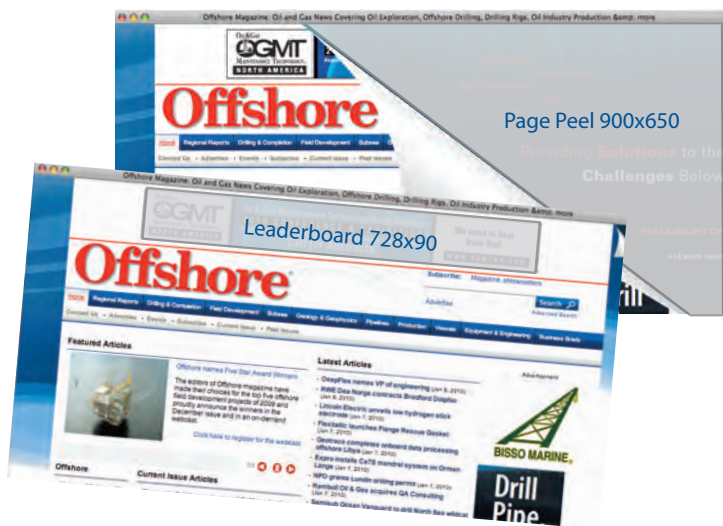


Offshore®

digital media kit

Online Advertising | Topic Center Sponsorship | E-newsletters | Webcasts | Email Marketing | White Papers | Digital Magazine Cover | Content Rotator Sponsor

Online Advertising



Offshore magazine has published longer and carries more editorial related to the offshore oil and gas market than any other publication. With the highest circulation in the offshore industry and with more than 55 years of publishing history, Offshore magazine's website delivers comprehensive historical material on offshore technology, news, projects, maps, production schematics and data -- all digitized, online and easily searchable.

Generate traffic to your website by associating your company or product with the industry's leading offshore media brand. Website display advertising offers standardized large-format ad positions, including the Page Peel, Leaderboard and Skyscraper.

Most rich media ad formats accepted.

Our limited inventory is sold on a monthly basis by position. All impressions and CPMs are based on six-month average impression delivery for their respective positions, placements and sizes.

The following positions run on the website Homepage and all pages that are not part of a Topic Center (see Topic Center Sponsorships) or one of the other areas listed below. Some positions can support multiple advertisers in rotation.

Page Peel

150,000 impressions (runs throughout site)

Large-format ad that expands or peels back to cover the top right corner of the Homepage.

Highest average CTR (click through rate) of all units.

\$7,680 per month – 1 rotation available

Leaderboard Homepage Plus

28,000 impressions per rotation – 2 rotations

Ad unit runs at the top of homepage and all pages that are not part of a Topic Center or one of the other areas listed here.

\$2,500 per month for 1 rotation / \$4,000 per month for 2 rotations (2 rotations available)

CPM \$89 – per rotation

Page Peel Creative Requirements

File Dimensions: 75x75

Max File Size: 30 KB

File Formats: GIF (non-animated), JPEG, PNG, SWF (Flash)

File Dimensions: 900x650

Max file size: 100 KB

Animation/Flash: Yes (Flash only)

Sound: Auto off – User activated

File Formats: GIF (non-animated), JPEG, PNG, SWF (Flash)

Leaderboard Creative Requirements

File Dimensions: 728x90

Max File Size: 40 KB

File Formats: GIF, JPEG, PNG, SWF (Flash)

Online Advertising



Creative Requirements

File Dimensions: 180x150

Max File Size: 40 KB

File Formats: GIF, JPEG, PNG, SWF (Flash)

Sponsor

Keep your brand before the decision makers with one of several ad positions on the industry's foremost Offshore online resource, offshore-mag.com. Website display advertising formats include standardized large-format ad positions such as the Page Peel, Leaderboard and Skyscraper.

Most rich media ad formats accepted.

Our limited inventory is sold on a monthly basis by position, with longer-term contracts available. All impressions and CPMs are based on six-month average impression delivery for their respective positions, placements and sizes.

The following positions run on the website Homepage and all pages that are not part of a Topic Center (see Topic Center Sponsorships).

Site Sponsor #1

37,000 impressions per month

Ad unit that runs on the top-right corner of the Homepage and all ROS pages.
\$1,800 per month – 1 rotation available
CPM \$54

Site Sponsor #2

35,000 impressions per month

Ad unit that runs on the right rail of the Homepage and all ROS pages.
\$1,750 per month – 1 rotation available
CPM \$51

Site Sponsor #3

34,000 impressions per month

Ad unit that runs on the right rail of the Homepage and all ROS pages, just below Site Sponsor #2.
\$1,600 per month – 1 rotation available
CPM \$50



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Online Advertising



Sponsor/SkyScrapper Creative Requirements

- File Dimensions: 160x600 or 180x150
- Max File Size: 40 KB
- File Formats: GIF, JPEG, PNG, SWF (Flash)

Site Sponsor #4 33,000 impressions per month

Ad unit on the right rail of the log-in page for all content that requires log-in access (paid subscribers and site-license customers).
\$1,600 per month –
1 rotation available CPM \$48

Site Sponsor #5 32,000 impressions per month

Ad unit on the right rail of the log-in page for all content that requires log-in access (paid subscribers and site-license customers).
\$1,500 per month –
1 rotation available CPM \$47

Video Sponsor \$3,450 per month

Single Sponsorship –
pricing starts at \$16,000

Multi-Sponsored Editorial – \$8,500/sponsor

SkyScrapper

Your company can gain marketing traction by associating its brand with Offshore Online, the industry's leading online resource. Several standardized large-format ad positions, including the Page Peel, Leaderboard and SkyScrapper, are available.

Most rich media ad formats accepted.

Our limited inventory is sold on a monthly basis by position. All impressions and CPMs are based on six-month average impression delivery for their respective positions, placements and sizes.

The following positions run on the website Homepage and all pages that are not part of a Topic Center (see Topic Center Sponsorships). Some positions can support multiple advertisers in rotation.

Skyscraper 35,000 impressions per month

Ad unit that runs on the right rail of the Homepage and all ROS pages.
\$2,200 per month –
1 rotation available CPM \$63



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Topic Center Sponsorship

The offshore industry encompasses a variety of proven and developing technologies. Our aim is to provide information – be it news, research, case studies, project overviews, or new rigs, vessels or product information – to professionals in all areas of the offshore industry. With Topic Centers covering the broad spectrum of today's offshore petroleum industry, you can reach the best-qualified prospects for your target market. Topic Center sponsorships give you 100% share of voice (SOV) on all pages where your ads are displayed. By “owning” a specifically targeted content area, you establish your company as a market leader.

Includes: Leaderboard 728x90, 300x250 and up to 9 text links, or 728x90 and 300x600. All positions have a max file size of 40 KB.

Regional Reports

\$2,000 – 2 rotations available

Drilling and Completion

\$4,000 – 2 rotations available

Field Development

\$2,000 – 2 rotations available

Subsea

\$2,000 – 2 rotations available

Geology/Geophysics

\$2,000 – 2 rotations available

Production

\$3,000 – 2 rotations available

Rigs and Vessels

\$3,000 – 2 rotations available

Pipelines and Transportation

\$1,500 – 2 rotations available

The screenshot shows the Offshore website interface. At the top, there is a navigation bar with the Offshore logo and a search bar. Below the navigation bar, there are several content sections. A large rectangular area is highlighted with a blue border and labeled "Leaderboard 728x90". Another area is highlighted with a blue border and labeled "Half Page #3 300x600". The website content includes various news articles, a sidebar with "Offshore Drilling Technology eNewsletter", and a "White Papers" section.



E-newsletters

E-newsletters Monthly



Deliver your marketing message to readers of our e-newsletters with banner advertisements. E-newsletter advertising builds branding awareness and reaches global and targeted audiences.

For more details, contact your local sales representative. Regional sales listings may be found at www.offshore-mag.com.

Formats:

banners must be in GIF (animated or static) or JPEG format and may include a 50-word (max) text backup with a link. Maximum file size is 30 KB. Additional sizes may be available.

Monthly Creative Requirements

File Dimensions: 728x90, 160x600 or 300x250

Max File Size: 40 KB

File Formats: GIF or JPEG only

Offshore Weekly Creative Requirements

File Dimensions: 728x90, 160x600 or 300x250

Max File Size: 40 KB

File Formats: GIF or JPEG only

Monthly E-newsletters

Subsea Report – 12,200+
 Top 728x90 \$1,500
 Middle 1 300x250 \$1,250
 Skyscraper 160x600 \$1,500

Drilling Technology Report – 15,900+
 Top 728x90 \$1,500
 Middle 1 300x250 \$1,250
 Skyscraper 160x600 \$1,500

Geosciences Update – 11,300+
Offshore West Africa – 48,000+
Offshore Asia – 46,900+
Offshore North Sea – 41,300+
Exclusive Sponsorship \$2,000
 Includes 728x90, 300x250 and 160x600

Offshore Middle East – 44,600+
Exclusive Sponsorship \$2,500
 Includes 728x90, 300x250 and 160x600

Offshore Weekly Update

Circulation: 48,000+

Advertising positions

TOP 728x90 \$2,000
 SKYSCRAPER 160x600 \$1,500
 MIDDLE 1 300x250 \$1,500
 MIDDLE 2 300x250 \$1,200



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Webcasts



As the foremost authority on the marine oil and gas industry, offshore-mag.com webcasts provide qualified leads, and position your company as a market leader. Sponsor an event or create your own, leveraging PowerPoint and/or video, plus a testing and certification option.

This highly successful tool for reaching specialized audiences routinely generates between 600 and 900 registrants.

Upcoming Webcast Topics

Review these upcoming webcast topics for unique opportunities to associate your company with today's cutting-edge technologies and innovations. Reserve your sponsorship today.

- Safety Integrated Systems
- Deepest Production Facility - Perdido
- Decommissioning
- Offshore's Annual Top 5 Projects
- Cascade / Chinook
- Jules Verne Project
- All Electric Subsea Technology
- Next Generation of Leaders

Live Event Overview

- Up to one-hour in length
- Live and interactive environment, including Q&A
- Audience polling capabilities
- Unlimited audience size
- Personalized introduction and wrap-up message

Configure webcast viewing console to host a downloadable white paper

Full contact details on all registrants and prospects, including name, business title, email address, mailing address and phone number

Marketing and Promotion

Offshore-mag.com homepage promotion

Email promotion to a highly targeted segment of the Offshore email database

Promotion in all relative Offshore E-newsletters

Reminder email messages sent to registrants 24 hours and 30 minutes in advance

One full page ad in Offshore magazine promoting webcast

Lead Generation and Reporting

Minimum 150-registrant guarantee

Full reporting on all registrants

Breakdown of live attendees and on-demand users

24/7-protected access to registration database

Post Event

On-demand archive available within 24 hours of live event

Event archived on offshore-mag.com for 12 months

Pricing Information (gross)

Single Sponsorship – pricing starts at \$18,500

Multi-Sponsored Editorial – \$6,000/sponsor (3 minimum)

Webcasts are scheduled when sponsorships are secured.

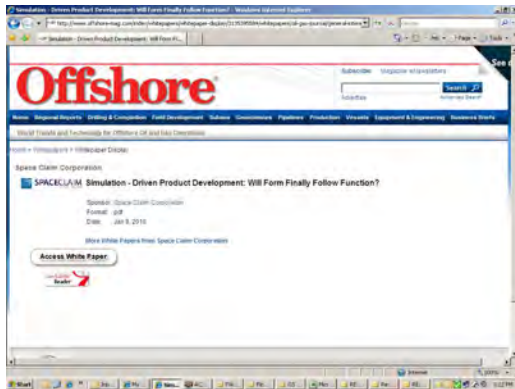
Email Marketing





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White Papers



Email Marketing

Email marketing provides one of the highest ROI of any online option available today. Reach your key prospects with an email blast to a highly targeted segment of the Offshore email database.

Advertiser rate – \$425 per thousand

Non-advertiser rate – \$525 per thousand

Market and Brand Awareness Surveys

Use the Offshore email database to research the industry's perception of your brand or your competitors'. Blind or branded surveys provide a wealth of information to assist in your organization's growth.

Advertiser rate – \$425 per thousand

Non-advertiser rate – \$525 per thousand



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Digital Magazine Cover



Generate sales leads and raise awareness for your company with Offshore White Paper postings. You will receive detailed reports about who reads them and how often. White Papers are returned in search results as well, which will broaden your reach.

Reporting and Lead Generation

Prospective lead reports emailed monthly

Full contact information for prospects, including customer name, business title, email address, mailing address and phone number

Historical page views and retrieval information

24/7 access to reports

Search

White Paper content, title, abstract and vendor information is completely searchable, providing easy access and increased exposure to your paper. Search capabilities are available throughout offshore-mag.com.

Basic White Paper Posting, \$500 per month
Includes up to five White Papers

Receive maximum brand and White Paper recognition on offshore-mag.com for the duration of your contract through search prioritization, logo placement, Leaderboard advertisements, company information, including your email address and website links. Premium White Paper Sponsorship available as an add-on to the Basic White Paper Posting. Contact your sales person for pricing options.



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Content Rotator Sponsor

Creative Requirements

The text link is 45 characters, including spaces and the customer's URL.

Pricing: \$2,400 per month

A new sponsorship position, Content Rotator Sponsor offers you an opportunity to have your brand messaging associated with premium content in a prime homepage or Topic Center page location. It is a text link that remains persistent within the content rotator. With the added major benefit of "link juice" or "link power" derived from receiving a direct link from a key location on our site, you will realize the additional benefit of improved search engine rankings, resulting in increased targeted traffic to your website. The importance or authority of a given page (as determined by the search engines) as it relates to a particular search term determines the amount of "juice" that can then be passed to other pages via links.