

# PennEnergy®

## 2011 Media Information



Your Source for Energy News, Research, and Insight.

# PennEnergy®

Your Source for Energy News, Research, and Insight.

Since 1910, The PennWell Petroleum Group has been the leader for coverage of and service to the worldwide petroleum and power industries. PennWell created PennEnergy.com to serve as the broadest and most complete source of energy-related news, research, and insight for global energy professionals.

Nowhere else will you find this much energy-related information in one location. It is a complete source of information for energy professionals as well as a comprehensive and effective vehicle for advertisers to reach targeted market segments in the energy industry.

## PennEnergy.com includes:

- Coverage of both the Oil & Gas and the Power Industries
- Variety of Topic Centers to allow advertisers to target a specific audience
- Content provided by top energy publications like Oil & Gas Journal, Power Engineering, and Renewable Energy World
- Readers have the ability to rate, comment on, and submit articles
- Over 1,800 research and data products
- Access to thousands of book titles related to the energy industry
- Job postings and career advice for job seekers
- Recruiting solutions for employers and recruiters
- Latest news and information delivered directly to site users through weekly and daily e-newsletters
- Blogs from experienced industry journalists and industry experts
- Information on the newest products and services from Oil, Gas & Petrochem Equipment, PennEnergy Products, and PennEnergy Buyers Guide

PennEnergy.com is the meeting place for advertisers and industry decision makers. Contact your Brand Manager today and let them create the mix of advertising products and options that will help you reach your objectives.



OIL & GAS  
JOURNAL

POWER  
Engineering

RENEWABLE  
ENERGY  
WORLD  
MAGAZINE  
NORTH AMERICA

Oil, Gas & Petrochem  
EQUIPMENT

OIL & GAS  
FINANCIAL  
JOURNAL

POWERGRID  
INTERNATIONAL  
THE POWER DELIVERY MEDIA SOURCE

ELECTRIC  
LIGHTS & POWER

[www.PennEnergy.com](http://www.PennEnergy.com)

# PennEnergy AUDIENCE

## TARGET AUDIENCE

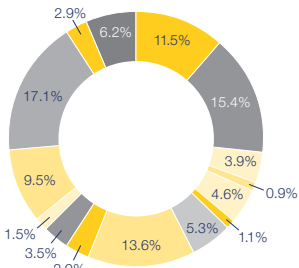
PennEnergy.com serves the energy industry as a web portal with content that serves both the petroleum and power sectors.

## RELATED PENNELL ENERGY PUBLICATIONS

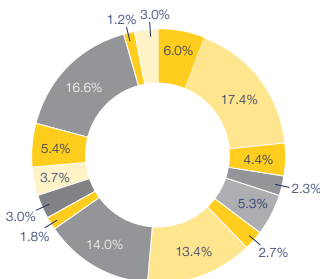
- Cogeneration & On-Site Power Production
- Electric Light & Power
- Hydro Review
- Hydro Review Worldwide
- Middle East Energy
- Nuclear Power International
- Offshore
- Oil & Gas Financial Journal
- Oil & Gas Journal
- Oil, Gas & Petrochem Equipment
- Photovoltaics World
- Potencia
- Power Engineering
- Power Engineering International
- POWERGRID International
- Renewable Energy World
- Renewable Energy World North America
- Utility Products

## PETROLEUM INDUSTRY

UNITED STATES

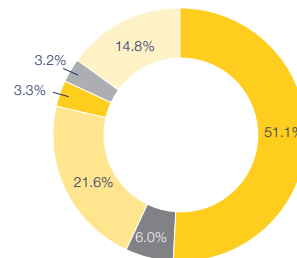


INTERNATIONAL

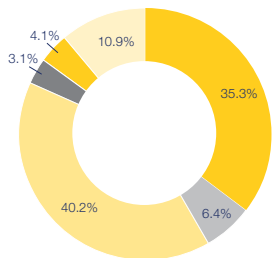


U.S.	INTL.	INDUSTRIES SERVED	U.S.	INTL.	JOB FUNCTION
11.5%	6.0%	Geophysical Exploration	51.1%	35.3%	Management (all upper mgmt)
15.4%	17.4%	Production	6.0%	6.4%	Supervisors/Foremen
3.9%	4.4%	Drilling	21.6%	40.2%	Engineers
0.9%	2.3%	Drilling Contractor	3.3%	3.1%	Purchasing Agent
4.6%	5.3%	Pipeline	3.2%	4.1%	Chemist/Geologists
1.1%	2.7%	Pipeline Contractor	14.8%	10.9%	Others
5.3%	13.4%	Design Engineering Construction			
13.6%	14.0%	Service & Supply Manufacturing			
2.9%	1.8%	Natural Gas Processing			
3.5%	3.0%	Refining			
1.5%	3.7%	Petrochemical			
9.5%	5.4%	Oil/Gas Company			
17.1%	16.6%	Oil Industry			
2.9%	1.2%	Consulting			
6.2%	3.0%	Financial			

UNITED STATES



INTERNATIONAL

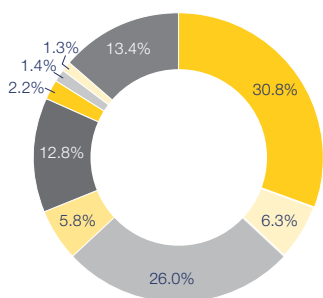


# PennEnergy AUDIENCE

## POWER INDUSTRY

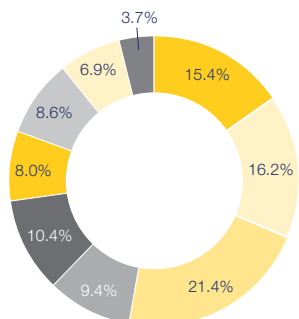
### INDUSTRIES SERVED

<b>Electric Utilities</b>	IOUs (Investor Owned Utilities)	<b>25.9%</b>
	Municipal Electric Utilities	<b>4.0%</b>
	REMC/Co-ops (Rural Electric Member Cooperatives)	<b>1.7%</b>
	Other Utilities including Public, Federal, and State	<b>3.2%</b>
	Federal Power Agency	<b>1.6%</b>
<b>IPPs / Marketers / Pools</b>	IPPs (Independent Power Producers)	<b>8.4%</b>
	Self Generators	<b>5.6%</b>
	Power Marketing/Pools/Broker/Finance/Supply/District	<b>0.2%</b>
<b>Regulatory Agencies / Power Plant Designers / Construction / Engineering</b>	Consultant/Consulting Engineers/Construction/Architecture	<b>27.0%</b>
	Specifier for OEM (Original Equipment Manufacturer)	<b>1.6%</b>
<b>Contractors Suppliers Manufacturers</b>	Manufacturer/Vendor/Manufacturer's Rep	<b>10.8%</b>
	Water/Wastewater Utility/System	<b>0.6%</b>
	Gas Utility/Pipeline Company	<b>0.4%</b>
	Aggregator/Energy Service Provider/Service Company/Energy End User	<b>4.4%</b>
	Regulatory Agency	<b>0.3%</b>
	Telephone Company	<b>0.6%</b>
	Cable/CATV Company	<b>0.4%</b>
	Contractor	<b>2.4%</b>
	Dealer/Distributors	<b>0.4%</b>
	Service/Repair/Maintenance	<b>0.4%</b>



### JOB FUNCTION

<b>30.8%</b> General/Corp Management	<b>12.8%</b> Operations Staff/Maintenance
<b>6.3%</b> Engineering Management	Construction/Fleet
<b>26.0%</b> Engineering Staff/Planning/Design	<b>1.4%</b> Marketing/Customer Service
Performance/R&D	<b>1.3%</b> MIS (Management Information Services)
<b>5.8%</b> Operations Management	<b>13.4%</b> Others
<b>2.2%</b> Purchasing/Store/Inventory	



### FORM OF ENERGY USED

<b>15.4%</b> Coal	<b>8.0%</b> Waste
<b>16.2%</b> Oil	<b>8.6%</b> Wind
<b>21.4%</b> Gas	<b>6.9%</b> Solar
<b>9.4%</b> Nuclear	<b>3.7%</b> Other
<b>10.4%</b> Hydro	

# ONLINE ADVERTISING

PennEnergy offers a variety of advertising options allowing you to target your most qualified prospects and spread your message to the broad spectrum of the energy industry.

## TOPIC CENTER SPONSORSHIP

The energy industry encompasses a variety of existing and developing technologies. PennEnergy developed Topic Centers with this in mind. With Topic Centers covering the broad spectrum of today's energy industry, you can reach the best qualified prospects for your market. Divided into Industry Segments, a Topic Center Sponsorship allows a company to "own" a content area and establish your company as a market leader.

## INDUSTRY SEGMENT HOMEPAGES

Industry Segments

- Petroleum
- Power
- Energy Issues & Solutions

**Includes:** **\$2,000/mo**

Leaderboard 728x90 (Top & Bottom)  
300x600\*

\*Space may be utilized as a combination of 300x250 ads and up to 9 text links.

**Page Peel – Petroleum Landing Page** **\$2,500/mo**

**Page Peel – Power Landing Page** **\$2,500/mo**



## TOPIC CENTERS

**Topic Centers** Contact your Brand Manager for a complete list of available Topic Centers.

**Petroleum Examples:** Exploration & Production, Finance & Investing, and Offshore

**Power Examples:** Gas-Fueled Generation, Smart Grid, and Renewable Energy

**Energy Issues & Solutions Examples:** Health, Safety, Security and Environmental, Technology Solutions, and Regulatory and Legal

**Topic Center Landing Page** *Call for Pricing*

**Includes:**

Leaderboard 728x90 (Top & Bottom)  
300x600 or 300x250 ad(s) and up to nine (9) text links

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Blog Leaderboard 728x90 **\$1,000/mo**

Classifieds Leaderboard 728x90 **\$1,000/mo**

Events Leaderboard 728x90 **\$500/mo**

Finance Leaderboard 728x90 **\$2,000/mo**

iPhone Application Sponsorship **\$1,000/mo**

Publications Leaderboard 728x90 **\$800/mo**

Search Leaderboard 728x90 **\$1,500/mo**

Weather Leaderboard 728x90 **\$1,000/mo**

**Leaderboard positions include top and bottom.**

## HOMEPAGE ADVERTISING

Page Peel **\$2,800/mo**

Leaderboard 728x90 (Top & Bottom) **\$2,250/mo**

300x250 (First Position) **\$2,000/mo**

300x250 (Second Position) **\$1,750/mo**

300x250 (Third Position) **\$1,500/mo**

## ARTICLE TOOLBAR

Article Toolbar Sponsor **\$600/mo**

Logo Positions: On all article display pages (excluding wire stories). 88x31

Banner Ad Positions: Follows all toolbar save, print, and email features. 468x60

All online advertising rates are published as gross rates.

# ONLINE ADVERTISING / E-NEWSLETTERS

## PENNERGY PRODUCTS ADVERTISING

PennEnergy Products targets global energy professionals with a look at the newest equipment, products, systems, and services for the energy industry.

### PennEnergy PRODUCTS / OIL, GAS & PETROCHEM EQUIPMENT

Page Peel	\$2,000/mo
Leaderboard	\$1,600/mo
300x250 or text links (First Position)	\$1,500/mo
300x250 or text links (Second Position)	\$1,350/mo
300x250 or text links (Third Position)	\$1,200/mo

### PennEnergy BUYERS GUIDE

The PennEnergy Buyers Guide allows users worldwide to gain targeted, timely and valuable information through real-time comparisons of products, online interaction with suppliers and peers plus access to relevant content from industry brands.

Three package options are available giving everyone an option for meeting their budget and marketing objectives. Our most comprehensive option, the All-Access package, offers your company its own microsite, or mini-website.

	SELECT	SELECT PLUS	ALL ACCESS
Package Pricing	\$495	\$995	\$5,995*
Company Listing (no email address)	✓		
Company Listing (with email capability)		✓	✓
Company Description (# of words)	30	30	Unlimited
Categories	5	7	10
Company Logo	✓	✓	✓
Email Lead Generation & Reporting		✓	✓
Featured Listing in Search Returns	✓	✓	✓
Product Listings (model name, etc.)	5	7	10
Product Description (# of words)	30	30	100
Product Photos	✓	✓	✓
Product Downloadable Files			5
Product Videos			5
Product Comparison Feature	✓	✓	✓
Additional Product Cost	\$99	\$99	\$99
Company-Branded Expanded Profile			✓
Event Listings			5
Press Releases			5
Downloadable Files (white papers, etc.)			5
Videos			5

## E-NEWSLETTER ADVERTISING

### PennEnergy WEEKLY

Leaderboard 728x90 (Top & Bottom)	\$1,800/mo
Sponsor 1 180x150	\$1,650/mo
Sponsor 2 180x150	\$1,400/mo
Skyscraper 160x600	\$1,575/mo
Two versions – Petroleum and Power	

### PennEnergy DAILY UPDATE

Leaderboard 728x90 (Top & Bottom)	\$1,500/week
Skyscraper 160x600	\$1,100/week
Exclusive Sponsorship (Leaderboard & skyscraper positions)	\$2,600/week
Two versions – Petroleum and Power	



## OIL, GAS & PETROCHEM EQUIPMENT EQUIP-ALERT

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

Top Leaderboard	\$1,200/mo
Showcase Listing Equip-Alert (12 available)	\$1,000 each
Middle Leaderboard	\$1,000/mo
Bottom Leaderboard	\$900/mo

All online advertising rates are published as gross rates.

# ONLINE ADVERTISING / E-NEWSLETTERS

## CUSTOM E-NEWSLETTER

This highly targeted branding opportunity offers the exclusive sponsorship of a monthly wrap-up of topically relevant information delivered to 10,000 targeted recipients. Full reporting of email results included. **\$5,250/mo**

# LEAD GENERATION

## WEBCASTS

- Vendor Sponsored
- Continuing Education / Certification
- Editorial

Generate sales leads and raise awareness with an audience that registers to participate in an educational industry event. Sponsor an event or create your own leveraging PowerPoint and/or video, plus a testing and certification option. Webcasting products are highly interactive with global reach, a twelve-month archive, and 24/7 access to a complete registrant report.

SINGLE SPONSORSHIP	<b>\$15,000 - \$18,000</b>
MULTI-SPONSORED	<b>\$5,885 - \$8,885</b>

## SPONSORED OR SUBMITTED CONTENT

- Podcasting
- Technical White Papers
- Video Streaming

Generate sales leads and raise awareness with an audience that registers to download or view an educational audio, video, or technical document. Sponsor content or submit your company's content. Website content products are educational and engaging and include 24/7 access to a complete registrant report. *Call for Pricing*

## SPONSORED CONTENT & MICROSITES

A high quality branding and lead-generation opportunity through a microsite created for your company or a sponsored vertical content section. Both solutions are available on a custom basis and run for either six or twelve months. *Call for Pricing*

## WHITE PAPERS

Generate sales leads and raise awareness for your company with PennEnergy White Paper postings. You may sponsor content or submit your company's content and receive detailed reports about who reads them and how often. White Paper sponsorship also provides you additional exposure with search prioritization and logo recognition.

### 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

### 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 **PennEnergy.com**.

### BASIC WHITE PAPER POSTING

**\$500/mo**

Includes up to five White Papers

### PREMIUM WHITE PAPER SPONSORSHIP

**\$1,000/mo**

Includes up to five White Papers plus additional marketing support and exposure

- Receive maximum brand and White Paper recognition on **PennEnergy.com** for the duration of your contract through search prioritization, logo placement, leaderboard advertisements, company information including your email address and website links.

## PAY FOR PERFORMANCE CAMPAIGNS

Pay only for the leads generated through PennEnergy promotion of your white paper, case study, etc. Rate is dependent upon the criteria for lead qualification.

All online advertising rates are published as gross rates.

# CUSTOM VIDEO ADVERTISING

## VIDEO ADVERTISING

With the support of a PennEnergy full broadcast-quality video production crew, you can create a product demonstration or conduct a one-on-one interview with an editor of PennEnergy at a tradeshow or the location of your choice. The final video will be posted on PennEnergy.com giving you valuable exposure to qualified industry buyers. Also included in the video packages are additional marketing efforts to help you promote your video. *Call for package details and pricing.*

## CUSTOMER PROVIDED VIDEO

Provide a 3–5 minute video of your latest product information, company news, etc. to be posted on **PennEnergy.com**

**\$588/mo**

## TRADESHOW VIDEO

The package includes up to three days of online video and news coverage of your event and gives you the opportunity to extend and promote your event to a global audience. The video is produced by PennEnergy and distributed through post-event direct email promotions driving video-viewer traffic to your website. *Call for package details and pricing.*

## EMAIL LIST RENTAL

### EMAIL LIST RENTALS

Gain direct access to highly targeted prospects when you rent our email list. With email addresses from all segments of the industry, you can identify your best prospects and deliver your message directly to them.

**\$425/thousand** for current advertisers

**\$525/thousand** for non-advertisers



## CUSTOM RESEARCH

### CUSTOM RESEARCH

Using our comprehensive contact lists compiled through years of participation in the energy industry, the PennEnergy Research team deploys a web-based survey system for delivering your questions and recording survey responses. Results will then be analyzed and compiled into a comprehensive and detailed report.

PennEnergy Custom Surveys are an easy and effective method of gathering the information you need for

- Benchmarking
- Conducting market awareness studies
- Studying product awareness
- Public relations
- Business development

For complete details and pricing for custom research projects, contact:  
**Matt Dresher - Business Development Manager**  
918-831-9539 • [matt@d@pennwell.com](mailto:matt@d@pennwell.com)

## CONTACTS

FOR MORE INFORMATION ABOUT HOW PENNENERGY CAN HELP YOU ACHIEVE YOUR MARKETING OBJECTIVES CONTACT:

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**Sales Manager**

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Mobile: 918-606-3840  
[mroberts@pennwell.com](mailto:mroberts@pennwell.com)

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[staceys@pennwell.com](mailto:staceys@pennwell.com)

**PennWell Headquarters**

PennWell Corporation  
1421 S. Sheridan Rd.  
Tulsa, OK 74112  
Toll-Free: 1-800-331-4463

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[www.PennEnergy.com](http://www.PennEnergy.com)