

OGPE.COM

OIL, GAS & petrochem equipment™

Media Kit 2015



More Leads. More Traffic. More Sales. More Profit.

Oil, Gas & Petrochem Equipment Over 60 Years of Products & Services



- We publish more product news than any other petroleum brand.
- Over 100,000+ global reach — 37,000 magazine circulation
- PennWell's second longest continuously published brand with *Oil & Gas Journal*
- Partnering with hundreds of manufacturers and service provider advertisers—and their agencies

2015: More Useful Information & Content on “What’s New” in Onshore & Offshore Products & Services

Oil, Gas & Petrochem Equipment / OGPE.com begins its' sixth decade as PennWell's **only all-petroleum-products-and-services brand**. Since our beginning as the products media extension of *Oil & Gas Journal* — our mission remains:

Tell buyers, specifiers, and purchasing decision-makers about the newest or improved onshore and offshore products and services. Offer them free information and literature, then help them engage with your company.

Our goal is to **partner with you to tell the global oil and gas industry about your products and services**. Our brand continues to expand beyond traditional magazine media with global digital delivery to qualified subscribers plus an array of online offerings.

Let us collaborate and partner with your company to deliver more **leads** — more **web traffic** — more **sales** — more **profit**.

This 2015 media kit presents OG&PE's **partnership with ROI**: top-quality leads, complete product editorial attention and complement, unlimited web opportunities, and our pledge to provide the best possible advertiser experience.

OG&PE / OGPE.com: Your Single, Most Complete Source of “What’s New,” Quality Leads & Web Traffic

Audience Insights from

OIL, GAS
& petrochemequipment

AUDIENCE

Engineers
Operating Managers
Supervisors
Superintendents
Foremen
Field & Plant Personnel
Designers
Construction Firms & Contractors

GLOBAL REACH

100,000+*



*Includes magazine circulation, newsletter subscriptions, social media, monthly unique website visitors, and mobile app users.

WHY THEY VISIT OGPE.COM

When you visit the OGPE.com website, in what format do you access information?



When you visit OGPE.com, what type of information are you typically seeking?



ONLINE ENGAGEMENT



6,694 Followers



6,933 Likes

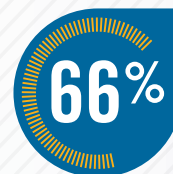


2,447 Members



OVER 32,000+

OGPE Newsletter
Subscribers



Visit a company's
website after viewing
an ad on OGPE.com



3,263 downloads of OGPE
Mobile App with an average
of 373 downloads per day

All stats are from SiteCatalyst and 2014 audience survey.

PennWell

Oil, Gas & Petrochem Equipment Media Solutions

Designed to meet your specific marketing campaign goals

Match your campaign objectives to our solutions!

These icons appear throughout the media guide for easy identification and your convenience.



A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the Oil & Gas community.



A **Lead Generation** campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the Oil & Gas community.



A **Traffic Driving** campaign is designed to push Oil & Gas professionals to your website or other online offerings.










A **Thought Leadership/Engagement** campaign authenticates your sales and marketing message by comprehensively communicating innovation and a sustainable competitive advantage — building business over the long term.










A **Search Engine Optimization (SEO)** campaign improves your site's visibility with search engines, which is enhanced by an effective linking strategy on high-ranking websites with relevant content.

Our Solutions

	Your Marketing Campaign Objectives						
	 Brand	 Lead	 Traffic	 Thought	 SEO	 Push	 Pull
Magazine	•	•	•			•	•
Weekly Newsletter	•		•			•	
OGPE.com	•		•				•
Contest	•	•	•			•	•
Email List Rental	•	•	•	•		•	
Mobile App	•		•				•

Website Solutions

	 Brand	 Lead	 Traffic	 Thought	 SEO	 Push	 Pull
Buyers Guide	•	•	•		•		•
Video Sponsor	•			•			•
White Paper	•	•		•			
Webcast	•	•		•		•	•

We provide complementing editorial support to all clients with a strong, qualified, engaged audience:

Buyers, specifiers, and purchasing decision-makers throughout upstream, midstream, and downstream oil and gas operations.

We deliver lead generation and web traffic to your site.

Oil, Gas & Petrochem Equipment Editorial Calendar, Bonus Distribution, Closings

JANUARY/FEBRUARY HSSE: Oil & Gas Health, Safety, Security & Environmental Products & Services Bonus Distribution: Subsea Tieback Forum, New Orleans NACE, Dallas Ad Close: January 15 Material Due: January 22	MARCH Oil & Gas Maintenance & Plant Operations Ad Close: February 20 Material Due: February 27
APRIL Drilling, Fracing, Production – OTC Bonus Distribution: Offshore Technology Conference, Houston Ad Close: March 20 Material Due: March 27	MAY Pipeline & Storage Products Bonus Distribution: International Liquid Terminals Association, Houston Ad Close: April 22 Material Due: April 29
JUNE Flow Measure, Control, Meter & Automation Ad Close: May 21 Material Due: May 29	JULY/AUGUST Prime Movers, Pumps, Compressors, Turbines, Engines, Motors Bonus Distribution: Turbomachinery & Pump Users Symposia, Houston SPE ATCE, Houston Ad Close: July 17 Material Due: July 23
SEPTEMBER Petroleum Instrumentation Bonus Distribution: Pipeline Week LAGCOE, Lafayette Ad Close: August 20 Material Due: August 27	OCTOBER Valves & Actuators / Oil & Gas Software Ad Close: September 21 Material Due: September 28
NOVEMBER Midstream Products & Services Ad Close: October 23 Material Due: October 30	DECEMBER Natural Gas Drilling, Production, Processing, Pipeline Ad Close: November 19 Material Due: November 27



Oil, Gas & Petrochem Equipment Rates & Specifications

2015 Magazine Rates

















Frequency	1X	3X	5X	10X	15X	20X
Full Tabloid Page	\$10,500	\$9,600	\$8,700	\$7,500	\$6,400	\$5,500
2/3 Tabloid Page	\$8,800	\$8,100	\$7,200	\$6,700	\$5,700	\$4,900
1/2 Tabloid Page	\$7,700	\$7,000	\$6,200	\$5,700	\$4,900	\$4,200
1/3 Tabloid Page	\$5,600	\$5,100	\$4,600	\$4,200	\$3,600	\$3,100
Jr Standard Page	\$9,000	\$8,100	\$7,200	\$6,700	\$5,700	\$4,900
Jr 2/3 Page	\$7,000	\$6,500	\$5,800	\$5,300	\$4,500	\$3,800
Jr 1/2 Page	\$5,700	\$5,100	\$4,600	\$4,200	\$3,600	\$3,100
Jr 1/3 Page	\$4,700	\$4,200	\$3,700	\$3,300	\$2,800	\$2,400
Jr 1/4 Page	\$3,800	\$3,500	\$3,100	\$2,800	\$2,400	\$2,100
Belly Band			\$2,350			
Table of Contents Banner			\$2,350			
Blow-In			\$2,000			

All Rates Are Gross.

Oil, Gas & Petrochem Equipment is published on the 20th day of month issued, or 20th day of second month issued for bi-monthly issues.

Mechanical Data

Magazine Trim Size: 10.375" x 13" (264mm x 330 mm)

 Full Tabloid Page Live Area: 9.375" x 12" (238mm x 305 mm) Trim: 10.375" x 13" (4mm x 330 mm) Bleed: 10.625" x 13.25" (270mm x 337 mm)	 1/2 Tabloid Page (Vertical) Live Area: 4.675" x 12" (119mm x 305 mm)	 1/2 Junior Page (Vertical) Live Area: 3.375" x 9.75" (86mm x 248 mm)	 1/4 Junior Page (Vertical) Live Area: 3.325" x 4.875" (84mm x 124 mm)
	 1/3 Tabloid Page (Horizontal) Live Area: 9.375" x 4" (238mm x 102 mm)	 1/2 Junior Page (Horizontal) Live Area: 7" x 4.875" (178mm x 124 mm)	 1/4 Junior Page (Horizontal) Live Area: 7" x 2.3125" (178mm x 59 mm)
 2/3 Tabloid Page (Horizontal) Live Area: 9.375" x 8" (238mm x 203 mm)	 1/3 Tabloid Page (Vertical) Live Area: 3.125" x 12" (79mm x 305 mm)	 Junior Island (Vertical) Live Area: 4.5" x 7.375" (114mm x 187 mm)	
 2/3 Tabloid Page (Vertical) Live Area: 6.25" x 12" (159mm x 305 mm)	 Junior Standard Page Live Area: 7" x 10" (178mm x 254 mm)	 1/3 Junior Page (Vertical) Live Area: 2.25" x 9.75" (57mm x 248 mm)	
 1/2 Tabloid Page (Horizontal) Live Area: 9.375" x 6" (238mm x 152 mm)	 2/3 Junior 2/3 Page Live Area: 4.5" x 9.75" (114mm x 248 mm)	 1/3 Junior (Square) Live Area: 4.5" x 4.875" (114mm x 124 mm)	<div> All text, logos, borders and boxes that do not bleed should stay within the live area. </div>

Oil, Gas & Petrochem Equipment Rates & Specifications



Magazine Specifications

Ad Material Submission:

Upload to our FTP site: go to digitalads.pennwell.com.

Click either "Online Material" or "Print Material."

Select Oil, Gas & Petrochem Equipment (OG&PE)
from scroll-down menu.

Fill in required information, select Upload Ad.

The FTP site accepts up to 250 MB. Stuff or zip files before sending.

You will receive confirmation.

Send print materials to: admaterial@pennwell.com

Send physical material to:

PennWell Corporation

Attn: Ad Traffic Team

1421 South Sheridan Road

Tulsa OK 74112 USA

918 831 9484

Supplying Ad Materials:

PennWell prefers ad material to be supplied as PDF with PDF/X-1a format option. We also accept ads built in Adobe InDesign, PageMaker, Illustrator, Freehand, Photoshop, and QuarkXpress.

Please supply all fonts, images, and artwork with adds 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, Publisher, PowerPoint, or CorelDRAW

PennWell requires a high-resolution color proof of supplied ads to guarantee reproduction. This applies even on uploaded materials. If you do not supply this proof, we cannot guarantee ad reproduction.

For complete PennWell printing specifications:

digitalads.pennwell.com and select your ad type.

OIL, GAS
&petrochemequipment™

Oil, Gas & Petrochem Equipment Weekly eNewsletter



2015 Digital Rates

Weekly e-Newsletter

Every Thursday, 32,000+ global petroleum professionals will receive your Product Showcase message with direct link to your website. The "Above the Fold" announcements – along with top, middle, and bottom leaderboards – are our biggest traffic and page view generators.



Rates

Top & Bottom Leaderboards	\$1,800 (4-week month)
Middle Leaderboard	\$1,500 (4-week month)

Product Showcase

1X	6X	12X	26X	52X
\$1,300	\$1,100	\$900	\$700	\$600

*Frequency is per week (Thursday through Wednesday)

All Rates Are Gross.

e-Newsletter Leaderboards

728x90 Max 40K +URL link or Hybrid Ad (*no larger than 150x150 image (max 30k) + max word count 45 +one URL link). Plain text ad is acceptable.

e-Newsletter Product Showcase

50 words max text, no larger than 150x150 +URL link

Send digital materials to: webmaterial@pennwell.com



A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the Oil & Gas community.



A **Traffic Driving** campaign is designed to push Oil & Gas professionals to your website or other online offerings.



Social Media

Pushed out every Thursday morning to Twitter, Facebook, LinkedIn, Google +, Oil & Gas community members.

47% of our audience rely on e-Newsletters to do their job.

*stats from 2014 OGPE Audience Survey

Oil, Gas & Petrochem Equipment OGPE.com Website



2015 Digital Rates

OGPE.com Website

OGPE.com is the only upstream, midstream, and downstream all-products-and-services website. Updated with the most current, newest, products and services plus industry news. OGPE.com helps you effectively present who you are and what you make or offer – even post videos of your demos, tradeshow activity, tutorials, etc.



Rates (Full Run of Site)

Top & Bottom Leaderboard \$1,800/month – 3 rotations
Site Sponsor Right Rail – 2 Rotations

1X	3X	6X	12X
\$1,800	\$1,600	\$1,400	\$1,200

OGPE.com website Leaderboard

728x90 click-thru url. File size 40k

Mobile web - horizontal, vertical

300x50 gif, animated gif or jpg + click-thru url. File size 15k

Site Sponsor Right Rail

300x250 graphic + click-thru url or 6 text/url links. File size 40k

All Rates Are Gross.

Send digital materials to: webmaterial@pennwell.com

728 x 90
Top Leaderboard

300 x 250
Site Sponsor

728 x 90
Bottom Leaderboard

66% of our audience visited the company's website as a result from viewing an advertisement.

*stats from 2014 OGPE Audience Survey

Oil, Gas & Petrochem Equipment Products

OG&PE Petroleum Buyers Guide



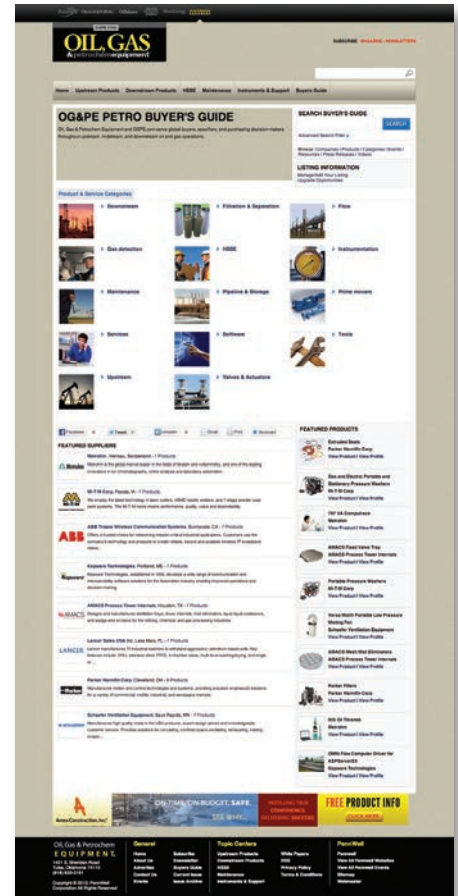
The Petroleum Buyers Guide enables users to gain targeted, timely, and valuable information through real-time comparisons of products, online interaction with suppliers and peers, as access to relevant content from industry brands. Unlike broad search engines or other websites, the Petroleum Buyers Guide is specifically designed to enhance, expedite, and complete the buying process while providing users with indispensable user comments, industry news, and analysis.

Three package options are available to meet your specific budget and marketing objectives. Our most comprehensive option, the All-Access package, offers your company its own microsite, or mini-website.

Contact your OGPE sales representative for more information.

	Select	Select Plus	All Access
Package Pricing	\$495	\$995	\$5,995

*Rates are "net"



Email List Rentals



Gain direct access to highly targeted prospects when you rent the OG&PE and petroleum industry email lists. With email addresses from all segments of the upstream, midstream, and downstream industry, you can identify your best prospects and deliver your message directly to them.

\$450/thousand for current advertisers

\$550/thousand for non-advertisers

(Rates are "net")

When visiting our website

55% of our audience are looking for products or services their company may need.

47% of our audience rely on Email Newsletters to do their job.

*stats from 2014 OGPE Audience Survey

Oil, Gas & Petrochem Equipment Products

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 **\$10,000 - \$12,000**



Custom Video Advertising



Video Advertising

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

Tradeshow Video

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

Customer Provided Video

Provide a 3 to 5 minute video of your latest product information, company news, etc. to be posted on OGPE.com. **\$600/month**

Your video will be announced on our weekly e-Newsletter with a link to its' OGPE.com posting.



In the last year,
our audience's use of Webcasts has
increased by over 32%.



41% of our audience finds
Video to be the most
useful rich media
advertising enhancement on OGPE.com.

*stats from 2014 OGPE Audience Survey

OIL, GAS
& petrochem equipment

Oil, Gas & Petrochem Equipment Products

White Papers

\$500/month (up to five)



Drive more leads with your expert content using our promotional capabilities

Generate sales leads and raise awareness for your company with White Paper postings on OGPE.com. Sponsor content or submit your company's own 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 OGPE.com

Premium White Paper Sponsorship

\$1,000/month

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

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



58% of our audience rely on Whitepapers to do their job.

*stats from 2014 OGPE Audience Survey

Oil, Gas & Petrochem Equipment 2015 Yearly contests



Throughout the year, OG&PE engages its oil and gas audience with topical contests. These contests deliver quality leads, drive traffic to sponsors websites, and increase overall audience engagement.

Contest types include trivia, photo submission, or customized to fit your brand.

Contests use social media and broad marketing channels to reach the audiences most likely to participate.

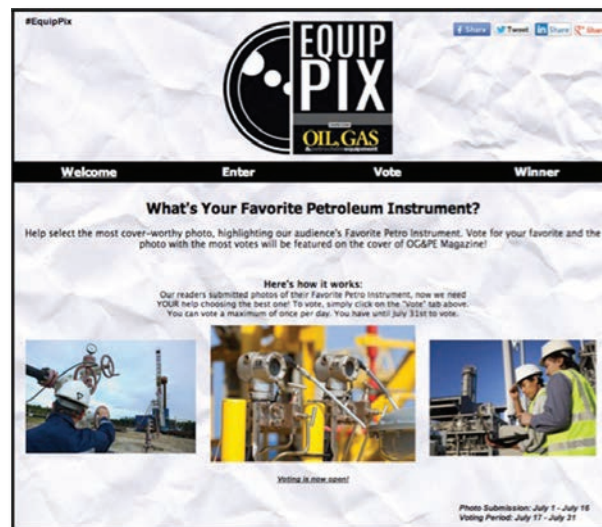
As a contest sponsor, your company awareness will grow with increased audience engagement.

Contest Sponsorship Benefits:

- Lead Generation
- Web Traffic
- Logo on all marketing materials
- Logo on promotional emails
- Banner ads on OGPE.com
- Banner ads in Weekly e-Newsletter
- Within OG&PE magazine
- Wrap-up slideshow (photos) on OGPE.com

As a unique lead-gen and web traffic opportunity, OG&PE contest sponsors receive all data on contest participants.

Contact your OG&PE sales representative for contest sponsorship specifics.



When visiting our **OGPE.com**,
68% of our audience find Photo Galleries
and/or Contests to be the most useful
rich media enhancements.

*stats from 2014 OGPE Audience Survey



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We know the Oil and Gas Industry!

And, we know that ROI is more important than ever before.

We can assist you with:

Design & Development Services

Your customers care about the bottom line. How do you grab their attention? Create a compelling, targeted, no-nonsense message communicating what you have to offer with just the right balance of information to inspire a purchase, call or click-through. Our creative team of designers, copywriters and programmers knows how to get the job done.

- » Marketing brochures
- » Trade show signage and display
- » Re-launching your website; SEO optimized and mobile ready
- » Print ads, rich media ads, html emails
- » Video

Marketing Consulting

Do you have a new product to launch? Entering a new industry? Need help with media planning or a corporate event? Our team of marketing professionals understands the value of listening and learning. We can help with both strategic and tactical planning.

Here's how we can help:

- » Messaging
- » Email marketing
- » Social media strategy
- » Thought leadership programs
- » Media planning and campaign strategy
- » Web analytics review
- » Event planning: Managing your corporate event for up to 250 attendees
- » Competitive analysis



Examples of Our Work:



PennGage is Your Answer to Achieving ROI.

Most marketing automation platforms are very cumbersome, time consuming and use all your staff's resources. PennGage is a fully managed service that frees up your staff to do other important tasks. We will manage your marketing campaigns while you manage your business:

- » Identifies, at the individual level, who is visiting your website and what pages they are reading
- » Pushes automated messages to extend your ad spend
- » Integrates with most CRMs
- » Nurtures leads till sales close
- » Provides detailed reports, analytics and alerts

Find out more at www.pennwellmarketing.com.
Or call Paul Andrews: 240.595.2352