

2016 MARKETING SOLUTIONS

# OIL & GAS JOURNAL®

INTERNATIONAL PETROLEUM NEWS & TECHNOLOGY

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



*Oil & Gas Journal* provides a comprehensive vantage point of the upstream, midstream, and downstream oil and gas industry. With each editor concentrated on specific sectors, their goal is to deliver timely news, technical articles, and insight into the petroleum industry. Meet the team behind your marketing success and OGJ's print, digital, video, and social content.



BOB TIPPEE

**Bob Tippee** has been a member of the OGJ staff since October 1977 and the Chief Editor of the magazine and its website, OGJ Online, since January 1999. A journalism graduate of the University of Tulsa and former officer in the US Air Force, he was the 2010 recipient of the American Business Media Crain Award for a Distinguished Journalism Career.



TAYVIS DUNNAHOE

**Tayvis Dunnahoe** joined the OGJ staff in January 2013 as founding Chief Editor of *Unconventional Oil & Gas Report* and moved from that position to become OGJ Exploration Editor in December of that year. He has covered the oil and gas industry as editor of several Houston-based industry publications. He holds a degree in professional writing from the University of Houston-Downtown and attended Emerson University's graduate MFA program.



CONGLIN XU

**Conglin Xu** joined OGJ in December 2012 as Senior Editor Economics, providing in-depth analysis and forecasts on US and global oil and gas market fundamentals. Previously, she served as a short-term consultant at the World Bank and as an intern economist at the International Monetary Fund. Xu earned a doctorate in international economics from the University of California at Santa Cruz.



LAURA BELL

Contributing and Statistics Editor **Laura Bell** began working for OGJ in 1994 after working as Survey Editor for two years. She also became a Contributing Editor for the OGJ affiliate *Oil & Gas Financial Journal* in 2004. Before joining OGJ, Bell worked at Vintage Petroleum in Tulsa, Oklahoma. She holds a degree in organizational administration from Oklahoma State University.



CHRISTOPHER E. SMITH

As Managing Editor Technology, **Chris Smith** oversees OGJ's technology coverage and produces the annual "Pipeline Economics" and "Worldwide Pipeline Construction" reports. Smith has been at OGJ for 10 years and has worked in the industry for 22 years in a variety of commodity analysis and reporting roles. A graduate of the University of Houston, he also holds a Master of Science degree from Georgetown University's School of Foreign Service.



MICHAEL T. SLOCUM

Before joining OGJ as Upstream Technology Editor in February 2014, **Michael T. Slocum** worked for seven years as a communications consultant for Chevron Corp. Before that, he worked as a writer and account supervisor at public relations firms. He holds a degree in corporate communications from Northern Illinois University.



MATT ZBOROWSKI

**Matt Zborowski** has been an OGJ Staff Writer since August 2013. His daily responsibilities include finding, writing, and editing news stories, posting items on OGJ Online, and managing the brand's Twitter account, which has 110,000 followers and counting. Zborowski is a journalism graduate of Louisiana State University.



VANNETTA DIBBLES

**Vannetta Dibbles** became OGJ Editorial Assistant in November 2014 after working in PennWell Corp.'s Houston office. Along with administrative duties, she manages OGJ's letters to the editor and events calendar. She attended the University of Houston-Downtown and received an associate degree in educational art.



STEVEN PORUBAN

**Steven Poruban** became Managing Editor News of OGJ and OGJ Online in June 2014. He joined OGJ in 1998 as a staff writer and has worked since then as a member of the magazine's news team. Poruban holds a degree in English from Ursinus College in Collegeville, Pennsylvania, near his hometown of King of Prussia.



ROBERT BRELSFORD

**Robert Brelsford** joined OGJ as Downstream Technology Editor in October 2013 after eight years as a price and news reporter on spot crude oil transactions in the US Gulf Coast, West Coast, Canadian, and Latin American markets. He holds a degree in English from Rice University and a master's degree in education and social policy from Northwestern University.



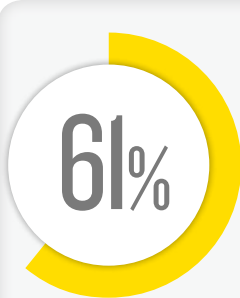
PAULA DITTRICK

As OGJ Special Projects Editor, **Paula Dittrick** has been Chief Editor of *Unconventional Oil & Gas Report* since November 2014. She also writes OGJ Online's daily market story. Dittrick previously wrote a monthly unconventional oil and gas feature for OGJ and developed the magazine's health, safety, and environment beat, which included a blog. Dittrick joined OGJ in February 2001. Previously, she worked for Dow Jones and United Press International. She earned a degree in journalism from the University of Nebraska.



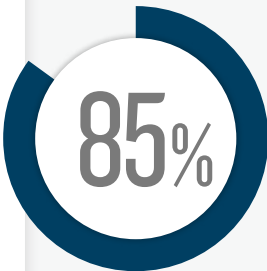
JIM KLINGELE

**Jim Klingele** joined PennWell as Publisher of *Oil & Gas Journal* in January 2010. A graduate of St. Edwards University in Austin, Texas, with a Bachelor of Arts degree in English writing, Klingele worked previously with the Society of Petroleum Engineers (SPE) as Sr. Manager Exhibits and Sales for the conferences, exhibitions, and society publications. Prior to joining SPE, Klingele worked for Internet-based Realtor.com



of OGJ readers are more likely to evaluate products and systems from alternative vendors, **compared to five years ago.**

**WHAT THIS MEANS FOR YOU:**  
*The opportunity to increase market share is abundant in 2016!*



of OGJ readers prefer to have already gained insight into a company or product via its communication program prior to seriously **considering a different vendor/supplier** or meeting with their rep.



of OGJ readers have purchasing influence or authority; of that, **51%** have buying authority for purchases over **\$100,000.**

**WHAT THIS MEANS FOR YOU:** *Marketing messages reach qualified buyers while they are independently gathering knowledge from OGJ in order to make purchasing decisions.*

A wide variety of solutions exists to help you reach and influence buyers as they navigate the many channels available to them. How do OGJ media channels work together to target your audience? Find out when to reach and engage audiences during the buying process.

**TOP-RANKED MEDIUMS THAT OGJ AUDIENCES ARE USING AT EACH STAGE OF THE BUYING PROCESS:**

**RESEARCH**

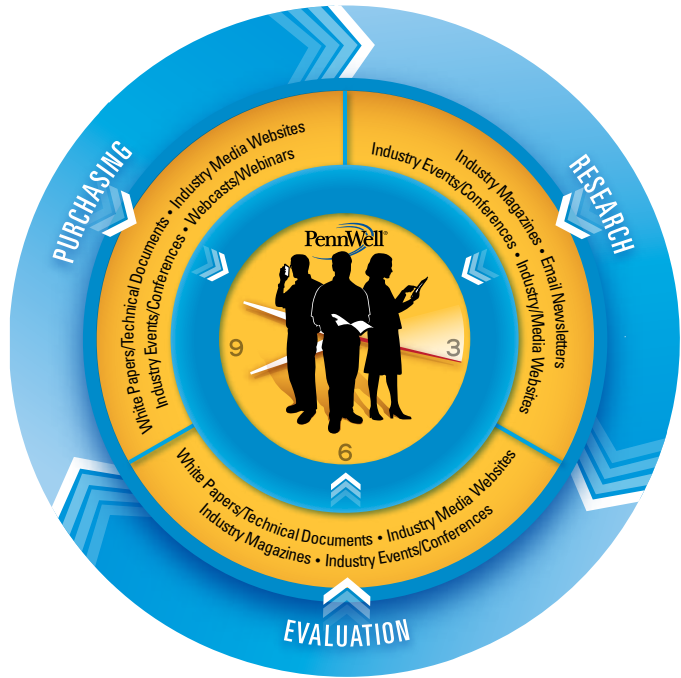
- Industry Magazines
- Email Newsletters
- Industry Events/Conferences
- Industry/Media Websites

**EVALUATION**

- White Papers/Technical Documents
- Industry Media Websites
- Industry Magazines
- Industry Events/Conferences

**PURCHASING DECISION**

- White Papers/Technical Documents
- Industry Media Websites
- Industry Events/Conferences
- Webcasts/Webinars



**SOURCES:**  
 OGJ 2015 Readership Survey

*Oil & Gas Journal* provides opportunities to expand your reach and to target prospects and clients through a variety of accessible formats. Aside from increasing reach, print and digital publications offer more frequency to paid subscribers – more than any other business-to-business magazine in the oil and gas industry.

**104,139** AVG. MONTHLY PAID SUBSCRIBERS\*

Monthly  
Subscribers  
**117,986**

**51.1%**  
U.S. Subscribers  
**74,667**

Weekly  
Subscribers  
**98,312**

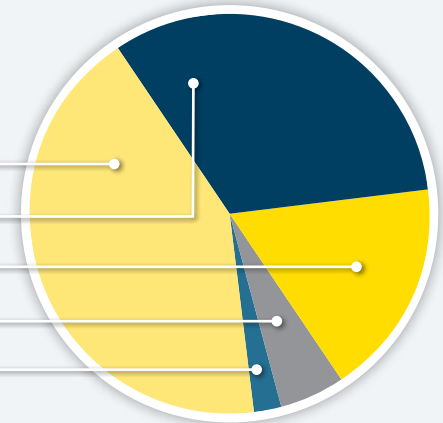
**48.9%**  
International Subscribers  
**71,400**

Download the June 2015 AAM statement at [www.ogj.com/advertise](http://www.ogj.com/advertise)

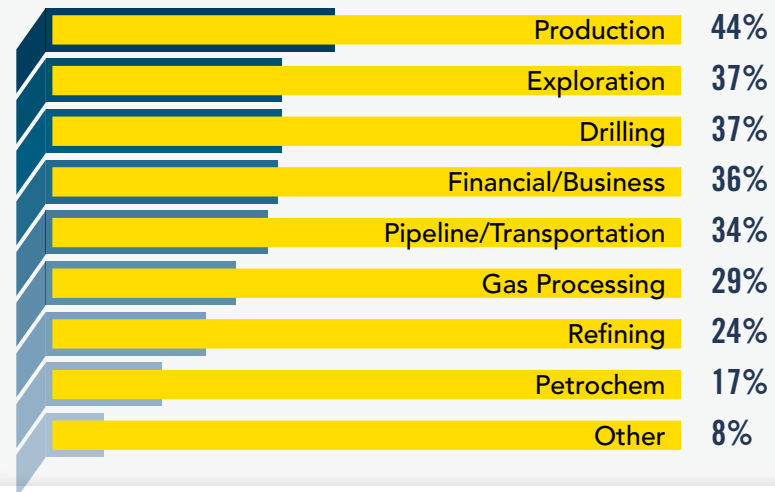
## TIME SPENT READING THE ISSUE\*\*

How much time in total do you spend reading or looking through a typical issue of *Oil & Gas Journal*?

- 41% 30–59 minutes
- 31% Less than 30 minutes
- 17% 1 hour, less than 2 hours
- 5% 2 hours, less than 3 hours
- 2% 3 hours or more



## INDUSTRY REACH\*\*



### SOURCES:

\*June 2015 AAM Audit Statement

\*\* July 2015 Signet Ad Study

**GLOBAL REACH: 4,410,360**

**EUROPE**

- » Qualified Circ.: 42,230
- » Pass-Along Readership: 67,568
- » eNewsletters: 41,409
- » Webcast: 661
- » Unique Site Visitors: 643,185
- » Mobile App: 4,969
- » Direct/Email List Rental: 10,714

**MIDDLE EAST**

- » Qualified Circ.: 2,456
- » Pass-Along Readership: 3,930
- » eNewsletters: 12,809
- » Webcast: 101
- » Unique Site Visitors: 158,632
- » Mobile App: 1,909
- » Direct/Email List Rental: 2,282

**NORTH AMERICA**

- » Qualified Circ.: 81,068
- » Pass-Along Readership: 129,709
- » eNewsletters: 245,603
- » Webcast: 7,014
- » Unique Site Visitors: 1,759,613
- » Mobile App: 38,915
- » Direct/Email List Rental: 64,183

**ASIA & ASIA PACIFIC**

- » Qualified Circ.: 6,544
- » Pass-Along Readership: 10,470
- » eNewsletters: 52,661
- » Webcast: 470
- » Unique Site Visitors: 601,323
- » Mobile App: 5,593
- » Direct/Email List Rental: 9,020

**SOUTH & CENTRAL AMERICA**

- » Qualified Circ.: 11,992
- » Pass-Along Readership: 19,187
- » eNewsletters: 10,681
- » Webcast: 207
- » Unique Site Visitors: 86,314
- » Mobile App: 1,008
- » Direct/Email List Rental: 2,215

**AFRICA**

- » Qualified Circ.: 1,178
- » Pass-Along Readership: 2,845
- » eNewsletters: 18,162
- » Webcast: 175
- » Unique Site Visitors: 109,976
- » Mobile App: 917
- » Direct/Email List Rental: 2,708

**SOCIAL MEDIA REACH**

**137,154**

Information noted above comes from the following sources:  
 Magazine – Source: June 2015 AAM Audit Statement  
 Pass-Along Readership – Source: July 2015 Signet Readership Study (mean pass-along: 1.6 people)  
 eNewsletter, Webcast, and Mobile App – Internal Publishers' data per May 2014 – April 2015  
 Website Visits: SiteCatalyst Report based on data from May 2014 – April 2015

*Oil & Gas Journal* has expanded its reach and content to include *Oil, Gas & Petrochem Equipment* in May 2015. Published as a separate section in the print and digital issues of OGJ on the first Monday of each month, the additional distribution of OG&PE increases the number of people looking for product information, equipment, and offshore and onshore services.

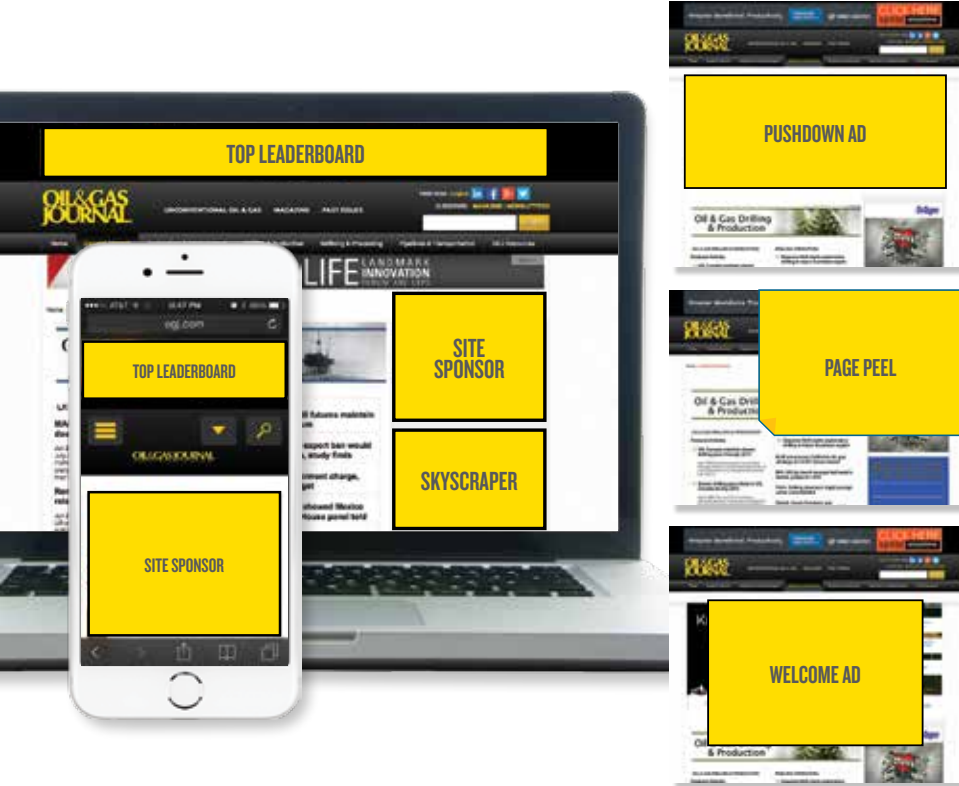
4 JANUARY	1 FEBRUARY	7 MARCH	4 APRIL	2 MAY	6 JUNE
<p><b>FORECAST &amp; REVIEW PRICES, MARKETS, AND MORE</b></p> <p>This annual analysis provides a preview of the year ahead in oil and natural gas, including OGI's U.S. drilling forecast.</p>	<p><b>U.S. POLITICAL OUTLOOK THE POWER TO CHANGE THE INDUSTRY</b></p> <p>From regulatory to legislative developments, this report delivers an overview of the political landscape relevant to exploration, drilling, production, refining, and transportation.</p> <p><b>WORLDWIDE PIPELINE CONSTRUCTION MILEAGE TOTALS AND KEY PROJECTS</b></p> <p>For pipeline contractors, pipeline operators, producers seeking transport routes, and refiners seeking feedstock, our annual pipeline construction projection offers exclusive information based on OGI survey data.</p>	<p><b>CAPITAL SPENDING UPDATE</b></p> <p>This annual preview of the year's capital spending plans provides exclusive data related to U.S. exploration and production, refining petrochemicals, pipelines, and other industry operations. Global E&amp;P projections are also covered.</p> <p><b>DRILLING &amp; COMPLETIONS TECHNOLOGY</b></p> <p>This report covers the changes in drilling technologies and how the industry is adapting to changing market dynamics to more efficiently and economically drill, complete, and recomplete wells. Reliability advances in refracing are reducing costs and increasing life of the well production.</p>	<p><b>EOR UPDATE PROJECT DETAILS AND PERFORMANCE</b></p> <p>This enhanced oil recovery update is for producers and planners working in a high-potential and technically challenging area of oil supply.</p>	<p><b>OFFSHORE PETROLEUM OPERATIONS CONQUERING MARINE FRONTIERS</b></p> <p>What are the latest technological developments in offshore drilling, production, and pipeline methods? This annual survey provides a technical look at the offshore industry.</p> <p><b>WORLDWIDE CONSTRUCTION UPDATE PROJECT DETAILS AND TREND ANALYSIS</b></p> <p>Twice a year, OGI publishes this comprehensive global survey covering construction across the industry, including refining, gas processing, petrochemicals and pipelines, LNG, gas-to-liquids, and other gas-related construction projects.</p>	<p><b>LNG UPDATE AN INDUSTRY IN TRANSITION</b></p> <p>For gas industry professionals, this report covers developments in an industry with new sources of supply coming on stream and with economics in flux.</p>
<p>NELSON-FARRAR COST INDEXES NELSON-FARRAR QUARTERLY COSTIMATING</p>	<p>NELSON-FARRAR COST INDEXES</p>	<p>NELSON-FARRAR COST INDEXES U.S. OLEFINS</p>	<p>NELSON-FARRAR COST INDEXES NELSON-FARRAR QUARTERLY COSTIMATING</p>	<p>NELSON-FARRAR COST INDEXES</p>	<p>NELSON-FARRAR COST INDEXES U.S. MIDSTREAM UPDATE</p>
<p>Ad Sales Close 12/10 Ad Material Due 12/16</p>	<p>Ad Sales Close 01/13 Ad Material Due 01/20</p>	<p>Ad Sales Close 02/17 Ad Material Due 02/24</p>	<p>Ad Sales Close 03/15 Ad Material Due 03/22</p>	<p>Ad Sales Close 04/13 Ad Material Due 04/20</p>	<p>Ad Sales Close 05/17 Ad Material Due 05/24</p>
BONUS DISTRIBUTION				SIGNET AD READERSHIP STUDY	
<p><b>NACE Corrosion</b> Mar 6–10 / Vancouver, CN</p>	<p><b>Pipeline Pigging &amp; Integrity Management Conference</b> Feb 7–11 / Houston, TX</p> <p><b>ARC Industry World Forum</b> Feb 8–11 / Orlando, FL</p> <p><b>SPE Hydraulic Fracturing</b> Feb 9–11 / The Woodlands, TX</p> <p><b>Topsides, Platforms &amp; Hulls</b> Feb 9–11 / Galveston, TX</p> <p><b>IP Week</b> Feb 9–11 / London, UK</p> <p><b>NAPE Summit</b> Feb 9–12 / Houston, TX</p> <p><b>PLCA Annual Convention</b> Feb 23–27 / Scottsdale, AZ</p> <p><b>IADC/SPE Drilling Conference and Exhibition</b> Mar 1–3 / Fort Worth, TX</p> <p><b>GEO (Middle East Geosciences Conference)</b> Mar 7–10 / Manama, BH</p>	<p><b>AFPM Annual Meeting</b> Mar 13–15 / San Francisco, CA</p> <p><b>AFPM International Petrochemical Conference</b> Mar 20–22 / Dallas, TX</p> <p><b>SPE ICoTA</b> Feb 22–23 / Houston, TX</p> <p><b>Subsea Tieback Forum</b> Mar 22–24 / San Antonio, TX</p> <p><b>CIPPE</b> Mar 23–25 / Beijing, CN</p> <p><b>AAPG I SEG International Conference</b> Apr 3–6 / Barcelona, ES</p> <p><b>LNG 18</b> Apr 11–15 / Perth, AU</p>	<p><b>PESA Annual Meeting</b> Apr 6–8 / San Diego, CA</p> <p><b>SPE Improved Oil Recovery Conference</b> Apr 9–13 / Tulsa, OK</p> <p><b>Gas Processors Association Annual Meeting</b> Apr 10–13 / New Orleans, LA</p> <p><b>IADC/SPE Managed Pressure Drilling</b> Apr 12–13 / Galveston, TX</p> <p><b>Hannover Messe</b> Apr 25–29 / Hannover, DE</p> <p><b>API Pipeline Conference</b> Apr 5–7 / La Costa, CA</p> <p><b>Offshore Technology Conference</b> May 2–5 / Houston, TX</p>	<p><b>Offshore Technology Conference</b> May 2–5 / Houston, TX</p> <p><b>FLAME</b> May 9–12 / Amsterdam, NL</p> <p><b>PNEC</b> May 17–19 / Houston, TX</p> <p><b>EITEP Pipeline Technology Conference</b> May 23–25 / Berlin, DE</p> <p><b>AFPM Reliability &amp; Maintenance</b> May 24–27 / San Antonio, TX</p> <p><b>EAGE Annual Conference</b> May 30–Jun 2 / Vienna, AT</p>	<p><b>IADC World Drilling Conference</b> Jun 15–16 / Lisbon, PT</p> <p><b>AAPG Annual Convention</b> Jun 19–22 / Calgary, CN</p> <p><b>POWER-GEN Europe</b> Jun 21–23 / Milan, IT</p> <p><b>IPAA Midyear Meeting</b> Jun 27–29 / Colorado Springs, CO</p>



4 JULY	1 AUGUST	5 SEPTEMBER	3 OCTOBER	7 NOVEMBER	5 DECEMBER
<p><b>MIDYEAR FORECAST</b> <b>A MID-COURSE LOOK AT THE YEAR</b></p> <p>With coverage of oil and gas markets important to producers, drillers, pipeliners and gas processors, our midyear update offers a preview of the 3Q and 4Q with adjustments based on the preceding six months.</p>	<p><b>OFFSHORE EUROPE</b> <b>ACTIVITY UPDATE</b></p> <p>This offshore update provides a regionally focused annual review of drilling and production activity in Europe.</p>	<p><b>OGJ 150/100</b> <b>PROFILING THE PRODUCERS</b></p> <p>Here we take a financial and operational look at the bellwethers of our industry, the 150 largest publicly traded oil and gas producers in the U.S. and the 100 largest elsewhere.</p> <p><b>PIPELINE ECONOMICS</b> <b>FINANCIAL DATA AND CONSTRUCTION COSTS</b></p> <p>Nowhere else will you find a more complete analysis of pipeline revenue and income and U.S. pipeline and compressor construction costs. This trusted report is used for planning throughout the pipeline industry.</p>	<p><b>GEOPHYSICS UPDATE</b> <b>SEISMIC METHODS AND MORE</b></p> <p>With new technologies emerging all the time in seismic, this update offers a look at seismic and related techniques for data acquisition and production monitoring.</p>	<p><b>DEEPWATER DRILLING</b> <b>TECHNOLOGY UPDATE</b> <b>ACTIVITY, TECHNOLOGY, ANALYSIS</b></p> <p>This report provides a technical look at the offshore industry and in-depth view of frontier exploration and drilling activity areas with potential to become major future sources of oil and gas production.</p> <p><b>WORLDWIDE CONSTRUCTION UPDATE</b> <b>PROJECT DETAILS AND TREND ANALYSIS</b></p> <p>This is the second OGJ survey-based look of the year at construction planned and under way in refining, gas processing, petrochemicals, sulfur, and pipelines, plus LNG, gas-to-liquids, and other gas-related projects.</p>	<p><b>WORLDWIDE REPORT</b> <b>GLOBAL RESERVES, PRODUCTION, AND REFINING CAPACITIES</b></p> <p>One of our most authoritative and frequently quoted reports, this update offers a country-by-country analysis of oil and gas reserves, production data by country and field, and refinery capacity around the world.</p>
<p>NELSON-FARRAR COST INDEXES NELSON-FARRAR QUARTERLY COSTIMATING</p>	<p>NELSON-FARRAR COST INDEXES</p>	<p>NELSON-FARRAR COST INDEXES U.S. OLEFINS</p>	<p>NELSON-FARRAR COST INDEXES NELSON-FARRAR QUARTERLY COSTIMATING</p>	<p>NELSON-FARRAR COST INDEXES U.S. MIDSTREAM UPDATE</p>	<p>NELSON-FARRAR COST INDEXES</p>
<p>Ad Sales Close 06/15 Ad Material Due 06/22</p>	<p>Ad Sales Close 07/13 Ad Material Due 07/20</p>	<p>Ad Sales Close 08/17 Ad Material Due 08/24</p>	<p>Ad Sales Close 09/14 Ad Material Due 09/21</p>	<p>Ad Sales Close 10/19 Ad Material Due 10/26</p>	<p>Ad Sales Close 11/14 Ad Material Due 11/21</p>

BONUS DISTRIBUTION			SIGNET AD READERSHIP STUDY		
<p><b>URTeC</b> Aug 1–6 / San Antonio, TX</p>	<p><b>NAPE South</b> Aug 10–11 / Houston, TX</p> <p><b>POWER-GEN Natural Gas</b> Aug 23–25 / Columbus, OH</p> <p><b>Offshore Northern Seas</b> Aug 29–Sep 1 / Stavanger, NO</p> <p><b>SPE Intelligent Energy</b> Sep 6–8 / Aberdeen, UK</p>	<p><b>IPLOCA</b> Sep 12–16 / Paris, FR</p> <p><b>Rio Oil &amp; Gas</b> Sep 14–16 / Rio de Janeiro, BR</p> <p><b>Pipeline Week</b> Sep 20–22 / The Woodlands, TX</p> <p><b>SPE ATCE</b> Sep 26–28 / Dubai, UAE</p> <p><b>AFPM Q&amp;A and Technology Forum</b> Sep 26–28 / Baltimore, MD</p>	<p><b>Deep Offshore Technology</b> Oct 4–6 / New Orleans, LA</p> <p><b>SEG Annual Meeting</b> Oct 16–21 / Dallas, TX</p> <p><b>ADIPEC</b> Nov 7–10 / Abu Dhabi, UAE</p>	<p><b>Deepwater Operations</b> Nov 8–10 / Galveston, TX</p> <p><b>IPAA Annual Meeting</b> Nov 9–11 / Sea Island, GA</p>	<p><b>Offshore West Africa 2017</b> TBD</p>

WEEKLY DIGITAL EDITION SCHEDULE	January 11, 18, 25 February 8, 15, 22, 29 March 14, 21, 28	April 11, 18, 25 May 9, 16, 23, 30 June 13, 20, 27	July 11, 18, 25 August 8, 15, 22 September 12, 19, 26	October 10, 17, 24, 31 November 14, 21, 28 December 12, 19, 26
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## HOMEPAGE PLUS AD UNITS

Homepage Plus ad positions align your company with the most respected content serving the information needs of thousands of industry professionals. The Homepage Plus ad pool also includes search results and log-in portions of the website.

**LEADERBOARD   SKYSCRAPER   SITE SPONSOR   CONTENT ROTATOR**

## RICH-MEDIA AD UNITS

### PAGE PEEL

The Page Peel begins as a "dog ear" in the upper right-hand corner of the page and, on mouse-over, expands down and to the left.

### PUSH DOWN

The Push Down banner auto-expands beneath OGJ's navigation bar and supports more detailed messaging through the use of streaming video, multiple targeted links, and lead forms.

### WELCOME AD

For advertisers looking to make a major splash for a significant announcement or rebranding, the Welcome Page is delivered to each article page visitor once every six to eight hours for a week, resulting in a high concentration of impressions during the placement and a message that is hard to miss.

Hybrid ad units are the combination of a static image and text where both the image and text are clickable. Plain text ad units are also available. Options are available for select ad units. Visit [www.ogj.com/advertise](http://www.ogj.com/advertise) for mobile responsive specs and hybrid options.

## TOPIC CENTER SPONSORSHIPS

Topic Center (TC) banners allow you to align your message with relevant content, providing more targeted impressions – targeted marketing at its very best. OGJ's website is organized into the following topic centers:



**GENERAL INTEREST (TC 1)**



**DRILLING & PRODUCTION (TC 3)**



**TRANSPORTATION (TC 5)**



**EXPLORATION & DEVELOPMENT (TC 2)**



**REFINING & PROCESSING (TC 4)**



**UNCONVENTIONAL OIL & GAS (TC 6)**

**NOTE:** Right rail advertising positions (skyscraper and site sponsor) appear on our responsive site, giving advertisers added exposure to mobile site viewers.

*See page 15 for rates and specs*



## eNEWSLETTERS

Filled with trusted technical content by the industry's most knowledgeable experts, OGJ daily, weekly, bi-weekly, and monthly eNewsletters are a simple and effective way to drive traffic and push your marketing message to professionals who are focused on the topics with which your products and services align.



### OGJ DAILY UPDATE (MONDAY – FRIDAY)

Build brand awareness daily with the OGJ Daily Update – timely news analysis and reports on rapidly changing industry conditions and events.



### UNCONVENTIONAL OIL & GAS REPORT (EVERY TUESDAY)

Target audiences interested in U.S. and international shale plays and basins, well activity, and industry deals for dry and liquid-rich plays.



### EXPLORATION & DEVELOPMENT REPORT (EVERY OTHER THURSDAY)

Discover the latest updates on exploration and development activity and the changing temperament of Washington, D.C. The Exploration and Development Report features the global development of hydrocarbons and includes global area drilling reports.



### DRILLING & PRODUCTION REPORT (SECOND MONDAY)

Place your message among reports of production starts, rig construction and activity, and key developments in drilling and production technology.



### REFINING REPORT (THIRD MONDAY)

Align your messaging with content covering the latest key developments and major events impacting the global refining industry. Coverage highlights refinery construction and capacity expansion projects, planned and unplanned maintenance events, new and evolving process technologies, regulatory matters, and analyses of regional supply-demand dynamics for refined products.



### PIPELINE REPORT (FOURTH MONDAY)

OGJ's Pipeline Report provides detailed information about oil and gas pipeline operations, construction, and regulation. Expert oversight ensures inclusion of the information you need to navigate this active and competitive market segment.



See page 15 for rates and specs

## INDUSTRY EVENTS

Face-to-face events help establish your company as an industry thought leader by educating industry professionals on your company and product offerings. Target influential decision makers worldwide – your potential customers – who attend to hear presentations, learn about new products, and network with peers.

### OGJ IS A FLAGSHIP MEDIA SPONSOR OF:



**PNEC Conferences**™

**20th International Conference on Petroleum Data Integration, Information and Data Management (PNEC)**

May 17–19 / Houston, TX



**Pipeline Week**

Sep 20–22 / The Woodlands, TX



**POWER-GEN Natural Gas**

Aug 23–25 / Columbus, OH

## WHITE PAPER POSTINGS

White papers ensure that your content is visible where decision makers go to conduct purchasing research and create vendor short lists. Online white paper sponsorships leverage OGJ's website content depth and search engine optimization (SEO) expertise, resulting in a powerful marketing tool to educate your next potential customer. Custom registration forms help provide your sales staff with a database of quality leads.

### WHITE PAPER POSTINGS INCLUDE:

- Hosting of white paper on [www.ogj.com](http://www.ogj.com)
- Up to five white papers posted per month
- One targeted email promotion to 5,000 industry contacts which you choose from the OGJ data card OR two dedicated emails to 2,500 recipients (per month)
- Company profile on white paper page of the OGJ website (220 words, plus link to company website)
- 100-word description of white paper
- 24/7 access to generated leads
- Tailored reporting options
- Search prioritization

## EMAIL LIST RENTALS

Offering quick response at a low cost, email list rentals allow you to reach a targeted audience with your custom email deployment. Your message will be sent to industry professionals that you have specified from our database list selects and can be used for a nearly unlimited variety of promotional programs.

- Target segments of our subscribers with a custom message
- Quick turnaround for urgent campaigns
- Ideal for promoting tradeshow participation, product information, seminars, or company news
- Target key market segments for blind or branded surveys – gaining both market intelligence and leads
- Campaign reporting, including deliveries, open rate, and click-through rates

## WEBCAST SPONSORSHIP

### EDITORIAL WEBCAST SPONSORSHIP

#### (MULTI-SPONSOR)

Webcasts are a highly effective way to communicate technology advancements, build awareness of your company's technical expertise, showcase customer testimonials, and explain product differentiators. Sponsoring an OGJ editorial webcast provides you with an opportunity to align your company's brand with a technology-rich presentation delivered by some of the industry's most respected leaders.

#### SPONSORS RECEIVE:

- Logo placement on the registration page
- Full reporting on all registrants, including a breakdown of live and on-demand attendees
- 24/7 protected access to the registration database
- Logo placement on all event promotions via email and print
- Logo placement on the email invitation to the OGJ list and on the "reminder" email prior to the live event
- On-demand archive available within 24 hours of the live event
- Option to include additional resources, like a white paper or case study, as an opt-in to registrants

*Both editorial and exclusive webcasts provide sponsors with detailed registration information from a captive global audience of industry professionals, providing your sales staff with a database of quality prospects.*

## LIVE VIDEOCASTS

Live videocasts are exclusive full-scale custom video productions often produced at conferences and exhibitions featuring in-depth information from a subject matter expert, which can be your corporate expert or panel or otherwise. This live, one-hour broadcast helps you establish yourself as a thought leader to an audience of thousands of industry professionals worldwide while generating highly qualified leads. Live videocasts can be recorded remotely or from one of four PennWell studio locations.

### EXCLUSIVE WEBCASTS

Exclusively sponsored webcasts generate highly qualified, active leads while presenting your technology expertise to industry professionals. Sponsorships leverage the OGJ brand to help position sponsoring organizations as industry experts. The live event is available on demand and promoted on the OGJ website for six months. Sponsors receive detailed registration information from all registrants, providing your sales staff with a database of quality prospects.

#### SPONSORS RECEIVE:

- Customized registration page with data-collection fields specific to your needs
- Full reporting on all registrants, including a breakdown of live and on-demand attendees
- 24/7 protected access to the registration database
- Opportunity to include a polling question for the audience
- Advertising in eNewsletters and on website prior to the event
- Email invitation to a targeted e-list, along with a "reminder" email prior to the live event
- On-demand archive available within 24 hours of the live event
- Option to include additional resources, like a white paper or case study, as an opt-in to registrants



## SOCIAL MEDIA FACEBOOK BOOST

Increase your reach and drive traffic to OGJ-hosted content! The Social Media Boost is a specialized posting on OGJ's Facebook page directing groups and followers to topic-specific sponsored content on the OGJ website. The Social Boost consists of an image and linked headline/text that will display in the targeted user's newsfeed for up to one week. Sponsors will receive metrics such as impressions, clicks, page likes, shares, and comments to measure success. **Contact representative for details.**

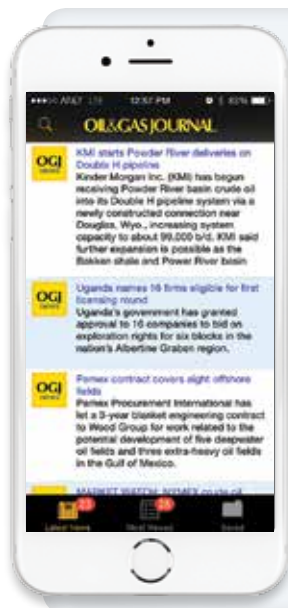
### TARGET USERS' NEWSFEEDS FOR UP TO SEVEN DAYS AND RECEIVE:

- Body text for your marketing message
- 1200 x 628 pixel image
- URL link for click-through provided by PennWell
- Image dimensions: 1200x628 (40KB Max) PNG,GIF, JPG only (no animated gif, flash or tags.)  
NOTE: Image cannot contain more than 20% text per Facebook guidelines.
- URL/Landing Page link from Facebook
- Body copy: 250 characters or less
- Link headline: 75 character max.
- Synopsis: 25 characters or less containing details about the landing page

## MOBILE APPS

Mobile applications (iPhone and Android apps) push the latest and most pertinent news to mobile devices of industry professionals worldwide. Hand-picked by the OGJ editorial team, the content is selected to serve the immediate informational needs of our audience with convenient, timesaving, and business-critical information. Limited ad positions within the apps means an extremely high share of voice (SOV) for marketers looking to reach a deeply engaged, highly targeted audience.

\$2,000



## TODAY'S MULTI-SCREEN ENVIRONMENT

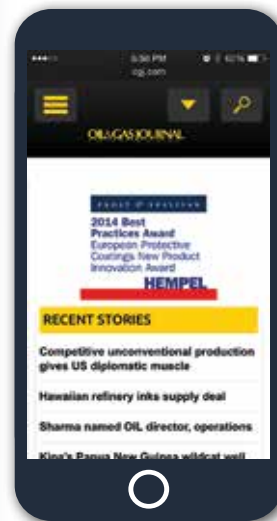
AS OF 2015,  
THERE ARE



**3.0 BILLION**  
ACTIVE INTERNET USERS  
AROUND THE WORLD

**300M** TABLET USERS

**2.7B** SMART PHONE USERS



**4H 53MIN** AVERAGE DAILY  
USE OF INTERNET  
VIA PC OR TABLET

**4H 11MIN** AVERAGE DAILY  
USE OF INTERNET  
VIA MOBILE PHONE



**60%** OF INTERNET USERS  
ACCESS THE WEB FROM  
MORE THAN ONE DEVICE

## MAPS & POSTERS

Maximize brand exposure when you place your brand message or logo on OGJ maps and posters. Displayed in general, high-traffic areas and referenced frequently, your brand gains timeless exposure when aligned near the content on these resources.

**CONTACT STAN TERRY TO RESERVE SPACE ON OGJ MAPS AND POSTERS**

StanT@PennWell.com | 713.963.6208

## CUSTOM PUBLICATIONS

Custom publications offer the opportunity to reach and influence a select audience with specific content. PennWell Petroleum Group's Custom Publishing produces publications designed to showcase topics such as emerging technologies, development ventures, research projects, and innovative equipment and techniques.

**CONTACT ROY MARKUM TO TELL YOUR STORY IN 2016**

RoyM@PennWell.com | 713.963.6220

## OGJ MARKET CONNECTION

Published every month in print and online, OGJ Market Connection brings you the latest in product and service offerings. List employment opportunities, place your ad to buy or sell equipment, list real estate or leases, list RFQ opportunities, or provide details about your professional services.

**PLACE YOUR CLASSIFIED AD IN THE OGJ MARKET CONNECTION**

GraceJ@PennWell.com | 713.963.6291




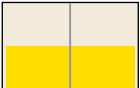










PennWell Marketing Solutions is a full-service marketing agency that works alongside PennWell media brands to provide data, experience, and industry knowledge. Whether it's branding, thought leadership, SEO, or content marketing, our integrated approach enables us to create fresh new marketing pieces, campaigns, and strategies to fulfill your marketing objectives.

- With our roots in media, we are knowledgeable in creating effective marketing pieces that translate into print, mobile, and online.
- Our affiliation with numerous conferences and exhibitions around the world provides experience in driving results from your tradeshow presence.
- As a familiar face in multiple industries, PennWell Marketing Solutions excels in introducing new brands and products to uncharted market segments.
- Access to PennWell information resources gives us the data and intelligence necessary to provide a thorough competitive analysis – perfect for exploring and navigating new geographic or industry markets.

From industry to industry, we know what works. Visit [www.pennwellmarketing.com](http://www.pennwellmarketing.com) to learn more, or contact Paul Andrews at 240.595.2352.

EXPECT HIGH IMPACT RESULTS

## AD SIZES

	<b>FULL PAGE SPREAD</b> TRIM: 16" x 10.5" (406mm x 267mm) BLEED: 16.25" x 10.75" (413mm x 274mm) LIVE AREA: 15" x 9.5" (381mm x 241mm)
	<b>HALF PAGE SPREAD</b> TRIM: 16" x 5.25" (406mm x 133mm) BLEED: 16.25" x 5.5" (413mm x 140mm) LIVE AREA: 15" x 5" (381mm x 127mm)
	<b>FULL PAGE</b> TRIM: 8" x 10.5" (203mm x 267mm) BLEED: 8.25" x 10.75" (210mm x 274mm) LIVE AREA: 7" x 9.5" (178mm x 241mm)
	<b>2/3 PAGE</b> BLEED: 5.25" x 10.75" (133mm x 274mm) LIVE AREA: 4.5" x 9.5" (114mm x 241mm)
	<b>1/2 PAGE ISLAND</b> BLEED: 5.25" x 8.25" (133mm x 210mm) LIVE AREA: 4.5" x 7.375" (114mm x 187mm)
	<b>1/2 PAGE VERTICAL</b> BLEED: 4.125" x 10.75" (105mm x 274mm) LIVE AREA: 3.375" x 9.5" (86mm x 241mm)
	<b>1/2 PAGE HORIZONTAL</b> BLEED: 8.25" x 5.5" (210mm x 140mm) LIVE AREA: 7" x 4.875" (178mm x 124mm)
	<b>1/3 PAGE VERTICAL</b> LIVE AREA: 2.25" x 9.5" (57mm x 241mm)
	<b>1/3 PAGE SQUARE</b> LIVE AREA: 4.5" x 4.875" (114mm x 124mm)
	<b>1/3 PAGE HORIZONTAL</b> LIVE AREA: 7" x 3.3125" (178mm x 84mm)
	<b>1/4 PAGE</b> LIVE AREA: 3.375" x 4.875" (86mm x 124mm)
	<b>1/6 PAGE</b> LIVE AREA: 2.25" x 4.875" (57mm x 124mm)

## PRINT MONTHLY EDITION

4-COLOR RATES	1X	3X	6X	12X	18X	24X	36X	48X
Full Page	13,850	13,820	13,790	13,145	12,935	12,495	12,205	11,910
2/3 Page	10,745	10,715	10,685	10,255	10,075	9,745	9,575	9,405
1/2 Page	9,065	9,030	9,000	8,705	8,600	8,445	8,170	7,895
1/3 Page	7,075	7,070	7,065	6,895	6,805	6,670	6,510	6,345
1/4 Page	6,190	6,170	6,155	6,085	5,995	5,895	5,745	5,590
1/6 Page	5,090	5,085	5,080	5,045	5,005	4,940	4,825	4,710
Full Page Spread	22,160	22,115	22,065	21,035	20,695	19,995	19,530	19,060
1/2 Page Spread	15,865	15,715	15,565	15,270	15,165	15,010	14,735	14,460

## DIGITAL WEEKLY EDITION (AD RATE PER MONTH)

	1X	3X	6X	12X	18X	24X	36X	48X
Full Page	5,100	4,800	4,500	4,200	3,900	3,600	3,300	3,000
1/2 Page	4,080	3,840	3,600	3,360	3,120	2,880	2,640	2,400
1/3 Page	3,060	2,880	2,700	2,520	2,340	2,160	1,980	1,800
1/4 Page	2,790	2,620	2,450	2,285	2,120	1,960	1,795	1,630

## HOW TO SUBMIT YOUR PRINT OR DIGITAL AD MATERIALS

## TO UPLOAD AD MATERIALS TO OUR FTP SITE:

Maximum file size is 250 MB—please stuff or zip your files before sending, and wait to close your browser window until you get your upload confirmation.

1. Go to <http://digitalads.pennwell.com>
2. Select *Oil & Gas Journal* from the scroll-down menu
3. Choose "magazine ad" or "print ad"
4. Fill in the required information and then select "upload ad"

Depending on speed of connection and file size, this may take some time. Please be patient.

## TO EMAIL AD MATERIALS:

For files under 10 MB, please email your ad to: [admaterail@pennwell.com](mailto:admaterail@pennwell.com). Include advertiser name, publication name, and issue date.

## TO MAIL AD MATERIALS:

Send contract, insertion order(s), correspondence, proofs, copy, and complete advertising materials to:  
Ad Traffic Manager, *Oil & Gas Journal*  
PennWell Corporation / 1421 S. Sheridan Road, Tulsa, OK 74112-6600

## ADDITIONAL CONTACT INFORMATION:

(P) 918.831.9484 / (F) 918.831.9415 / (E) [admaterail@pennwell.com](mailto:admaterail@pennwell.com)

For more on electronic submission guidelines, visit [www.ogj.com/advertise](http://www.ogj.com/advertise)

## COVER PREMIUM (4-Color CMYK)

Inside Front Cover	10%
Inside Back Cover	10%
Back Cover	10%
Island	10%

Of gross rate offered

Digital Weekly BellyBand	9,200
Digital Weekly Pre-Cover	6,600

## BELLYBAND

Printed on 80-lb stock, at 5.5" high x 17.75" wide	16,500
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Net cost

## DISCOUNTS

Black & White	15%
2-color	10%

Of gross rate offered

## MARKET CONNECTION

Column inch	390
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\$390 per column inch includes all weekly issues for the month. Additional charge for color.

## MAP &amp; POSTER ADVERTISING

Logo Ad	2,150
Single Unit	5,250
Double Unit	9,150
1/2 Top or Bottom	17,400

**TOPIC CENTERS**

	GENERAL INTEREST (TC 1)	EXPLORATION & DEVELOPMENT (TC 2)	DRILLING & PRODUCTION (TC 3)	REFINING & PROCESSING (TC 4)	PIPELINE & TRANSPORTATION (TC 5)	UNCONVENTIONAL OIL & GAS (TC 6)
Leaderboard	\$5,500	\$4,000	\$4,000	\$4,000	\$3,750	\$3,750
Site Sponsor	\$4,500	\$3,750	\$4,000	\$4,000	\$3,750	\$3,750
Skyscraper	\$4,500	\$3,750	\$4,000	\$4,000	\$3,750	\$3,750
Push Down	\$6,750	\$5,750	\$5,500	\$5,500	\$5,750	\$5,750
Page Peel	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Welcome Ad	\$7,000	\$6,000	\$6,000	\$6,000	\$6,000	\$5,000

**HOMEPAGE PLUS**

Leaderboard	2 rotations (top and anchor)	\$5,500
Skyscraper	2 rotations	\$4,500
Site Sponsor	5 positions	\$4,500

**HOMEPAGE PLUS RICH-MEDIA AD UNITS**

Page Peel	1 position	\$4,000
Push Down	2 rotations	\$6,750
Welcome Ad	1 position	\$7,000

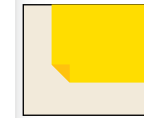
**DIGITAL CONTENT SPONSORSHIPS**

White Paper Program		\$4,500
Email List Rental (per 1,000 names/ \$2,000 minimum order)	Advertiser	\$650 net
	Non-advertiser	\$1,100 net
Webcast Sponsorship	Editorial (multi-sponsor)	\$10,000
	Exclusive	\$18,500
Live Videocast	Exclusive	Call for details

**eNEWSLETTERS**

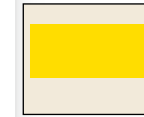
FREQUENCY	TITLE	AD UNITS AND PRICING	
DAILY	OGJ DAILY UPDATE	Leaderboard	\$4,250
		Skyscraper	\$3,750
		Intro/Text	\$3,000
		Middle (1 & 2)	\$3,750
WEEKLY	UNCONVENTIONAL OIL & GAS REPORT	Middle (3 & 4)	\$3,500
		Leaderboard	\$3,500
		Skyscraper	\$3,200
		Intro/Text	\$2,900
BI-MONTHLY	EXPLORATION & DEVELOPMENT	Middle (1 & 2)	\$3,200
		Middle (3 & 4)	\$2,900
		Leaderboard	\$3,000
		Skyscraper	\$2,800
MONTHLY	DRILLING & PRODUCTION	Intro/Text	\$2,500
		Middle (1 & 2)	\$2,800
		Middle (3 & 4)	\$2,500
		Leaderboard	\$3,250
MONTHLY	REFINING REPORT	Skyscraper	\$3,000
		Intro/Text	\$2,750
		Middle (1 & 2)	\$3,000
		Middle (3 & 4)	\$2,750
MONTHLY	PIPELINE REPORT	Leaderboard	\$3,500
		Skyscraper	\$3,200
		Intro/Text	\$2,900
		Middle (1 & 2)	\$3,200
MONTHLY		Middle (3 & 4)	\$2,900
		Leaderboard	\$3,250
		Skyscraper	\$3,000
		Intro/Text	\$2,750
MONTHLY		Middle (1 & 2)	\$3,000
		Middle (3 & 4)	\$2,750

**RICH-MEDIA AD UNITS**



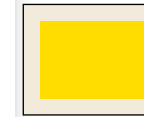
**PAGE PEEL**

OPEN: 900 x 650 pixels, 100k max. file size  
CLOSED: 75 x 75 pixels, 30k max. file size



**PUSH DOWN\***

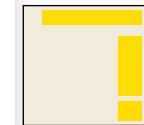
EXPANDED: 970 x 418 pixels, 110k max. file size  
COLLAPSED: 970 x 66 pixels, 60k max. file size  
MOBILE RESPONSIVE: 300 X 250 pixels, 40k max. file size



**WELCOME AD**

DIMENSIONS: 800 x 600 pixels, 80k max. file size

**HOMEPAGE AND TOPIC CENTERS**



**LEADERBOARD\***

DIMENSIONS: 728 x 90 pixels, 40k max. file size  
MOBILE RESPONSIVE: 300 x 100 pixels, 40k max. file size

**SKYSCRAPER**

DIMENSIONS: 300 x 600 pixels, 40k max. file size

**SITE SPONSOR\*\***

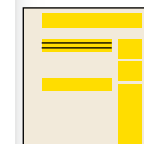
DIMENSIONS: 300 x 250 pixels, 40k max. file size



**CONTENT ROTATOR**

Text only (47 characters max.)  
FILE TYPE: Text and URL

**eNEWSLETTERS**



**LEADERBOARD**

DIMENSIONS: 728 x 90 pixels, 40k max. file size

**INTRO TEXT**

Text only (100 characters max.)  
FILE TYPE: Text and URL

**MIDDLE POSITIONS\*\***

DIMENSIONS: 300 x 250 pixels, 40k max. file size

**SKYSCRAPER**

DIMENSIONS: 300 x 600 pixels, 40k max. file size

\*Mobile responsive dimensions are also required.  
\*\*Hybrid or plain text options are also available for this ad unit.

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