

OGPE.COM

# OIL, GAS & petrochem equipment™

## Media Kit 2016

Reaching 137,000+ Petroleum Professionals



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

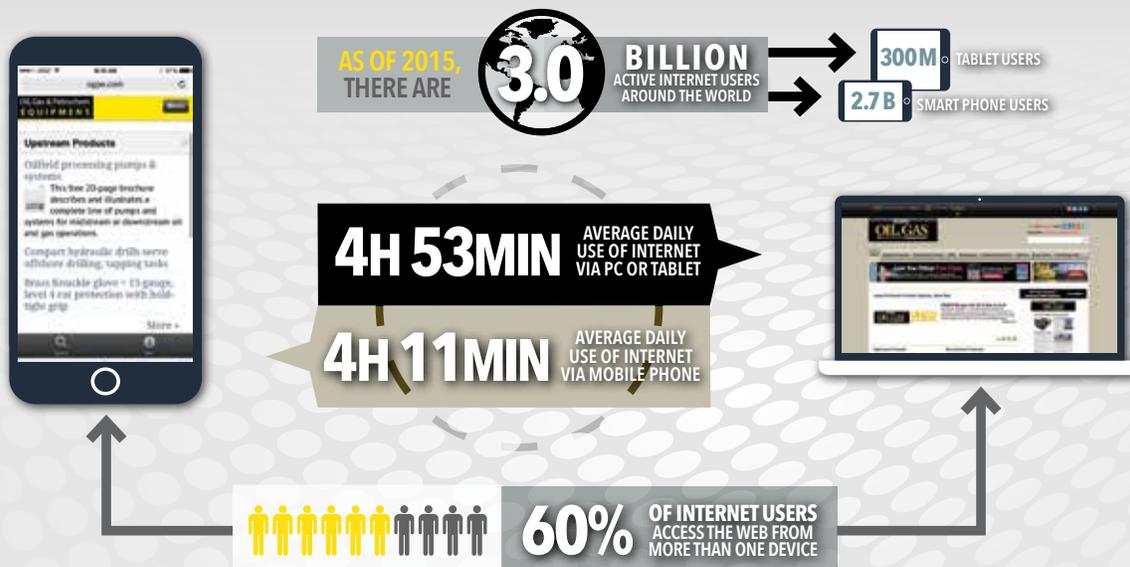
# OIL, GAS & PETROCHEM EQUIPMENT

Over 60 Years of Products & Services



- Oil industry's only all-products magazine and website
- First-Monday-of-the-Month *Oil & Gas Journal* section
- Announces more products news than any petroleum brand with lead-generation, driving quality traffic to client sites
- 62nd year as PennWell's second longest publishing magazine
- Engaged media partnerships with manufacturers, service providers, and their agencies

## TODAY'S MULTI-SCREEN ENVIRONMENT



(Source: Internet Worldstats; Ericsson Mobility Report Q4, 2014; GlobalWebIndex, Q4)

# Audience Insights from

**OIL, GAS**  
& petrochem equipment

## AUDIENCE

- ENGINEERS
- OPERATING MANAGERS
- SUPERVISORS
- SUPERINTENDENTS
- FOREMEN
- FIELD & PLANT PERSONNEL
- DESIGNERS
- CONSTRUCTION FIRMS & CONTRACTORS

## GLOBAL REACH

**389,000+\***



\*Includes magazine circulation as monthly Oil & Gas Journal section, 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



7,294 Followers



9,939 Likes



2,613 Members



**OVER 46,000+**

**OGPE Newsletter  
Subscribers**



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



4,656 downloads of OGPE Mobile App with an average of 7 downloads per day



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.



Brand



Lead



Traffic



Thought



Social



Push



Pull

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 **Social Engagement** campaign increases your brand's opportunity to engage with a targeted audience and their viral networks via social media platforms

In a **Push Marketing** approach, we create consumer demand by delivering your information directly to key industry professionals who have previously indicated an interest in a topic related to your products and services.

In a **Pull Marketing** approach, structured cabling professionals see your campaign as they actively seek out information via search or browse vehicles.

Your Marketing Campaign Objectives

Media Solutions

							
	Brand	Traffic	Lead	Social	Thought	Push	Pull
Banner Ads: Home Page Plus	•	•					•
Page Peel Rich Media Ad	•	•					•
Pushdown Rich Media Ad	•	•					•
Topic Center Ad	•	•					•
Welcome Ad (Prestitial)	•	•					•
Contests, Surveys, Polls	•		•			•	•
eNewsletter (Product)	•	•				•	
Email List Rental	•	•	•		•	•	•
Events (Face-to-Face)	•		•			•	
Magazine (Digital)	•	•				•	•
Mobile (Application Ad)	•	•					•
Slideshow	•	•					
Social Media Boost	•	•		•		•	
Video Sponsor	•				•		•
Webcast: Vendor	•		•		•	•	•

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.



OG&PE BONUS DISTRIBUTION WILL BE AT ALL THE SAME EVENTS AS OIL & GAS JOURNAL

MONTH	TITLE	BONUS DISTRIBUTION	MONTH	TITLE	BONUS DISTRIBUTION
JANUARY	<b>Health, Safety, Security, Environmental</b>		JULY	<b>Filtration &amp; Separation</b>	
FEBRUARY	<b>Refining, Petrochem, Gas Processing</b>		AUGUST	<b>Prime Movers: Pumps, Compressors, Turbines, Engines, Motors</b>	Turbomachinery & Pump Symposia Sept. 12-15 Houston
MARCH	<b>Maintenance &amp; Plant Operations</b>		SEPTEMBER	<b>Instrumentation</b>	
APRIL	<b>Drilling, Production, Completion</b>		OCTOBER	<b>Valves &amp; Actuators</b>	
MAY	<b>Pipeline &amp; Storage</b>	International Liquid Terminals Association May 23-25 Houston	NOVEMBER	<b>Oil &amp; Gas Software</b>	
JUNE	<b>Flow Measurement, Control, Metering, Automation</b>		DECEMBER	<b>Natural Gas Drilling, Production, Pipeline, Processing</b>	





### 2015 MAGAZINE RATES

Frequency	1X	3X	5X	10X	15X	20X
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

All Rates Are Gross.

*Oil, Gas & Petrochem Equipment is distributed within Oil & Gas Journal the first Monday of each month.*

### MECHANICAL DATA

AD SIZE	FULL PAGE SPREAD	HALF PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE ISLAND	1/2 PAGE VERTICAL
TRIM (W x H)	16" x 10.5" 406mm x 267mm	16" x 5.25" 406mm x 133mm	8" x 10.5" 203mm x 267mm	—	—	—
BLEED	16.25" x 10.75" 413mm x 274mm	16.25" x 5.5" 413mm x 140mm	8.25" x 10.75" 210mm x 274mm	5.25" x 10.75" 133mm x 274mm	5.25" x 8.25" 133mm x 210mm	4.125" x 10.75" 105mm x 274mm
LIVE AREA	15" x 9.5" 381mm x 241mm	15" x 5" 381mm x 127mm	7" x 9.5" 178mm x 241mm	4.5" x 9.5" 114mm x 241mm	4.5" x 7.375" 114mm x 187mm	3.375" x 9.5" 86mm x 241mm

AD SIZE	1/2 PAGE HORIZONTAL	1/3 PAGE VERTICAL	1/3 PAGE SQUARE	1/3 PAGE HORIZONTAL	1/4 PAGE	1/6 PAGE
TRIM (W x H)	—	—	—	—	—	—
BLEED	8.25" x 5.5" 210mm x 140mm	—	—	—	—	—
LIVE AREA	7" x 4.875" 178mm x 124mm	2.25" x 9.5" 57mm x 241mm	4.5" x 4.875" 114mm x 124mm	7" x 3.3125" 178mm x 84mm	3.375" x 4.875" 86mm x 124mm	2.25" x 4.875" 57mm x 124mm

All text, logos, borders and boxes that do not bleed should stay within the live area. No charge for bleed.



## Magazine: Electronic Submission Guidelines

Please supply ad materials as PDFs with PDF/X1a format option. If PDF/X1a files cannot be supplied, send "Press Optimized" files. We can also accept ads built in the following programs:

- InDesign current versions. Please run InDesign's "Package" command to collect all files. This is our preferred page layout program.
- QuarkXPress current versions. Use the Collect for Output function to extract your document and artwork. Please Note: If Collect for Output does not collect the fonts, you will need to collect them manually.
- Adobe Illustrator current versions. Please include fonts.
- Photoshop files should be saved as a PDF/X-1a:2001. Use CMYK colors, 300 dpi with preview of 8 bits/pixel and binary encoding.
- Any guidelines or formats not followed in these specifications may cause your ad to not reproduce correctly. This may cause delays and/or additional charges. PennWell cannot guarantee reproduction of files that do not meet our specifications.

### Specifications:

- File names should only consist of the following characters:
  - Any alpha or numeric
  - Space(s) or period
  - Hyphen
  - Underscore
- Images should not be enlarged or reduced more than 10% in the page layout program.
- Document size on full-page ads should be created to the final trim size of the magazine.
- Please add bleeds to all ads when necessary. Use 9 points or .125" minimum for bleed on outside edges.
- Do not use Font Styles from the Style menu in page layout program other than: All Caps, Small Caps, Superscript, Subscript and Superior. Use the appropriate font for styles such as italic or bold.
- We do not accept TIFF/IT or JPEG for magazine ad material.
- Sending in RGB images or ad files is not recommended. All images and files should be converted to CMYK or CMYK+Pantone before being sent to PennWell. We will automatically convert any supplied RGB files to CMYK for printing but we cannot guarantee results.

**Fonts:** Please include all fonts when sending your documents for output. Use of TrueType or Type 3 fonts is not recommended, and Multiple Master fonts are not supported. If you use TrueType or Type 3 fonts, desired results cannot be guaranteed and delays could result.

**Color Proof:** PennWell is not responsible for ads sent in without proofs or ad material not meeting our electronic specifications. If color matching is critical, a high-quality color match proof must be supplied. Color match on ads will not be guaranteed if you do not provide a high-quality color match proof.

If you require more information regarding any of the above specifications, please contact your sales representative.

### General Policy

Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject advertising not conforming to publication standards.

The publisher reserves the right to place the word "advertisement" on ads or advertorials that, in the publisher's opinion, resemble editorial material. The publisher is not responsible for errors in key numbers. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strike, whether legal or illegal, labor or material shortage, transportation, interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

In the event of non-payment, the publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of the rate card.

### Cancellations:

No cancellations or changes will be accepted after space closing date. Notification of cancellations prior to closing date must be in writing.

## HOW TO SUBMIT YOUR AD MATERIALS

### To upload ad materials to our FTP site:

Maximum file size is 250MB—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 & Petrochem Equipment> from the scroll-down menu
3. Choose "magazine 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 e-mail your ad to: [admaterial@pennwell.com](mailto:admaterial@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 & Petrochem Equipment>  
PennWell Corporation  
1421 S. Sheridan Road  
Tulsa, OK 74112-6600

Additional contact information:

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



2016 DIGITAL RATES



Equip-Alert Weekly e-Newsletter

Every Thursday, 46,000+ 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
\$1,400	\$1,200	\$1,000	\$800	\$700

\*Frequency is per week (Thursday through Wednesday)  
 All Rates Are Gross.

e-Newsletter Leaderboards

728x90 Max 40K +URL link (\*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](mailto: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.

In a **Push Marketing** approach, we create consumer demand by delivering your information directly to key industry professionals who have previously indicated an interest in a topic related to your products and services.

## Social Media

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

55%

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

\*stats from 2015 OGPE Audience Survey



## 2016 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 and an Anchor

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](mailto:webmaterial@pennwell.com)

728 x 90  
 Leaderboard Home Page Plus

300 x 250  
 Site Sponsor

**75%** of our audience visited the company's website as a result from viewing an advertisement.

\*stats from 2015 OGPE Audience Survey



**YOUR PRODUCT**



**OUR NETWORK**



**YOUR RESULT**



## SOCIAL MEDIA FACEBOOK BOOST

### Reach & Engage Your Audience

The Social Media Boost is a specialized posting on OG&PE's social media page directing groups and followers to topic-specific sponsored content on OGPE.com.

The Social Media Boost increases awareness of your sponsored Webcasts, White Papers, Videos, or other products to thousands of industry professionals actively engaged in social media.

Aligning with OG&PE's highly respected all oil & gas products to increase awareness to your target audience. This unique opportunity invites industry professionals to engage with your content via social networks.

### Sponsorship Includes:

- One "Boost" or post per week, subject to inventory availability
- The Boost consists of an image and linked headline/text that will display in the targeted user's newsfeed for up to a maximum of seven (7) days per boost.

## PRODUCT SPECIFICATIONS

- 100-250 characters of body text
- Text headline (75 characters max.)
- Image: 484 x 252 pixels  
– Recommended upload size: 1200 x 627  
– Image can NOT contain more than 20% text

### Sponsorship Rate:

\$500 net (per one-week Boost)

Please inquire with your sales representative for sponsorship.

## 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 OGPE.com,**

**55%**

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

**OVER 55%**

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

\*stats from 2015 OGPE Audience Survey



## 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 to \$15,000**



## 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 (net)**

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



\*stats from 2015 OGPE Audience Survey



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.



**EquipPix Photo Contest Winner: "The Beast Is Released" 1600HD Hydrovac**

04/17/2015



**Free Information on Transwest Truck Trailer RV >>**

This Foremost 1600HD Hydrovac photograph and caption received the most votes in our EquipPix Photo Contest on "how we drill for and produce oil and gas."



Designed to "exceed all expectations in the field," 1600HD comprises rugged Western Star chassis and Foremost body along with a number of rugged features. These include filter housings and filters of three-stage design, two-chamber silencer system, sludge pump, heated valves, burner/pump, and ability to hold 1,600 gal of water or 13.2 cubic yards of debris.

Thank you to all entries in our photo contest. On Pages 12-13 is a showcase of the other vote garnering entries. Also on OGPE.com is a slide show of entries and captions.

**When visiting our OGPE.com,**

**55%** of our audience finds photo galleries the most useful rich media advertising enhancement on OGPE.com

\*stats from 2015 OGPE Audience Survey



EXPECT HIGH IMPACT RESULTS



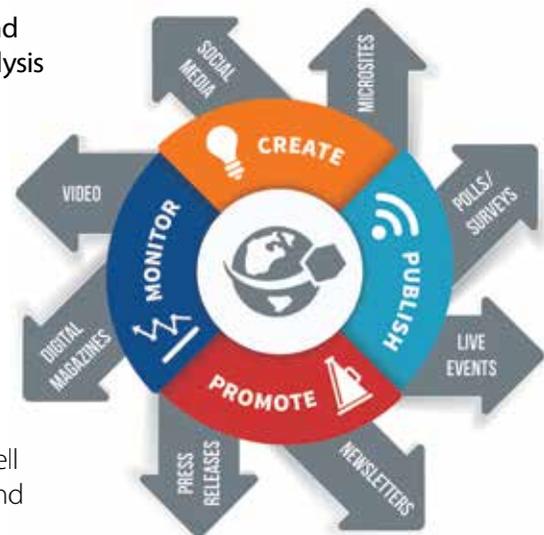
**PennWell Marketing Solutions is a full-service marketing agency that works alongside PennWell media brands to provide data, experience, and industry knowledge. Whether it's branding, thought leadership, SEO, or content marketing, our integrated approach enables us to create fresh new marketing pieces, 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 copywriting to design and production, our team creates compelling, specialized, and targeted messaging that resonates with audiences across new and traditional media platforms.

Speak with our team of marketing professionals about developing your next website; corporate brochure; tradeshow display promotional video; print, online, or social campaign; whitepaper or technical article.

From industry to industry, we know what works. Partner with PennWell Marketing Solutions — the brand you know and trust — to deliver sound marketing solutions and results.



Visit [www.PENNWELLMARKETING.com](http://www.PENNWELLMARKETING.com) to learn more or contact **PAUL ANDREWS** at **844-784-1338**.

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