



OIL & GAS JOURNAL[®]

2017 MEDIA PORTFOLIO

www.OGJ.com

PennWell[®]

TODAY'S EDUCATED BUYERS consume information at all hours of the day and through every means available to them: they search the web, read trade magazines, watch videos, subscribe to eNewsletters, download apps, and travel to trade shows – all in the pursuit of the latest information to help them do their jobs.



SOURCES: *June 2016 AAM Audit Statement
**Internal Publishers Data for June 2016

PUBLISHER'S LETTER

MEDIA CONSUMPTION IN 2017

Readers consume information on industry advancements through various media platforms to evaluate new technologies and new vendors, and to gain insight and understanding to help them perform their jobs more successfully.

THE MARKETERS' STRUGGLE

Marketers today are under more pressure to perform, too. With more media platforms vying for your marketing budget, choosing the right medium to reach the right audiences, at the right time during the buying cycle, is a daunting task.

MAKE A CONNECTION

OGJ representatives are experienced in assisting clients on tailoring media plans that not only fit your budget, but also fulfill your marketing objectives. Rely on us as you evaluate and determine your marketing plans for the upcoming year.

RETURN ON INVESTMENT

OGJ continuously invests in maintaining a loyal, knowledgeable readership so that our advertisers can leverage those consumption habits to meet their goals through our various media channels.

EXTENDING THE VALUE

We remain committed to our advertisers in providing more opportunities to convey your messages, in the format or medium most suited to your objectives, to reach our audience.



Jim Klingele

YOUR MARKETING OBJECTIVE



Brand

BRAND AWARENESS campaigns strengthen your company's image and help define how your company and products are perceived by professionals in the oil and gas community.



Traffic

TRAFFIC DRIVING campaigns are designed to push oil and gas professionals to your website or other online offerings.



Lead

LEAD GENERATION campaigns provide targeted sales leads by actively generating interest from decision makers and prospects in the oil and gas community.



Social

SOCIAL ENGAGEMENT campaigns increase your brand's opportunity to engage with targeted audiences and their viral networks via social media platforms.



Thought

THOUGHT LEADERSHIP/EDUCATION campaigns authenticate your position as a subject matter expert by comprehensively communicating a unique innovation or point of view – building business over the long term.

OUR MARKETING APPROACH



Push

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.










Pull

In a **PULL MARKETING APPROACH**, your campaign is seen by industry professionals as they actively seek out information via search or browse vehicles.

**MATCH YOUR CAMPAIGN OBJECTIVES TO OGJ'S MARKETING SOLUTIONS!
USE THESE ICONS TO IDENTIFY AND CREATE THE RIGHT MARKETING MIX
FOR YOUR CAMPAIGN STRATEGY.**

OUR SOLUTIONS

	Marketing Campaign Objectives					Marketing Approach	
	 Brand	 Traffic	 Lead	 Social	 Thought	 Push	 Pull
Print & Digital Magazine	•	•	•			•	•
Banner Ads: Homepage Plus	•	•					•
Page Peel Rich-Media Ad	•	•					•
Pushdown Rich-Media Ad	•	•					•
Welcome Ad (Prestitial)	•	•					•
Topic Center Sponsorship	•	•					•
eNewsletter Banner	•	•				•	
White Paper	•		•		•		•
Email List Rental	•	•	•			•	
Editorial Webcast Sponsorship	•		•			•	•
Exclusive Webcast (custom content)	•		•		•	•	•
Live Videocast	•		•		•	•	•
Video Case Study	•	•			•	•	•
Custom Video Channel	•	•			•	•	•
Social Media Boost	•	•		•		•	
Mobile App Sponsorship	•	•					•
Events Face-to-Face	•		•		•	•	•



Look for this pairing icon throughout the media kit. The pairing icon indicates our recommendation on how to best maximize your marketing investment.

OIL & GAS JOURNAL READERS ARE:



SEEKING NEW VENDORS

- 69% are more likely to evaluate products and systems from alternative vendors
- 91% gain insight about a company or product via its communication plan prior to meeting with a sales representative



ACTIVELY BUYING

- 67% have purchasing authority
- 79% have purchasing influence or authority of up to \$1 million
- 73% recommend or purchase products or services after viewing an OGJ ad program

130,550 AVERAGE MONTHLY SUBSCRIBERS

51.1%

U.S. Subscribers
74,667

48.9%

International Subscribers
71,400



INDUSTRY REACH

Production	44%
Exploration	37%
Drilling	37%
Financial/Business	36%
Pipeline/Transportation	34%
Gas Processing	29%
Refining	24%
Petrochem	17%
Other	8%



BUYING INFLUENCE

Drilling Products or Services	27%
Production Products or Services	27%
Exploration Products or Services	25%
Equipment/Services	24%
Pipeline/Transportation Products or Services	19%
Processing Products or Services	19%
Other	7%

SOURCE: June 2016 AAM Audit Statement

EDITOR'S LETTER

OGJ EDITORIAL MISSION

We provide timely, useful professional intelligence to decision makers in upstream, midstream, and downstream operations of the oil and gas industry.

OGJ DELIVERS

Readers are provided a rich combination of news, technology, and statistics through multimedia channels that include monthly print magazines and weekly digital magazines, an active website, electronic newsletters, and social media. Every news story and technical article in OGJ is tailored to the needs of an audience that the magazine has served since 1902 and that the editors know well.

COVERING THE ENTIRE VALUE CHAIN

OGJ brings unique context to its coverage by telling the oil and gas story through news written for professionals, technical articles edited for experts, and statistical tables compiled for decision makers – through this, OGJ achieves unparalleled depth in its coverage of the market.

UNDERSTANDING THE AUDIENCE

By engaging with the industry and pursuing its mission with focus and energy, OGJ and its electronic extensions maintain a level of authority unmatched in oil and gas publishing. OGJ editors take their mission seriously and, because they do, their unique and timely multimedia product sustains the respectful attention of the engineers, geoscientists, and managers who make things happen in the world's most fascinating business.



Bob Tippee



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.

LET ROY MARKUM HELP TELL YOUR STORY
 RoyM@PennWell.com | 713.963.6220

CUSTOM PUBLICATIONS



POSTERS

Maximize brand exposure when you place your brand message or logo on OGJ maps and posters. Displayed in 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 THE 2017 POSTERS
 StanT@PennWell.com | 713.963.6208



Turn your editorial content into a valuable marketing tool! Once your article is published in *Oil & Gas Journal*, work with Foster Printing Services to produce or customize a hard copy or digital eprint to hand out at tradeshow or meetings or to upload to your company's website.

ORDER YOUR ARTICLE REPRINTS IN DIGITAL OR PRINT FORMAT
 RhondaB@FosterPrinting.com | 219.878.6094

ARTICLE REPRINTS

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, promote real estate or leases, advertise RFQ opportunities, or provide details about your professional services.

CONTACT GRACE JORDAN TO PLACE YOUR CLASSIFIED AD IN THE OGJ MARKET CONNECTION
 GraceJ@PennWell.com | 713.963.6291



Extend the life of your brand awareness campaign in the magazine with a placement on OGJ maps and posters or with an article reprint.

2 JANUARY	6 FEBRUARY	6 MARCH	3 APRIL	1 MAY	5 JUNE
<p>FORECAST & REVIEW PRICES, MARKETS, AND MORE This annual analysis provides a preview of the year ahead in oil and natural gas, including OGI's U.S. drilling forecast.</p>	<p>U.S. POLITICAL OUTLOOK THE POWER TO CHANGE THE INDUSTRY From regulatory to legislative developments, this report delivers an overview of the political landscape relevant to exploration, drilling, production, refining, and transportation.</p> <p>WORLDWIDE PIPELINE CONSTRUCTION MILEAGE TOTALS AND KEY PROJECTS 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>CAPITAL SPENDING UPDATE This annual preview of the year's capital spending plans provides exclusive data related to U.S. exploration and production (E&P), refining petrochemicals, pipelines, and other industry operations. Global E&P projections are also covered.</p> <p>TRENDS IN REFINING This report offers a multifaceted look at how the refining industry is reacting to unprecedented changes in markets for crude oil and petroleum products.</p>	<p>EOR UPDATE PROJECT DETAILS AND PERFORMANCE This enhanced oil recovery (EOR) update is for producers and planners working in a high-potential and technically challenging area of oil supply.</p> <p>NEW FINANCIAL STRUCTURES This report takes a look at how the U.S. exploration and production industry, ravaged by bankruptcies and ownership changes, will finance its work in an era of caution about crude oil and natural gas prices.</p>	<p>OFFSHORE PETROLEUM OPERATIONS CONQUERING MARINE FRONTIERS 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>WORLDWIDE CONSTRUCTION UPDATE PROJECT DETAILS AND TREND ANALYSIS Twice a year, OGI publishes this comprehensive global survey covering construction across the industry, including refining, gas processing, petrochemicals and pipelines, liquefied natural gas (LNG), gas-to-liquids, and other gas-related construction projects.</p>	<p>LNG UPDATE AN INDUSTRY IN TRANSITION For gas industry professionals, this report covers developments in an industry that has new sources of supply coming on stream, along with economics in flux.</p> <p>DRILLING MARKET OUTLOOK This outlook provides in-depth analysis of the market and operational forces shaping the future of the drilling industry.</p>
NELSON-FARRAR COST INDEXES NELSON-FARRAR QUARTERLY COSTIMATING	NELSON-FARRAR COST INDEXES	NELSON-FARRAR COST INDEXES U.S. OLEFINS	NELSON-FARRAR COST INDEXES NELSON-FARRAR QUARTERLY COSTIMATING	NELSON-FARRAR COST INDEXES	NELSON-FARRAR COST INDEXES U.S. MIDSTREAM UPDATE
Ad Sales Close 12/12 Ad Material Due 12/19	Ad Sales Close 01/18 Ad Material Due 01/25	Ad Sales Close 02/15 Ad Material Due 02/22	Ad Sales Close 03/15 Ad Material Due 03/22	Ad Sales Close 04/11 Ad Material Due 04/21	Ad Sales Close 05/17 Ad Material Due 05/24
BONUS DISTRIBUTION	AD READERSHIP STUDY				
<p>SPE Hydraulic Fracturing Jan 24-26 / The Woodlands, TX</p> <p>ARC Industry World Forum Feb 6-9 / Orlando, FL</p>	<p>PLCA Annual Convention Feb 14-18 / Scottsdale, AZ</p> <p>NAPE Summit Feb 15-17 / Houston, TX</p> <p>IP Week Feb 21-23 / London, UK</p> <p>Topsides, Platforms & Hulls Feb 21-23 / Galveston, TX</p> <p>Pipeline Pigging & Integrity Management Conference Feb 27-28 and Mar 1-2 / Houston, TX</p>	<p>IADC/SPE Drilling Conference and Exhibition Mar 14-16 / The Hague, NL</p> <p>AFPM Annual Meeting Mar 19-21 / San Antonio, TX</p> <p>CIPPE Mar 20-22 / Beijing, CN</p> <p>SPE/ICoTA Mar 21-22 / Houston, TX</p> <p>Subsea Tieback Forum Mar 21-23 / San Antonio, TX</p> <p>AFPM International Petrochemical Conference Mar 26-28 / San Antonio, TX</p> <p>IADC/SPE Managed Pressure Drilling Mar 28-29 / Rio de Janeiro, BR</p> <p>AAPG Annual Convention Apr 2-5 / Houston, TX</p>	<p>Pipeline + Energy Expo April 4-6 / Tulsa, OK</p> <p>Gas Processors Association Annual Meeting Apr 9-12 / San Antonio, TX</p> <p>PESA Annual Meeting Apr 19-21 / Marana, AZ</p> <p>Hannover Messe Apr 24-28 / Hannover, DE</p> <p>API Pipeline Conference Apr 25-26 / San Antonio, TX</p> <p>FLAME TBD / Amsterdam, NL</p> <p>Offshore Technology Conference May 1-4 / Houston, TX</p> <p>EITEP Pipeline Technology Conference May 2-4 / Berlin, DE</p>	<p>Offshore Technology Conference May 1-4 / Houston, TX</p> <p>PNEC May 16-18 / Houston, TX</p> <p>AFPM Reliability & Maintenance May 23-26 / New Orleans, LA</p> <p>POWER-GEN Europe May 30-Jun 1 / Cologne, DE</p> <p>Offshore West Africa June 6-8 / Lagos, NG</p>	<p>EAGE Annual Conference Jun 12-15 / Paris, FR</p> <p>ILTA June 12-14 / Houston, TX</p> <p>Brasil Offshore Jun 20-23 / Macaé, BR</p> <p>IPPA Midyear Meeting Jun 21-23 / Laguna Niguel, CA</p> <p>IADC World Drilling Conference Jun 28-29 / Amsterdam, NL</p>



3 JULY	7 AUGUST	4 SEPTEMBER	2 OCTOBER	7 NOVEMBER	5 DECEMBER
<p>MIDYEAR FORECAST A MID-COURSE LOOK AT THE YEAR 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>APPLIED ANALYTICS This data covers how oil and gas companies are using rapidly developing tools for acquiring, integrating, and managing unprecedented amounts of data to cut the costs of, and otherwise optimize, their operations.</p> <p>NELSON-FARRAR COST INDEXES NELSON-FARRAR QUARTERLY COSTIMATING</p>	<p>OFFSHORE EUROPE ACTIVITY UPDATE This offshore update provides a regionally focused annual review of drilling and production activity in Europe.</p> <p>WATERBORNE TRANSPORT UPDATE This update shows how new supplies of crude oil and other hydrocarbon liquids are combining with expansion of the Panama Canal and other logistical changes to reshape global movement of hydrocarbon energy.</p> <p>NELSON-FARRAR COST INDEXES</p>	<p>OGJ 150/100 PROFILING THE PRODUCERS 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>GEOPHYSICS UPDATE SEISMIC METHODS AND MORE 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>NELSON-FARRAR COST INDEXES U.S. OLEFINS</p>	<p>PIPELINE ECONOMICS FINANCIAL DATA AND CONSTRUCTION COSTS 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>FRONTIERS OF EXPLORATION This report provides an exploration of the sometimes unexpected places where oil and gas companies are searching for future supplies of oil and natural gas.</p> <p>NELSON-FARRAR COST INDEXES NELSON-FARRAR QUARTERLY COSTIMATING</p>	<p>DRILLING TECHNOLOGY UPDATE ACTIVITY, TECHNOLOGY, ANALYSIS This report provides a technical look at the offshore industry and an in-depth view of frontier exploration and drilling activity areas with potential to become major future sources of oil and gas production.</p> <p>WORLDWIDE CONSTRUCTION UPDATE PROJECT DETAILS AND TREND ANALYSIS This is the second OGJ survey-based look of the year at construction projects planned and under way in refining, gas processing, petrochemicals, sulfur, and pipelines, plus LNG, gas-to-liquids, and other gas-related projects.</p> <p>NELSON-FARRAR COST INDEXES U.S. MIDSTREAM UPDATE</p>	<p>WORLDWIDE REPORT GLOBAL RESERVES, PRODUCTION, AND REFINING CAPACITIES 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</p>
Ad Sales Close 06/14 Ad Material Due 06/21	Ad Sales Close 07/19 Ad Material Due 07/26	Ad Sales Close 08/16 Ad Material Due 08/23	Ad Sales Close 09/13 Ad Material Due 09/20	Ad Sales Close 10/18 Ad Material Due 10/25	Ad Sales Close 11/13 Ad Material Due 11/20
BONUS DISTRIBUTION	AD READERSHIP STUDY				
<p>URTeC July 24-26 / Austin, TX</p>	<p>POWER-GEN Natural Gas Aug 15-17 / Pittsburgh, PA</p> <p>SPE Intelligent Energy Sep 5-8 / Aberdeen, UK</p>	<p>Turbomachinery Pump Symposium Sep 11-14 / Houston, TX</p> <p>IPLOCA Sep 12-16 / Paris, FR</p> <p>SEG Annual Meeting Sep 24-27 / Houston, TX</p> <p>AFPM Q&A and Technology Forum Oct 2-4 / Austin, TX</p> <p>Pipeline Week Oct 3-5 / Houston, TX</p>	<p>SPE ATCE Oct 9-11 / San Antonio, TX</p> <p>AAPG I SEG International Conference Oct 15-18 / London, UK</p> <p>OTC Brasil Oct 24-26 / Rio de Janeiro, BR</p> <p>Deepwater Operations Nov 7-9 / Galveston, TX</p> <p>ADIPEC TBD / Abu Dhabi, UAE</p>	<p>IPPA Annual Meeting Nov 8-10 / Naples, FL</p>	

**WEEKLY DIGITAL
EDITION SCHEDULE**

January 9, 16, 23, 30
February 13, 20, 27
March 13, 20, 27

April 10, 17, 24
May 8, 15, 22, 29
June 12, 19, 26

July 10, 17, 24, 31
August 14, 21, 28
September 11, 18, 25

October 9, 16, 23, 30
November 13, 20, 27
December 11, 18, 25



eNEWSLETTERS

OGJ daily, biweekly, and monthly eNewsletters are a simple and effective way to push your marketing message to professionals focused on specific topics that align with your products, services, and solutions while driving traffic to your landing page or website. Filled with trusted, timely content by the industry's most knowledgeable experts, eNewsletters provide a low-cost solution for reaching thousands of recipients worldwide.



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.



EXPLORATION & DEVELOPMENT REPORT (FIRST & THIRD THURSDAY)

Discover the latest updates on exploration. The *Exploration & Development Report* features the global development of hydrocarbons and includes global area drilling reports.



DRILLING & PRODUCTION REPORT (SECOND & FOURTH TUESDAY)

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



REFINING REPORT (THIRD WEDNESDAY)

Align your messaging with the latest key developments impacting the global refining industry, such as 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 (LAST WEDNESDAY OF THE MONTH)

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.



NEW OGJ'S PERSONNEL MOVES & PROMOTIONS (FIRST WEDNESDAY)

Target audiences keeping up with the latest company news. OGJ reports on industry mergers and acquisitions, startups and divestments, bankruptcies, and promotions and management changes.



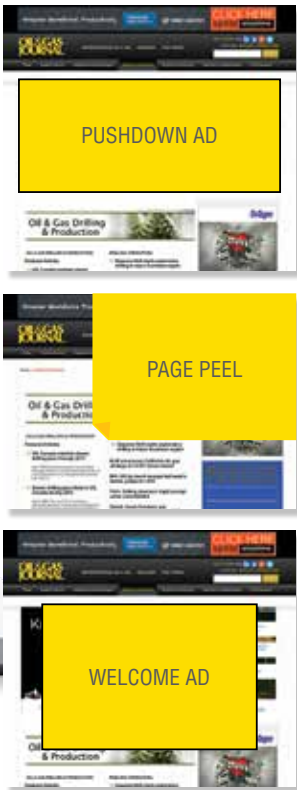
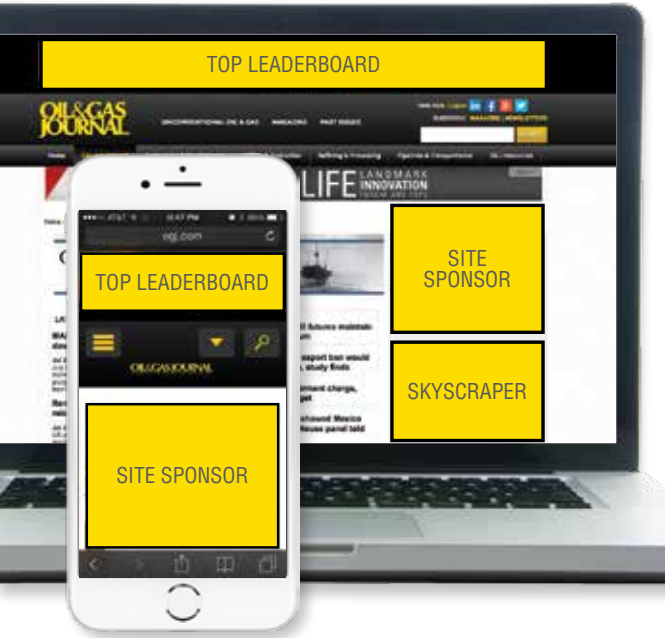
NEW THE OGJ WASHINGTON PULSE (FIRST & THIRD FRIDAY)

Expanding on OGJ's legacy strength, this eNewsletter focuses on the governance, policies, and economics regulating the oil and gas industry. This content aligns well for positioning law firms, PR firms, trade associations, and consultants.



See page 15 for rates and specs

Are you placing an ad near specific content in *Oil & Gas Journal*? Include eNewsletter banner advertising as part of your print campaign to reinforce your targeted message.



OGJ.COM offers many ways to connect audiences with advertisers as they search for industry news, technology, archives, webcasts, white papers, videos, and commentaries. Industry professionals rely on ogj.com because it is data-rich and easy to use on smartphones and tablets. As an advertiser, you can select from multiple ad units on the site to best position your brand and drive traffic to your site, landing page, or special online offer.

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.

PUSHDOWN BANNER

The Pushdown 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 Ad page is displayed once every six hours, resulting in a high concentration of impressions during the placement and a message that is hard to miss.

ADFLEX SPONSORSHIP

This premium display ad engages site visitors with your message via special content marketing, social media, and video consoles. The AdFlex component-based format permits advertisers to pack considerable functionality into a single, standard ad unit, allowing visitors to engage with your relevant content.

HOMEPAGE PLUS AD UNITS

Homepage Plus online banner positions align your company with the most respected content serving the information needs of thousands of industry professionals. Choose from multiple Homepage Plus ad positions:

- LEADERBOARD SKYSCRAPER SITE SPONSOR INTRO TEXT

TOPIC CENTER SPONSORSHIPS

Topic Center (TC) banners allow you to align your message with relevant market segment content, providing more targeted impressions – targeted marketing at its very best.

OGJ.COM IS ORGANIZED BY THE FOLLOWING TOPIC CENTERS:

Grid of icons and labels for Topic Centers: General Interest (TC 1), Exploration & Development (TC 2), Drilling & Production (TC 3), Refining & Processing (TC 4), and Transportation (TC 5).

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

Use both push and pull marketing to increase the effectiveness of your banner ad. Supplement online banners with eNewsletter ad placements to extend the life of your creative material and your reach!



ANNUAL EDITORIAL WEBCASTS

Generate high-quality leads for your sales team when you sponsor one of OGJ's annual Forecast & Review webcasts.

FORECAST & REVIEW/WORLDWIDE CONSTRUCTION WEBCAST

Based on two annual reports, this webcast is held in January and combines an overall industry recap and coverage of the geopolitical pressures buffeting the market. OGJ editors also include a construction preview based on a special report published each February in the print issue.

MIDYEAR FORECAST WEBCAST

The Midyear Forecast reports data from the first half of the year to update projections that appeared in OGJ's annual Forecast & Review in January. With coverage of oil and gas markets important to producers, drillers, pipeliners, and gas processors, this midyear update offers a preview of the 3Q and 4Q with adjustments based on the preceding six months.

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.

EXCLUSIVE WEBCAST SPONSORSHIP



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 is promoted through multiple OGJ outlets following the event. Sponsors receive detailed registration information from all registrants, providing your sales staff with a database of quality prospects.

WHITE PAPER POSTINGS




White papers ensure that your content is available 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.

EMAIL LIST RENTAL



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.

 Drive traffic to webcast, white paper, and technical brief sponsorships with eNewsletter advertising. Is your content time-sensitive or highly customized? As part of the campaign, consider including an email list rental to target a specific audience as part of the campaign.

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 that 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.

VIDEO CASE STUDIES




Also known as Video White Papers, Video Case Studies offer the ability to establish your brand or company as a thought leader by educating industry professionals on solutions to their most challenging problems. These 5- to 12-minute, professionally produced videos are shot at your location of choice by our experienced video staff. The final video will be hosted on the OGJ website and promoted to a targeted audience.

CUSTOM VIDEO CHANNEL



The Custom Video Channel extends the reach of video you have created (or that we custom produce for you) with an exclusive landing page on our relevant website, providing exposure to your target audience.

 Face-to-face events are a great time to shoot video footage of your subject matter experts and technologies. Let us know when you're attending an event and we'll send our crew.





EVENTS PROVIDE OUTSTANDING BRANDING AND LEAD GENERATION OPPORTUNITIES!

These events target influential decision makers worldwide – your potential customers – who attend to hear presentations, learn about new products, and network with peers.

Use our events to establish your company as an industry thought leader by educating industry professionals on your company and product offerings. Book your booth or register your staff to attend in 2017!



*Net square feet of exhibitor booth space (stats are from the most recent events in 2015–2016)

TOPSIDES PLATFORMS – HULLS

FEB 21–23, 2017
NEW ORLEANS, LA

1,774

ATTENDEES
FROM
22 COUNTRIES
30 STATES

126
EXHIBITING
COMPANIES

20,400*

TOPSIDES, PLATFORMS & HULLS CONFERENCE & EXHIBITION

The Topsides, Platforms & Hulls Conference & Exhibition is the offshore industry's only event dedicated to the topsides, platforms and hulls for both deep and shallow water. A comprehensive technical program presented concurrently with an exhibition, the 2017 event will cover the design, engineering, construction, transportation, installation, and modification of topside structures, platforms and hulls, and will feature new FPSO presentations.

www.topsidesevent.com

SUBSEATIEBACK FORUM & EXHIBITION

MAR 21–23, 2017
SAN ANTONIO, TX

2,202

ATTENDEES
FROM
24 COUNTRIES
24 STATES

174
EXHIBITING
COMPANIES

40,900*

SUBSEA TIEBACK FORUM & EXHIBITION

In its 17th year, the Subsea Tieback Forum & Exhibition is the world's largest subsea event, both in attendance and exhibition. As our industry changes, the sharing of knowledge and collective experiences becomes more and more crucial to improving the quality, safety, and economics of the subsea tieback industry.

www.subseatiebackforum.com

PNEC Conferences

MAY 16–18, 2017
HOUSTON, TX

552

ATTENDEES
FROM
23 COUNTRIES
12 STATES

56
EXHIBITING
COMPANIES

4,600*

PNEC INTERNATIONAL CONFERENCE ON PETROLEUM DATA INTEGRATION, INFORMATION AND DATA MANAGEMENT

The International Conference on Petroleum Data Integration, Information and Data Management is an annual conference and exhibition serving the data integration, information and management disciplines critical to exploration and production within the global oil and gas industry. Attendees will hear real-world best practices, innovations and implementations from those companies leading the efforts to knock down data and information management barriers confronting our industry.

www.pnecconferences.com

OFFSHORE West Africa

JUNE 6–8, 2017
LAGOS, NG

2,373

ATTENDEES
FROM
35 COUNTRIES

40
EXHIBITING
COMPANIES

410,793*

OFFSHORE WEST AFRICA CONFERENCE & EXHIBITION

For 20 years, this event has attracted more than a thousand attendees each year, with exhibitors from 40 countries, to showcase the most innovative technologies in a unique and progressive marketplace.

www.offshorwestafrica.com

PIPELINE WEEK

OCT 3–5, 2017
HOUSTON, TX

863

ATTENDEES
FROM
14 COUNTRIES
35 STATES

59
EXHIBITING
COMPANIES

7,000*

PIPELINE WEEK

Pipeline Week brings together the annual GITA Oil & Gas Pipeline Conference & Exhibition and the Pipeline Open Data Standard (PODS) Association User Conference. The global event provides an invaluable forum for oil and gas pipeline industry professionals. Participants benefit from a robust program of operator presentations, dynamic panel discussions, informational technical sessions, and numerous networking functions. As always, the program will target key areas of regulatory compliance, implementation and use of new technologies, asset integrity, and industry best practices. In conjunction with the conferences, an exhibition hall showcases the most advanced technology, equipment, and services vital to the oil and gas community.

www.pipelineweek.com

DEEPWATER OPERATIONS CONFERENCE & EXHIBITION

NOV 7–9, 2017
GALVESTON, TX

1,057

ATTENDEES
FROM
18 COUNTRIES
19 STATES

67
EXHIBITING
COMPANIES

11,400*

DEEPWATER OPERATIONS CONFERENCE & EXHIBITION

Challenges in deepwater production are complex, and they command the industry's attention to develop economical and long-term solutions. The Deepwater Operations Conference & Exhibition provides a unique experience for attendees and exhibitors to share, learn, and connect in a forum dedicated to addressing these challenges.

www.deepwateroperations.com

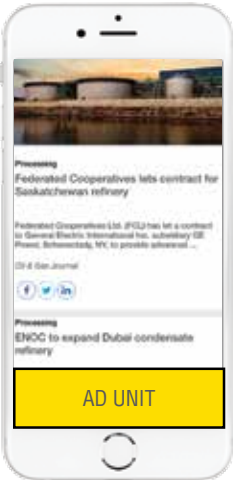
SOCIAL MEDIA BOOST



The Social Media Boost is a specialized posting on OGJ's Facebook page directing groups and followers to topic-specific sponsored content on OGJ's website. The 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.

🔗 Increase awareness of your sponsored online content (webcasts, white papers, custom videos) with Social Media Boosts!

MOBILE APP



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

🔗 Supplement a mobile app sponsorship with a banner ad on OGJ.com to increase traffic to your website or landing page.



EXPECT HIGH IMPACT RESULTS

From copywriting to design and production, we create compelling, specialized, and targeted messaging that resonates with audiences across new and traditional media platforms.

Speak with your OGJ representative about developing your next website; corporate brochure; tradeshow display; promotional video; print, online, or social campaign; white paper; or technical article.

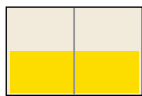
Be sure to ask us about a complimentary assessment of your social media presence, as well as your website effectiveness.



AD SIZES

**FULL PAGE SPREAD**

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)

**HALF PAGE SPREAD**

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)

**FULL PAGE**

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)

**2/3 PAGE**

BLEED: 5.25" x 10.75" (133mm x 274mm)
 LIVE AREA: 4.5" x 9.5" (114mm x 241mm)

**1/2 PAGE ISLAND**

BLEED: 5.25" x 8.25" (133mm x 210mm)
 LIVE AREA: 4.5" x 7.375" (114mm x 187mm)

**1/2 PAGE VERTICAL**

BLEED: 4.125" x 10.75" (105mm x 274mm)
 LIVE AREA: 3.375" x 9.5" (86mm x 241mm)

**1/2 PAGE HORIZONTAL**

BLEED: 8.25" x 5.5" (210mm x 140mm)
 LIVE AREA: 7" x 4.875" (178mm x 124mm)

**1/3 PAGE VERTICAL**

LIVE AREA: 2.25" x 9.5" (57mm x 241mm)

**1/3 PAGE SQUARE**

LIVE AREA: 4.5" x 4.875" (114mm x 124mm)

**1/3 PAGE HORIZONTAL**

LIVE AREA: 7" x 3.125" (178mm x 84mm)

**1/4 PAGE**

LIVE AREA: 3.375" x 4.875" (86mm x 124mm)

**1/6 PAGE**

LIVE AREA: 2.25" x 4.875" (57mm x 124mm)

PRINT MONTHLY EDITION (GROSS RATE)

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)

4-COLOR RATES	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

NOTE: Prices listed are gross USD and subject to 15% agency commission allowance.

HOW TO SUBMIT YOUR PRINT OR DIGITAL AD MATERIALS

TO UPLOAD AD MATERIALS TO OUR FTP SITE:

1. Go to <http://DigitalAds.PennWell.com>
2. Select "Online Material" or "Print Material"
3. Select "Oil & Gas Journal" from the menu
4. Fill in the required information and then select "Upload File"

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. 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:

AdMaterial@PennWell.com (*Print Materials*)

Include advertiser name, publication name, issue date, and order number

WebTraffic@PennWell.com (*Digital Advertising Materials*)

Include advertiser name, publication name, digital placement, issue date, and order number

ADDITIONAL CONTACT INFORMATION:

(P) 918.831.9484 / (F) 918.831.9415 / (E) AdMaterial@PennWell.com

For more on electronic submission guidelines, visit 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 Belly Band	\$9,200
Digital Weekly Pre-Cover	\$6,600

BELLY BAND

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

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 & 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)
Leaderboard	\$5,500	\$4,000	\$4,000	\$4,000	\$3,750
Site Sponsor	\$4,500	\$3,750	\$4,000	\$4,000	\$3,750
Skyscraper	\$4,500	\$3,750	\$4,000	\$4,000	\$3,750
Pushdown	\$6,750	\$5,750	\$5,500	\$5,500	\$5,750
Page Peel	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Welcome Ad	\$7,000	\$6,000	\$6,000	\$6,000	\$6,000

eNEWSLETTERS

FREQUENCY	TITLE	AD UNITS AND PRICING	
DAILY	OGJ DAILY UPDATE	Leaderboard	\$4,250
		Skyscraper	\$3,750
		Intro/Text Ad	\$3,500
		Middle (1 & 2)	\$3,750
		Middle (3 & 4)	\$3,500
BI-MONTHLY	EXPLORATION & DEVELOPMENT	Leaderboard	\$3,250
		Skyscraper	\$3,000
	DRILLING & PRODUCTION	Intro/Text Ad	\$3,000
		Middle (1 & 2)	\$3,000
	WASHINGTON PULSE	Middle (3 & 4)	\$2,750
MONTHLY	REFINING REPORT	Leaderboard	\$3,500
		Skyscraper	\$3,200
	PIPELINE REPORT	Intro/Text Ad	\$3,000
		Middle (1 & 2)	\$3,200
	PERSONNEL MOVES & PROMOTIONS	Middle (3 & 4)	\$2,750

Talk to your OGJ representative about creating a customized communication program to maximize your marketing investment.

HOMEPAGE PLUS

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

RICH-MEDIA AD UNITS

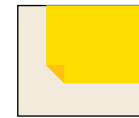
Page Peel	1 position	\$4,000
Pushdown	2 rotations	\$6,750
Welcome Ad	1 position	\$7,000
AdFlex Sponsor	1 position	\$4,500

DIGITAL CONTENT SPONSORSHIPS

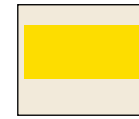
Video Case Study		\$4,500
Email List Rental (1,000 names per \$2,000 minimum order)	Advertiser	\$650 net
	Non-Advertiser	\$1,100 net
Webcast Sponsorship	Editorial (Multi-Sponsor)	\$10,000
	Exclusive	\$18,500
Live Videocast	Exclusive	Call for Details

AD SPECIFICATIONS

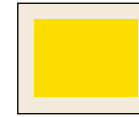
RICH-MEDIA AD UNITS



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

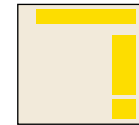


PUSHDOWN
 EXPANDED: 970 x 418 pixels, 110k max. file size
 COLLAPSED: 970 x 66 pixels, 60k max. file size
 MOBILE RESPONSIVE: 300 X 250 pixels, 40k max. file size



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

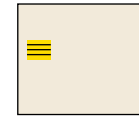
HOMEPAGE AND TOPIC CENTERS



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

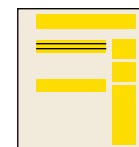
SKYSCRAPER
 DIMENSIONS: 300 x 600 pixels, 40k max. file size

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



INTRO TEXT AD
 Text only (70 words + URL)
 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

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