

OIL&GAS JOURNAL

DIGITAL MEDIA INFORMATION



Webcasts

Email

Topic Center
Sponsorship

Online Advertising

Marketing



Whitepapers



eNewsletters



OIL&GAS JOURNAL

DIGITAL MEDIA INFORMATION

Page Peel / Leaderboard Sponsor Skyscraper

Online Advertising

Associate your company or product with an industry leading media brand and generate traffic to your website. Website display advertising offers standardized large-format ad positions, including the Page Peel, Leaderboard and Skyscraper.

Most rich media ad formats accepted.

Our limited inventory is sold on a monthly basis by position. All impressions and CPM's are based on six-month average impression delivery for their respective positions, placements and sizes.

The following positions run on the website home page and all pages that are not part of a Topic Center or one of the other areas listed below.

Page Peel—25,000 impressions (opens)

Large-format ad that expands or peels back to cover the top right corner of the home page. **Highest average CTR (click through rate) of all units.**

75x75 and 800x600
\$6,000 per month – 1 rotation available
CPM \$240

Leaderboard HP+—155,000 impressions per rotation

Ad unit runs at the top of homepage and all pages that are not part of a Topic Center or one of the other areas listed here.

728x90
\$4,000 per month – 2 rotations available
CPM \$26

Search Results Leaderboard—35,000 impressions

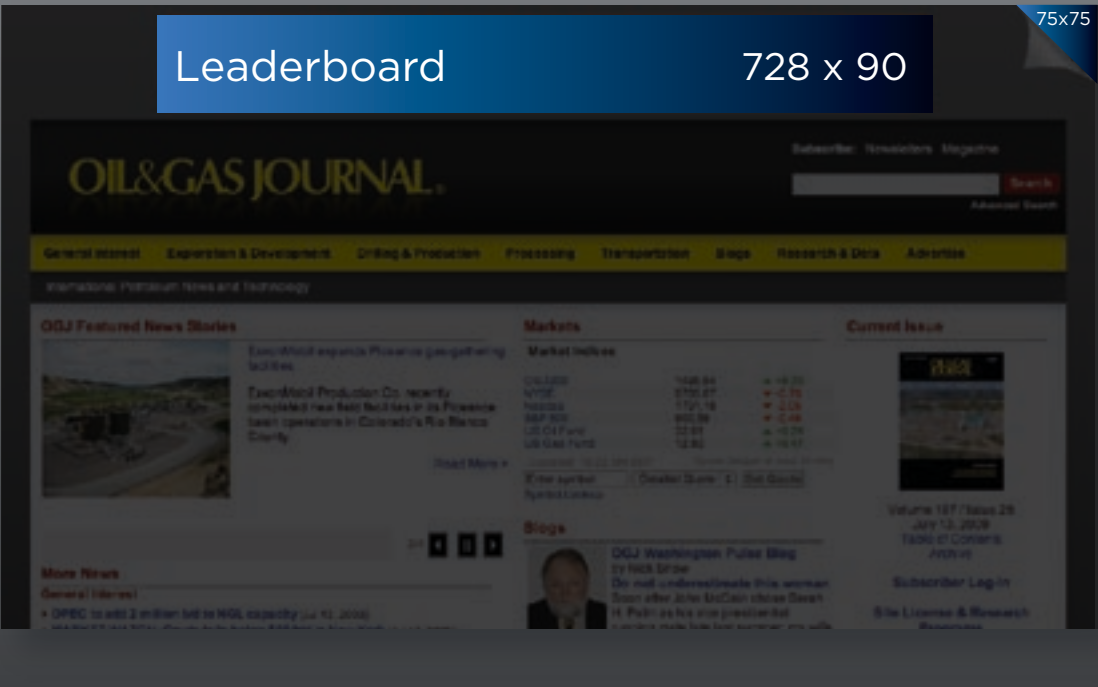
Ad unit runs at the top of the results page for all website searches.

728x90
\$2,200 per month - 1 rotation available
CPM \$62

Log-In Leaderboard—40,000 impressions per rotation

Ad unit on the top of the log-in page for all content that requires log-in access (paid subscribers and site-license customers).

728x90
\$2,800 per month – 2 rotations available
CPM \$70



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DIGITAL MEDIA INFORMATION

Page Peel / Leaderboard Sponsor Skyscraper

Online Advertising

Keep your brand before the decision makers with one of several ad positions on the industry’s foremost online resource, OGJ Online. Website display advertising formats include standardized large-format ad positions such as the Page Peel, Leaderboard and Skyscraper.

Most rich media ad formats accepted.

Our limited inventory is sold on a monthly basis by position. All impressions and CPM’s are based on six-month average impression delivery for their respective positions, placements and sizes.

The following positions run on the website home page and all pages that are not part of a Topic Center or one of the other areas listed below.

Sponsor #1—55,000 impressions per rotation

Ad unit that runs on the top-right corner of the home page and all ROS pages.

180x150

\$3,350 per month – 2 rotations available

CPM \$61

Sponsor #2—55,000 impressions per rotation

Ad unit that runs on the right rail of the home page and all ROS pages.

180x150

\$3,150 per month – 2 rotations available

CPM \$57

Sponsor #3—55,000 impressions per rotation

Ad unit that runs on the right rail of the home page and all ROS pages, just below Site Sponsor #2.

180x150

\$2,900 per month – 2 rotations available

CPM \$52

Search Results Sponsor #1—35,000 impressions

Ad unit on the right rail of the results page for all website searches.

180x150

\$1,500 per month – 1 rotation available

CPM \$43

Log-In Sponsor #1—40,000 impressions per rotation

Ad unit on the right rail of the log-in page for all content that requires log-in access (paid subscribers and site-license customers).

300x250

\$2,400 per month – 2 rotations available

CPM \$60



Sponsor #1
180x150

Sponsor #2
180x150

Sponsor #3
180x150

Log-In Site Sponsor
300x250

OIL&GAS JOURNAL

DIGITAL MEDIA INFORMATION

Page Peel / Leaderboard
Sponsor
Skyscraper

Online Advertising

Your company can gain marketing traction by associating its brand with OGJ Online, the industry’s leading online resource. Several standardized large-format ad positions, including the Page Peel, Leaderboard and Skyscraper, are available.

Most rich media ad formats accepted.

Our limited inventory is sold on a monthly basis by position. All impressions and CPM’s are based on six-month average impression delivery for their respective positions, placements and sizes.

The following positions run on the website home page and all pages that are not part of a Topic Center or one of the other areas listed below.

Skyscraper Right—55,000 impressions per rotation

Ad unit that runs on the right rail of the home page and all ROS pages.

160x600
\$3,500 per month – 2 rotations available
CPM \$63

Search Results Skyscraper—35,000 impressions

Ad unit on the right rail of the results page for all website searches.

160x600
\$2,000 per month – 1 rotation available
CPM \$57

Log-In Skyscraper—40,000 impressions per rotation

Ad unit on the right rail of the log-in page for all content that requires log-in access (paid subscribers and site-license customers).

160x600
\$2,800 per month – 2 rotations available
CPM \$70



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DIGITAL MEDIA INFORMATION

Topic Center Sponsorships

The oil and gas industry encompasses a variety of existing and developing technologies. Our aim is to provide information—be it news, research or product information—to professionals in all areas of the oil and gas industry. With Topic Centers covering the broad spectrum of today’s petroleum industry, you can reach the best-qualified prospects for your market. Topic Center sponsorships allow you to “own” a content area and establish your company as a market leader. As a Topic Center Sponsor, you will have 100% SOV (share of voice) on all pages where your ads are displayed.

Includes: Leaderboard 728x90, 300x250 and up to 9 text links, or 728x90 and 300x600

General Interest—4 rotations, \$5,000 each

Economics/Markets
Government
Companies
People
HSE

Exploration/Development—3 rotations, \$4,500 each

Discoveries
Reserves
Area—Drilling

Drilling/Production—3 rotations, \$4,500 Each

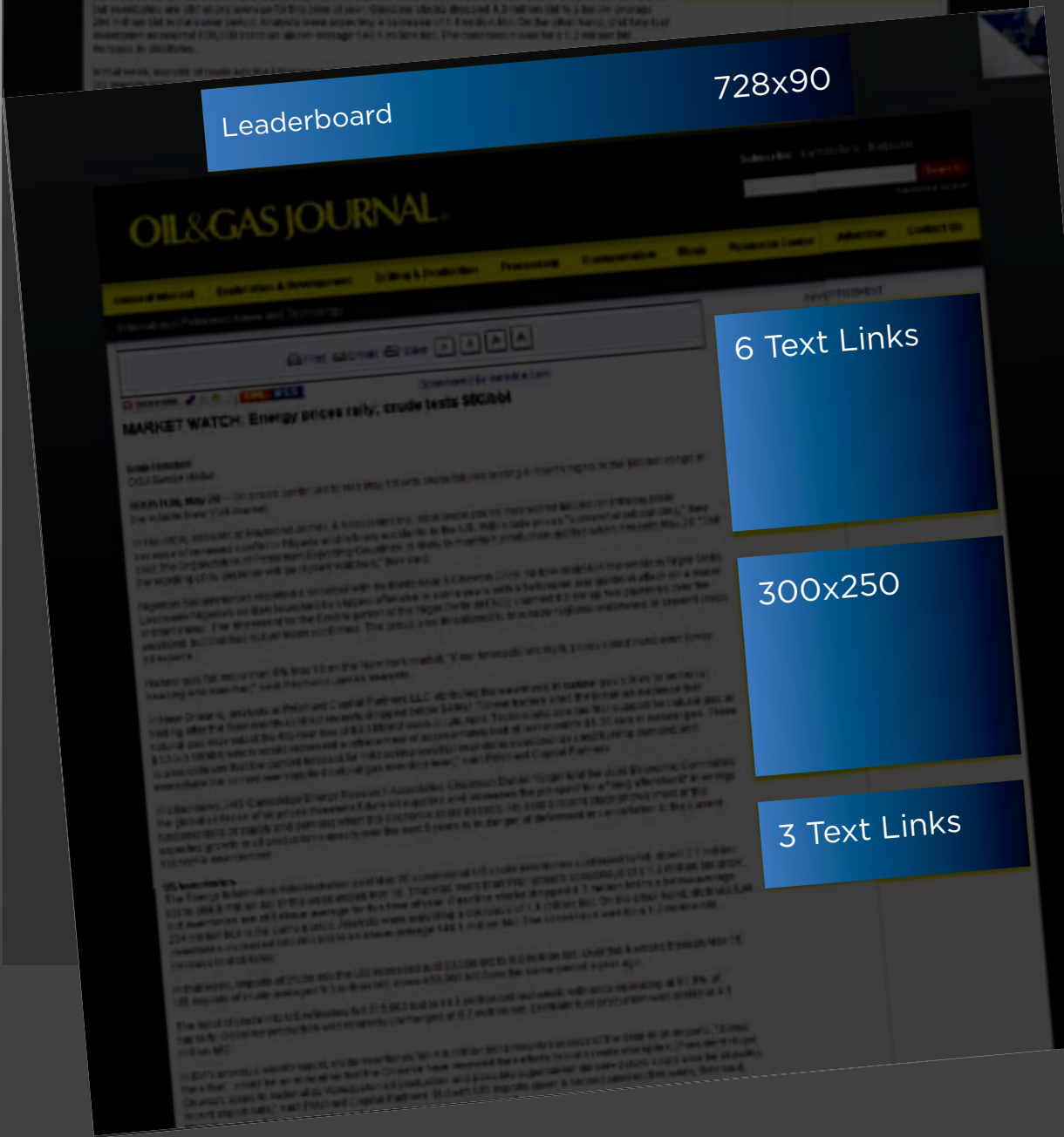
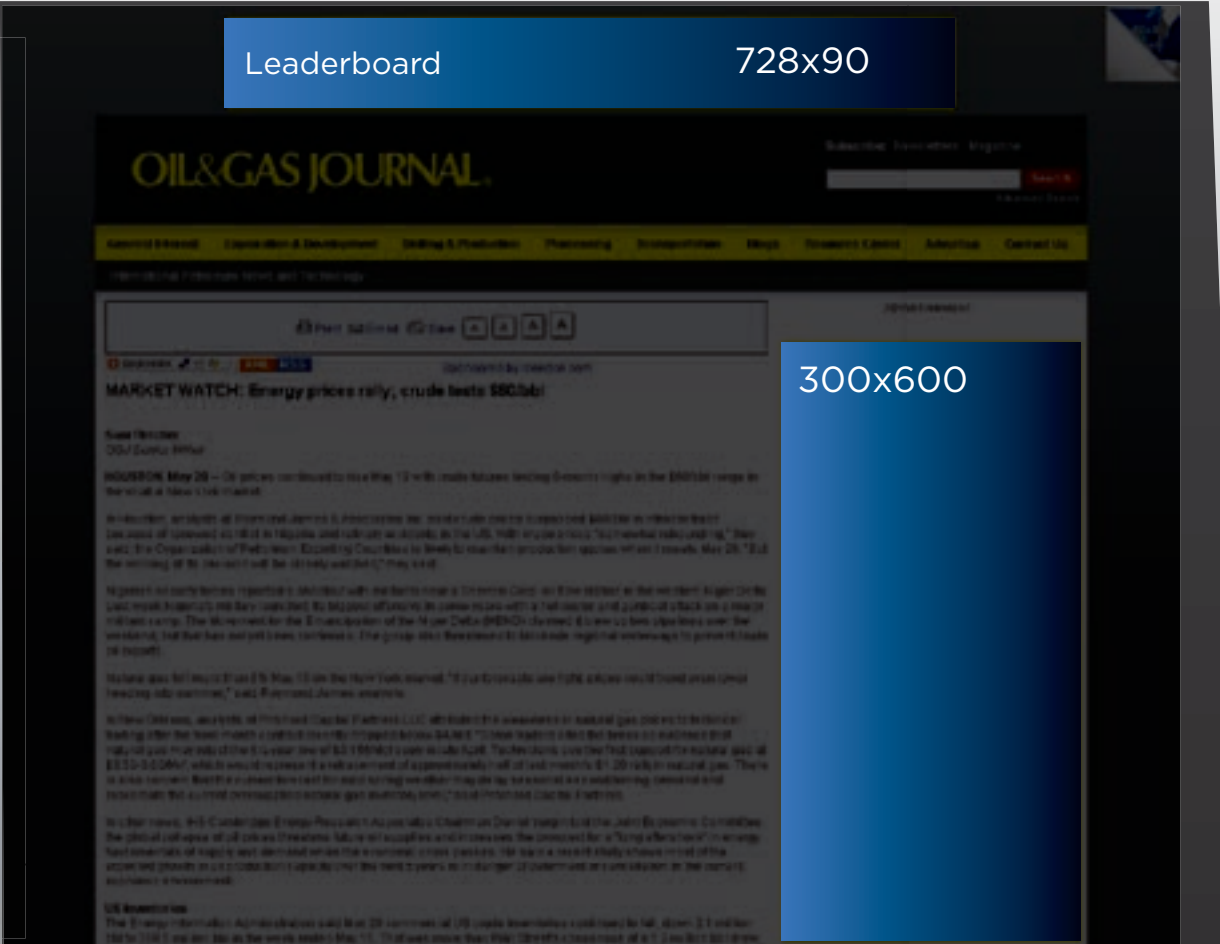
Drilling—Operations
Production—Operations
Unconventional—Resources
Drilling—Technology
Production—Technology

Processing—3 rotations, \$3,500 each

Refining
Gas
Processing
Petrochemicals

Transportation—3 rotations, \$3,500 each

Pipelines
Tankers
LNG



OIL&GAS JOURNAL

DIGITAL MEDIA INFORMATION

Monthly Daily Weekly

eNewsletters

Deliver your marketing message to your target audience by advertising in one or more of our special-focus, monthly eNewsletters. OGJ eNewsletter advertising helps build brand awareness by reaching global and select audiences—daily, weekly or monthly.

Monthly

Drilling & Production Report—circulation 66,000

Includes reports of production starts, rig construction and activity, and key developments in production and drilling technology.

Advertising rates (gross)
TOP 728x90, \$2,750
SKYSCRAPER 160x600, \$2,700
MIDDLE 728x90, \$2,200

Natural Gas & LNG Report—circulation 60,000

Assembles natural gas news covered by OGJ Online in the areas of gas drilling, production, processing and transportation, including gas pipelines and LNG.

Advertising rate – Sole Sponsorship
Includes two 728x90 and one 160x600, \$3,800 (gross)

Pipeline Report—circulation 57,000

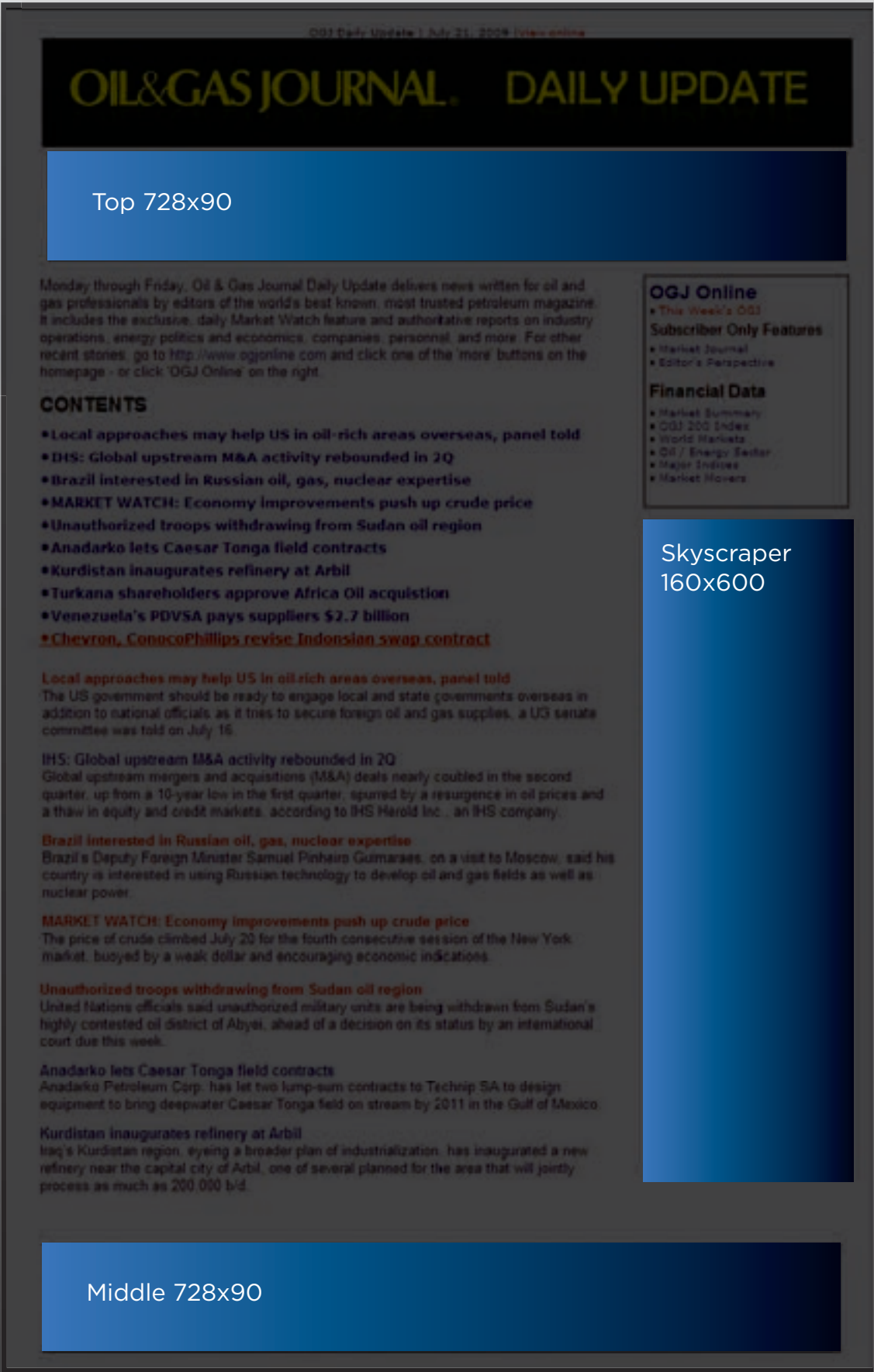
Reports news about oil, gas and oil-product pipelines. Subjects include pipeline construction and operations.

Advertising rate – Sole Sponsorship
Includes two 728x90 and one 160x600, \$3,800 (gross)

Refining Report—circulation 59,000

Covers news about refinery operations and construction worldwide.

Advertising rate – Sole Sponsorship
Includes two 728x90 and one 160x600, \$3,800 (gross)



OIL&GAS JOURNAL

DIGITAL MEDIA INFORMATION

Monthly **Daily** Weekly

eNewsletters

Why not communicate with your prospects and customers every day? Our daily eNewsletters give you that option and more. With content from the industry’s leading editorial staff, OGJ Daily is a must read for anyone in the oil and gas industry. OGJ eNewsletter advertising helps build brand awareness by reaching global and select audiences—daily, weekly or monthly.

Daily

OGJ Daily Update (Monday through Friday)—circulation 52,000 (daily)

Written by Oil&Gas Journal’s editors, the OGJ Daily Update provides timely news analysis and up-to-the-minute reports on rapidly changing industry conditions and events.

Advertising rates – Includes all 5 daily issues (gross)
TOP 728x90, \$3,000
SKYSCRAPER 160x600, \$3,000
MIDDLE 728x90, \$2,500

OGJ Daily Update 1 July 2011 [View online](#)

OIL&GAS JOURNAL. DAILY UPDATE

Top 728x90

Monday through Friday, Oil & Gas Journal Daily Update delivers news written for oil and gas professionals by editors of the world's best known, most trusted petroleum magazine. It includes the exclusive, daily Market Watch feature and authoritative reports on industry operations, energy politics and economics, companies, personnel, and more. For other recent stories, go to <http://www.ogjonline.com> and click one of the 'more' buttons on the homepage - or click 'OGJ Online' on the right.

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- Chevron, ConocoPhillips revise Indonesian swap contract

Local approaches may help US in oil-rich areas overseas, panel told
The US government should be ready to engage local and state governments overseas in addition to national officials, as it tries to secure foreign oil and gas supplies, a UCI senate committee was told on July 15.

IHS: Global upstream M&A activity rebounded in 2Q
Global upstream mergers and acquisitions (M&A) deals nearly doubled in the second quarter, up from a 10-year low in the first quarter, spurred by a resurgence in oil prices and a thaw in equity and credit markets, according to IHS Herold Inc., an IHS company.

Brazil interested in Russian oil, gas, nuclear expertise
Brazil's Deputy Foreign Minister Samuel Pinheiro Guimarães, on a visit to Moscow, said his country is interested in using Russian technology to develop oil and gas fields as well as nuclear power.

MARKET WATCH: Economy improvements push up crude price
The price of crude climbed July 20 for the fourth consecutive session of the New York market, buoyed by a weak dollar and encouraging economic indications.

Unauthorized troops withdrawing from Sudan oil region
United Nations officials said unauthorized military units are being withdrawn from Sudan's highly contested oil district of Abyei, ahead of a decision on its status by an international court due this week.

Anadarko lets Caesar Tonga field contracts
Anadarko Petroleum Corp. has let two lump-sum contracts to Technip SA to design equipment to bring deepwater Caesar Tonga field on stream by 2011 in the Gulf of Mexico.

Kurdistan inaugurates refinery at Arbil
Iraq's Kurdistan region, eyeing a broader plan of industrialization, has inaugurated a new refinery near the capital city of Arbil, one of several planned for the area that will jointly process as much as 200,000 b/d.

OGJ Online

- This Week's OGJ

Subscriber Only Features

- Market Journal
- Editor's Perspective

Financial Data

- Market Summary
- OGJ 200 Index
- World Markets
- Oil / Energy Sector
- Major Indices
- Market Movers

Skyscraper 160x600

Middle 728x90

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Monthly Daily **Weekly**

eNewsletters

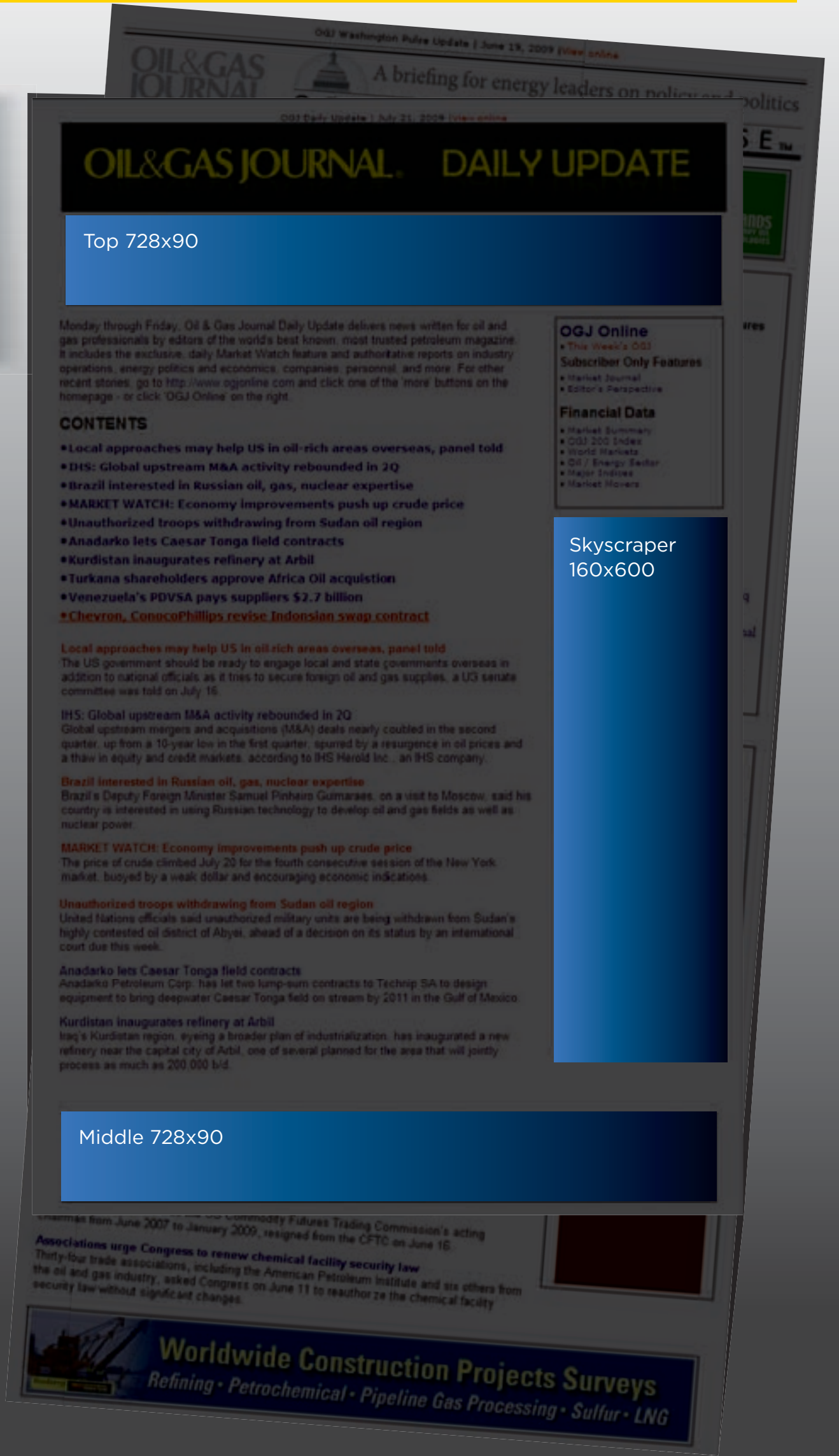
Each week the editors of Oil&Gas Journal report on exploration and development activity and the ever-changing temperament of Washington, all of which is vital info in today’s decision making. Your message can be part of that exchange. OGJ eNewsletter advertising helps build brand awareness by reaching global and select audiences—daily, weekly or monthly.

Weekly

OGJ Weekly E&D Report (every Thursday)—circulation 58,000

Written by Oil&Gas Journal’s editors, the OGJ Weekly E&D Report provides timely information on the global search and development of hydrocarbons and includes area drilling reports from around the world.

**Advertising rate – Sole Sponsorship
Includes two 728x90 and one 160x600, \$3,800 (gross)**



OIL&GAS JOURNAL

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Webcasts

As the foremost authority on the oil and gas industry, OGJ.com webcasts provide qualified leads, and position your company as a market leader. Sponsor an event or create your own, leveraging PowerPoint and/or video, plus a testing and certification option.

Live Event Overview

- Up to 1 hour in length
- Live and interactive environment, including Q&A
- Audience polling capabilities
- Unlimited audience size
- Personalized introduction and wrap-up message

Marketing and Promotion

- OGJ.com homepage promotion
- Email promotion to a highly targeted segment of the OGJ email database
- Promotion in all relative OGJ eNewsletters
- Reminder email messages sent to registrants 24 hours and 30 minutes in advance
- Print promotion

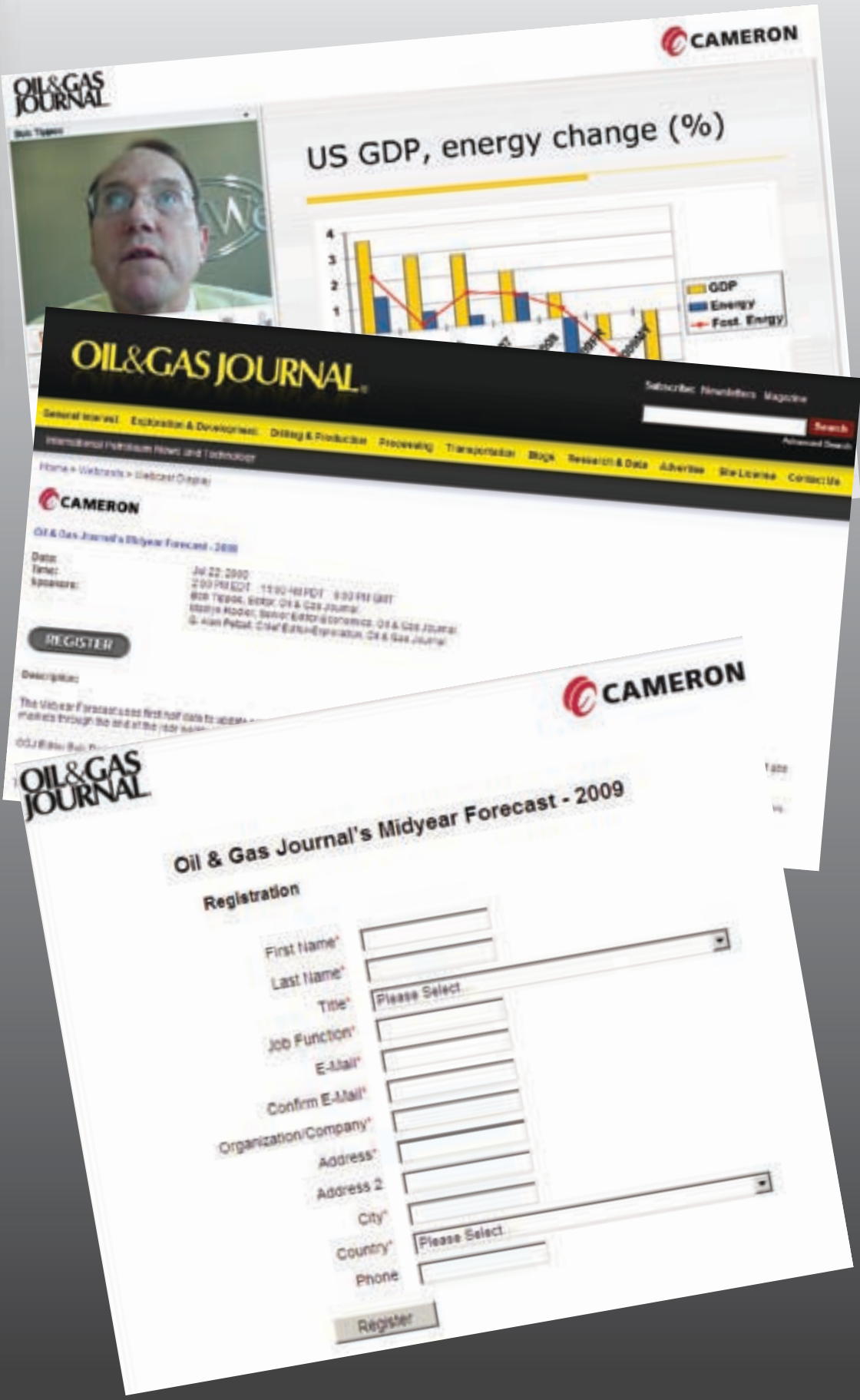
Lead Generation and Reporting

- Minimum 150-registrant guarantee
- Full reporting on all registrants
- Breakdown of live attendees and on-demand users
- 24/7-protected access to registration database

Post Event

- On-demand archive available within 24 hours of live event
- Event archived on OGJ.com for 12 months

- Single Sponsorship—pricing starts at \$16,000 (gross)
- Multi-Sponsored Editorial—\$8,500/sponsor



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Email Marketing

Email marketing provides one of the highest ROI of any online option available today. Reach your key prospects with an email blast to a highly targeted segment of the Oil&Gas Journal email database.

Advertiser rate—\$425 per thousand
Non-advertiser rate—\$525 per thousand

Market and Brand Awareness Surveys

Use the OGJ email database to research the industry’s perception of your brand or your competitors’. Blind or branded surveys provide a wealth of information to assist in your organization’s growth.

Advertiser rate—\$425 per thousand
Non-advertiser rate—\$525 per thousand



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White Papers

Generate sales leads and raise awareness for your company with OGJ White Paper postings. You will receive detailed reports about who reads them and how often. White Papers are returned in search results as well, which will broaden your reach.

Reporting and Lead Generation

Prospective lead reports emailed monthly
Full contact information for prospects, including customer name, business title, email address, mailing address and phone number
Historical page views and retrieval information
24/7 access to reports

Search

White Paper content, title, abstract and vendor information is completely searchable, providing easy access and increased exposure to your paper. Search capabilities are available throughout OGJ.com.

Basic White Paper Posting \$500 per month
Includes up to five White Papers

Premium White Paper Sponsorship \$500 per month additional
Includes up to five White Papers

Receive maximum brand and White Paper recognition on OGJ.com for the duration of your contract through search prioritization, logo placement, leaderboard advertisements, company information, including your email address and website links. Premium White Paper Sponsorship available as an add-on to the Basic White Paper Posting.



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DIGITAL MEDIA INFORMATION

Digital Magazine Cover—\$7,500

Improve your reach with premium placement in the Digital edition of Oil&Gas Journal. The weekly digital copy of the magazine is made available to more than 90,000 online readers weekly. Your full-page ad in the print edition will be placed adjacent to the magazine cover in the digital edition.

