

YOUR MARKETING PARTNER

# Oil, Gas & Petrochem **EQUIPMENT**®

PennWell®

OGPE.COM

MEDIA KIT 2014



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

# Oil, Gas & Petrochem Equipment®

www.OGPE.com

## 60 Years of Products & Services



- PennWell's second longest continuously published brand after *Oil & Gas Journal*
- 720 consecutive monthly editions
- 26,000+ pages of products & services
- 130,000+ product editorials, ads
- Online presence since 1999 = pages views & traffic to company websites
- Partnering with hundreds of manufacturers and service provider advertisers — and their agencies

## 2014: More Useful Information & Content on “What’s New” in Onshore & Offshore Products & Services

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

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

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

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

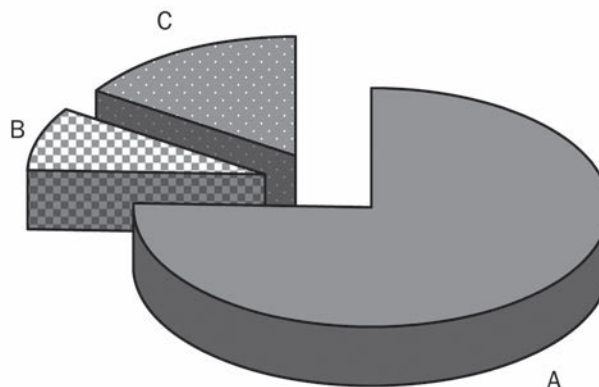
This 2014 media kit presents OG&PE's upcoming new look and feel to meet an ever-changing marketplace: A **partnership with ROI**: top-quality leads, complete product editorial attention and complement, unlimited web opportunities, and our pledge to provide the best possible advertiser experience.

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



## GLOBAL AUDIENCE

	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A	Operating Oil, Gas & Petrochemical Companies, Consulting (Note 4)	22,663	75.6
B	Engineering, Design & Construction Firms, Contractors (Note 5)	2,594	8.6
C	Equipment Manufacturing, Supply & Service Companies, and others allied to the field (Note 6)	4,755	15.8



Source: June 2013 BPA Circulation Statement

## Program Examples

When you run ads in five alternating monthly issues you are **guaranteed** exposure in every issue. Each month's ad will be summarized the following month in a **free** "Product & Service Followup" editorial: headline, summary of ad message, contact information, reader response number, and link to your website. You also receive **guaranteed** editorial coverage.

Run a 10-time program, receive "Product & Service Followup" placement along with **guaranteed** editorial coverage in OG&PE / OGPE.com, plus exposure in our weekly e-Newsletter.

We provide **complementing editorial support** to all print and online clients. We deliver a strong, qualified, engaged audience: buyers, specifiers, and purchasing decision-makers throughout upstream, midstream, and downstream oil and gas operations.

We deliver **SALES** via lead generation and web traffic to your site.

## Advertiser-Only Advantage Programs

### We Partner With You To Sell

#### Lead-Generation / Reader Response / Web Traffic:

OG&PE consistently delivers **specific-to-advertisement lead generation and web traffic** for our clients. When you advertise, you receive **ONLY** those leads specific to your message. You do not get names of subscribers who have not asked for your information on your product or company (general interest). No competitors reap benefits of your advertising investment. All OG&PE / OGPE.com print and online clients are **guaranteed complete, free editorial complement** on their product or literature press releases.

#### Free "Product & Service Followup":

Each time you advertise in OG&PE, your message is summarized the following month with full company address and "link" to your website. This "Advertisers Only" section is just like editorial with full reader response/inquiries. "Followups" are a bonus for your ad. They cost you nothing and deliver leads + web traffic.

## 2014 Special Reports, Bonus Distribution, Close/Materials:

### JANUARY/FEBRUARY 2014:

**60th Anniversary Commemoration plus Health, Safety, Security, Environmental Special Report**

Topsides Conference, February 4-6, Galveston  
Subsea Tieback Forum & Exhibition, March 4-6, San Antonio  
GasTech Korea, March 24-27

**Ad/Edit close: January 10, 2014**

**Ad materials due: January 17, 2014**

### MARCH:

**MRO Maintenance & Plant Operations + "Product & Business Profiles"**

Oil Sands Heavy Oil Technologies and  
Unconventional Oil & Gas Producers Conference, Exhibition,  
April 15-17, Calgary

**Ad/Edit close: Feb. 17, 2014**

**Ad materials due: Feb. 21, 2014**

### APRIL:

**Drilling, Production — OTC**

Offshore Technology Conference, May 5-8, Houston

**Ad/Edit close: March 18**

**Ad materials due: March 21**

### MAY:

**Pipeline & Storage — ILTA**

ILTA Conference & Tradeshow, June 2-4, Houston  
NACEpo, June 8-11, San Antonio

**Ad/Edit close: April 16**

**Ad materials due: April 21**

### JUNE:

**Flow Measurement, Control, Metering & Automation**

**Ad/Edit close: May 16**

**Ad materials due: May 21**

### JULY/AUGUST:

**Prime Mover Pumps, Compressors, Engines, Motors**

Pump & Turbomachinery Users Symposia & Exhibition,  
September 20-26, Houston

**Ad/Edit close: June 16**

**Ad materials due: June 20**

### SEPTEMBER:

**Instrumentation**

Permian Basin Oil Show, October 21-23, Midland/Odessa  
DOT: Deep Offshore Technology, October 22-24,  
The Woodlands TX

**Ad/Edit close: August 15**

**Ad materials due: August 22**

### OCTOBER:

**Valves & Actuators / Software + "Product & Business Profiles"**

GIITA Oil & Gas Pipeline Conference, October 28-30, Houston

**Ad/Edit close: Sept. 16**

**Ad materials due: Sept. 22**

### NOVEMBER:

**Midstream Refining, Petrochem, Gas Processing  
And Software**

**Ad/Edit close: Oct. 20**

**Ad materials due: Oct. 24**

### DECEMBER:

**Natural Gas**

**Ad/Edit close: Nov. 13**

**Ad materials due: Nov. 18**

## 2014 Print Rates

Frequency	1X	3X	5X	10X
Full Tabloid Page	\$10,500	\$9,600	\$8,700	\$7,500
2/3 Tabloid Page	\$8,800	\$8,100	\$7,200	\$6,700
1/2 Tabloid Page	\$7,700	\$7,000	\$6,200	\$5,700
1/3 Tabloid Page	\$5,600	\$5,100	\$4,600	\$4,200
Jr Standard Page	\$9,000	\$8,100	\$7,200	\$6,700
Jr 2/3 Page	\$7,000	\$6,500	\$5,800	\$5,300
Jr 1/2 Page	\$5,700	\$5,100	\$4,600	\$4,200
Jr 1/3 Page	\$4,700	\$4,200	\$3,700	\$3,300
Jr 1/4 Page	\$3,800	\$3,500	\$3,100	\$2,800
Front Page Strip			<b>\$4,000*</b>	\$3,400

\*5x front page strip program must run on alternating months beginning January/February.

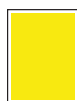
All Rates Are Gross.

January/February issue publishes January 31;  
July/August publishes July 31; all others 15th of month.

All Rates Are Gross.

## Mechanical Data: Effective January/February 2014 edition

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



**Full Tabloid Page**  
Live Area: 9.375" x 12"  
(238mm x 305 mm)  
Trim: 10.375" x 13"  
(4mm x 330 mm)  
Bleed: 10.625" x 13.25"  
(270mm x 337 mm)



**1/2 Tabloid Page (Vertical)**  
Live Area: 4.675" x 12"  
(119mm x 305 mm)



**1/2 Junior Page (Vertical)**  
Live Area: 3.375" x 9.75"  
(86mm x 248 mm)



**1/4 Junior Page (Vertical)**  
Live Area: 3.325" x 4.875"  
(84mm x 124 mm)



**1/3 Tabloid Page (Horizontal)**  
Live Area: 9.375" x 4"  
(238mm x 102 mm)



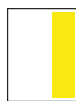
**1/2 Junior Page (Horizontal)**  
Live Area: 7" x 4.875"  
(178mm x 124 mm)



**1/4 Junior Page (Horizontal)**  
Live Area: 7" x 2.3125"  
(178mm x 59 mm)



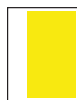
**2/3 Tabloid Page (Horizontal)**  
Live Area: 9.375" x 8"  
(238mm x 203 mm)



**1/3 Tabloid Page (Vertical)**  
Live Area: 3.125" x 12"  
(79mm x 305 mm)



**Junior Island (Vertical)**  
Live Area: 4.5" x 7.375"  
(114mm x 187 mm)



**2/3 Tabloid Page (Vertical)**  
Live Area: 6.25" x 12"  
(159mm x 305 mm)



**Junior Standard Page**  
Live Area: 7" x 10"  
(178mm x 254 mm)



**1/3 Junior Page (Vertical)**  
Live Area: 2.25" x 9.75"  
(57mm x 248 mm)



**1/2 Tabloid Page (Horizontal)**  
Live Area: 9.375" x 6"  
(238mm x 152 mm)



**2/3 Junior 2/3 Page**  
Live Area: 4.5" x 9.75"  
(114mm x 248 mm)



**1/3 Junior (Square)**  
Live Area: 4.5" x 4.875"  
(114mm x 124 mm)

**All text, logos, borders and boxes that do not bleed should stay within the live area.**

## Print Specifications

Printing method: web offset (10,000 printed; 25,000 digital delivery)

Paper: **60 LB #3**

Binding: saddle stitch. Magazine trim 10.375 x 13 inches

Inserts: Consult Sales or Publisher

### Ad Material Submission:

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

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

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

Fill in required information, select Upload Ad.

The FTP site accepts up to 250 MB. Stuff or zip files before sending. You will receive confirmation.

**Send print materials to: [admaterial@pennwell.com](mailto:admaterial@pennwell.com)**

### Send physical material to:

PennWell Corporation

Attn: Ad Traffic Team

1421 South Sheridan Road

Tulsa OK 74112 USA

918 831 9484

### Supplying Ad Materials:

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

Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color and have fonts embedded in all graphics.

PennWell **does not accept ads** built in Microsoft Word, Publisher, PowerPoint, or CorelDRAW

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

For complete PennWell printing specifications:

**digitalads.pennwell.com** and select your ad type.

## Digital Specifications

### e-Newsletter Leaderboards:

728 x 90 Max 40K + URL link or Hybrid Ad (\*no larger than 150 x 150 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 150 x 150 image + url link

### OGPE.com website Leaderboard:

728 x 90 + click-thru url. File size 40K

### Mobile web – horizontal, vertical

300 x 50 gif, animated gif or jpg + click-thru url. File size 15K

### Site Sponsor Right Rail:

300 x 250 graphic + click-thru url or 6 text/url links. File size 40K

### Video:

480 x 360 px (4:3) 480 x 270 px (16:9). Recommended length: 3 minutes + click-thru url

**Send digital materials to: [webmaterial@pennwell.com](mailto:webmaterial@pennwell.com)**

# Oil, Gas & Petrochem EQUIPMENT.

## 2014 Digital Rates

### Weekly e-Newsletter

Every Thursday, 30,000+ global petroleum professionals will receive your Product Showcase message with direct link to your website. The "Above the Fold" announcements – along with top, middle, and bottom leaderboards – are our biggest traffic and page view generators.

### Rates

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

### Product Showcase

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

\*Frequency is per week (Thursday through Wednesday)

All Rates Are Gross.

Send digital materials to: [webmaterial@pennwell.com](mailto:webmaterial@pennwell.com)

The screenshot displays the OGPE.com website interface. At the top, there's a navigation bar with links like 'Home', 'System Products', 'Downstream Products', 'HSE', 'Maintenance', 'Instruments & Support', and 'Pages Guide'. Below this, a large yellow banner reads 'Leaderboard - 728 x 90' with a 'Click for FREE Product Info' button. The main content area is divided into several sections: 'Featured Articles' with a headline 'Cargo logistics services available for unique situations', 'Editors Choice' listing various services, 'Latest OGPE Articles' with headlines about offshore oil production and LNG terminals, 'OG & Gas News' with headlines about offshore oil production and LNG terminals, 'White Papers' with a headline about the future of oil production, and 'Petroleum Buyers Guide' with a list of companies. At the bottom, there's another yellow banner for 'Leaderboard - 728 x 90' and a 'FREE PRODUCT INFO' button. The footer contains contact information for OGPE.com, including a phone number and email address.

This screenshot shows a different view of the OGPE.com website, focusing on the 'PRODUCT SHOWCASE' section. It features a 'TOP LEADERBOARD' with a headline 'Leave it on the rig' and a 'MIDDLE LEADERBOARD' with a headline 'HSE Enrichment (Costing Analysis)'. Below these, there's a 'BOTTOM LEADERBOARD' with a headline 'OGPE.com Website'. The 'PRODUCT SHOWCASE' section is highlighted with a yellow box and contains several product listings with images and descriptions, such as 'Leave it on the rig', 'HSE Enrichment (Costing Analysis)', and 'OGPE.com Website'. The layout is clean and professional, with a clear focus on the products and services offered by OGPE.com.

## OGPE.com Website

OGPE.com is the only all-products-and-services website for upstream, midstream, and downstream. Updated with the most current, newest products and services, 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

All Rates Are Gross.

Send digital materials to: [webmaterial@pennwell.com](mailto:webmaterial@pennwell.com)

## Lead Generation

### OG&PE Petroleum Buyers Guide

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

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

	Select	Select Plus	All Access
<b>Package Pricing</b>	\$495	\$995	\$5,995
<b>Company Listing (no email address)</b>	x		
<b>Company Listing (with email capability)</b>		x	x
<b>Company Description (# of words)</b>	30	30	Unlimited
<b>Categories</b>	5	7	10
<b>Company Logo</b>	x	x	x
<b>Email Lead Generation &amp; Reporting</b>		x	x
<b>Featured Listing in Search Returns</b>	x	x	x
<b>Product Listings (model name, etc.)</b>	5	7	10
<b>Product Description (# of words)</b>	30	30	100
<b>Product Photos</b>	x	x	x
<b>Product Downloadable Files</b>			5
<b>Product Videos</b>			5
<b>Product Comparison Feature</b>	x	x	x
<b>Additional Product Cost</b>	\$99	\$99	\$99
<b>Company-Branded Expanded Profile</b>			x
<b>Event Listings</b>			5
<b>Press Releases</b>			5
<b>Downloadable Files (white paper, etc.)</b>			5
<b>Videos</b>			5

### 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")

### White Papers \$500/month (up to five)

Generate sales leads and raise awareness for your company with White Paper postings on OGPE.com. Sponsor content or submit your company's own content and receive detailed reports about who reads them and how often. White Paper sponsorship also provides you additional exposure with search prioritization and logo recognition.

#### Reporting and Lead Generation

- Prospective lead reports emailed monthly
- Full contact information for prospects, including customer name, business title, email address, mailing address, and phone number

#### Search

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

#### Premium White Paper Sponsorship \$1,000/month

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

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

### 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 \$15,000 - \$18,000

### Custom Video Advertising

#### Video Advertising

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

#### Tradeshow Video

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

#### Customer Provided Video

Provide a 3 to 5 minute video of your latest product information, company news, etc. to be posted on OGPE.com.

**\$600/month.**

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



## OG&PE Worldwide Sales Contacts

### North America

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