

Digital Media Products

Online Advertising



Page Peel Creative Requirements

(Closed and Open)

File Dimensions: 75x75

Max File Size: 30 KB

File Formats: GIF (non-animated),
JPEG, PNG, SWF (Flash)

File Dimensions: 900x650

Max file size: 100 KB

Animation/Flash: Yes (Flash only)

Sound: Auto off – User activated

File Formats: GIF (non-animated),
JPEG, PNG, SWF (Flash)

Leaderboard Creative Requirements

File Dimensions: 728x90

Max File Size: 40 KB

File Formats: GIF, JPEG, PNG, SWF
(Flash)

Offshore magazine has published longer, and carries more editorial related to the offshore oil and gas market, than any other publication. With the highest circulation in the offshore industry and with more than 56 years of publishing history, *Offshore's* website delivers comprehensive historical material on offshore technology, news, projects, maps, production schematics and data – all digitized, online and easily searchable.

Keep your brand before the decision-makers with one of several ad positions and generate traffic to your website by associating your company or product with the industry's leading offshore media brand: offshore-mag.com. Website display advertising offers standardized large-format ad positions, including the Page Peel, Leaderboard and Skyscraper and various site sponsorships.

Most rich media ad formats accepted.

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

The following positions run on the website homepage and all pages that are not part of a Topic Center (see Topic Center Sponsorship) or one of the other areas listed on page 13. Some positions can support multiple advertisers in rotation.

Page Peel 150,000 impressions (runs throughout site)

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

\$8,450 per month – 1 rotation available

CPM \$56

Leaderboard Homepage Plus 28,000 impressions per rotation

Ad unit runs at the top of the homepage and all pages that are not part of a Topic Center or sold as a special sponsorship.

\$2,750 per month for 1 rotation / \$4,500 per month for 2 rotations – 2 rotations available

CPM \$98 – per rotation

“The content ignites the need to know more
and helps gather knowledge
on existing methods and new developments.”

*Verbatim comment from an Offshore subscriber.
– Signet Research Study*

Skyscraper 35,000 impressions per month

Ad unit that runs on the right rail of the homepage and all run-of-site (ROS) pages.

\$2,400 per month – 1 rotation available

CPM \$69

Site Sponsor #1 37,000 impressions per month

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

\$2,200 per month – 1 rotation available

CPM \$60

Site Sponsor #2 35,000 impressions per month

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

\$1,980 per month – 1 rotation available

CPM \$57

Site Sponsor #3 34,000 impressions per month

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

\$1,870 per month – 1 rotation available

CPM \$55

Site Sponsor #4 33,000 impressions per month

Ad unit that runs on the right rail of the homepage and all ROS pages, just below **Featured Jobs**.

\$1,760 per month – 1 rotation available

CPM \$53

Site Sponsor #5 23,000 impressions per month

Ad unit that runs on the right rail of the homepage and all ROS pages, just below Site Sponsor #4.

\$1,650 per month – 1 rotation available

CPM \$72

Content Rotator Sponsor 35,000 impressions per month

Content Rotator Sponsor offers you an opportunity to have your brand messaging associated with premium content in a prime homepage location.

\$2,400 per month

CPM \$69

The screenshot shows the Offshore magazine website homepage. At the top, there is a navigation bar with the Offshore logo and a search bar. Below the navigation bar, the main content area is divided into several sections: 'Featured Articles', 'Commodity Index', 'Advertorial', 'Site Sponsor 1 180x150', 'Skyscraper 160x600', 'Site Sponsor 2 180x150', 'Site Sponsor 3 180x150', 'Site Sponsor 4 180x150', and 'Site Sponsor 5 180x150'. The 'Featured Articles' section includes a large image of an offshore oil rig and a headline about a government contractor. The 'Commodity Index' section displays a table of oil prices. The 'Advertorial' section features a large image of an offshore oil rig and a headline about a new offshore oil rig. The 'Site Sponsor' sections are located on the right side of the page and contain various advertisements for offshore oil and gas companies.

Skyscraper Creative Requirements

File Dimensions: 160x600

Max File Size: 40 KB

File Formats:
GIF, JPEG, PNG, SWF (Flash)

Content Rotator Sponsor Creative Requirements

The text link is 45 characters, including spaces and the customer's URL.

Site Sponsor Creative Requirements

File Dimensions: 180x150

Max File Size: 40 KB

File Formats:
GIF, JPEG, PNG, SWF (Flash)