

# 2011 Media Information

## Display Advertising Rates\*

For classified ad specifications and rates, contact Glenda Harp at +1 918 832 9301 or [glendah@pennwell.com](mailto:glendah@pennwell.com).

4-Color Rates	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	12,740	12,556	12,209	11,893	11,358	10,797	10,103	9,828
2/3 Page	9,705	9,588	9,379	9,241	8,879	8,558	8,191	8,084
1/2 Page	8,211	8,094	8,007	7,849	7,645	7,502	7,375	7,099
1/3 Page	6,467	6,421	6,334	6,314	6,166	6,115	5,952	5,896
1/4 Page	5,534	5,483	5,406	5,350	5,294	5,120	4,922	4,860
1/6 Page	4,488	4,447	4,437	4,376	4,310	4,238	4,126	4,055
Full Page Spread	23,894	23,521	22,823	22,195	21,124	20,007	18,610	18,064
1/2 Page Spread	14,831	14,596	14,423	14,112	13,806	13,413	12,934	12,607

*\*Note: Prices include four-color and are gross, subject to the 15% agency commission allowance. All prices are in US Dollars.*

Premiums (add to 4 color rate)	Discounts (subtract from 4 color rate)
Cover 2 Premium	10% B & W 2,340
Cover 3 Premium	10% 2 Color 1,115
Cover 4 Premium	15%
Island Premium	600

## LAGCOE (Louisiana Gulf Coast Oil Exposition) Program Guide

A unique biennial advertising opportunity – PennWell is proud to once again be the official media sponsor for LAGCOE (25-27 October 2011), an industry event that typically attracts well over 15,000 attendees. In addition to distribution at the exposition, the LAGCOE PROGRAM GUIDE is also sent to over 12,000 *Offshore* and *Oil & Gas Journal* subscribers prior to the event. Contact your local sales representative to schedule your ad.

