

# Petroleum

## BUYERS GUIDE

A supplement to

*Oil & Gas Journal*

*Offshore*

*Oil & Gas Financial Journal*

*and Oil, Gas & Petrochem Equipment*

PennWell®

Publishing: March 2009



**Reach 120,000  
global buyers**

Thousands of upstream, midstream  
and downstream products and services.

**Online components:**

Continuous information access to  
equipment, products, systems,  
services, technologies and companies

**4th Annual Edition**

# PennWell's 4th Annual Petroleum Buyers' Guide.

Single-source, one-stop access to thousands of equipment, products, systems, services, and technologies.

Complemented with a wealth of specific manufacturer and service company information.

The Guide is complete with upstream, midstream and downstream product and service search, selection, specification, reference, and company information for

- » Exploration & Development
- » Drilling
- » Production
- » Refining
- » Petrochemicals
- » Gas Processing
- » Pipeline & Transportation
- » Storage
- » Health, Safety, Environmental
- » Maintenance . . . and much more

Petroleum Buyers' Guide will reach 120,000 worldwide field and plant personnel, engineers, operating managers, foremen, supervisors, superintendents, and corporate-level executives. Guide recipients are highly qualified Oil & Gas Journal, Offshore Magazine, Oil & Gas Financial Journal, and Oil, Gas & Petrochem Equipment subscribers, buyers and specifiers.

#### The 2009 Petroleum Buyers' Guide delivers:

- » 120,000 qualified worldwide buyers and specifiers
- » 26 major product/service categories
- » 700+ product/service subcategories with extensive cross referencing
- » Individual, accurate manufacturer, service company data
- » Long shelf life for practical, repeated access
- » PennWell's product-rich knowledge, strength, experience and reputation

#### Buyers' Guide Advertisers Receive:

- » Unlimited listings + enhancements
- » Prominent online presence and exposure (updates maintained by advertiser)
- » Cost-effective rates
- » Exposure via electronic copies delivered at industry trade shows

The 2009 print edition and online combination will reach 120,000 qualified global purchasing decision-makers

ONLINE April 2009

# ONLINE BUYERS' GUIDE

## Advertising Opportunities

The Petroleum Buyers' Guide gives advertisers dynamic, continuous, update-able capabilities for high impact, online visibility and direct response. The Guide takes your company far beyond the basic free listing. It's an interactive, powerful lead-generating tool to place your company directly in front of prospective purchasers.

The **ONLINE** Guide appears on all five individual PennWell Petroleum Group websites via the "Products" tab at the top of the page.

- » pennenergy.com (web portal)
- » ogj.com (Oil & Gas Journal)
- » offshore-mag.com (Offshore Magazine)
- » ogfj.com (Oil & Gas Financial Journal)
- » ogpe.com (Oil, Gas & Petrochem Equipment)

Advertisers receive unlimited product, service, and company listings. Moreover, you can update, expand, and change your listings, logos, or information at will. If you develop a new product, service, or technology in the 12 months following launch of the **ONLINE** Guide.

Online guide includes high visibility banners with links to your site to draw qualified Guide users to your company, products, services, and capabilities.

### RATES

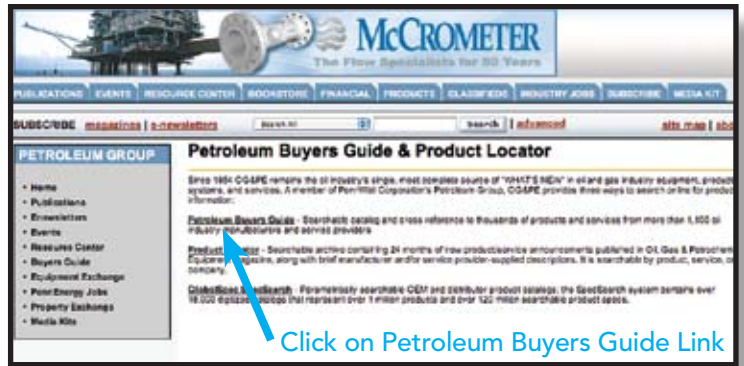
Gross Rates in US dollars

Insertion	4-color	Black	Size (inches)	Size (mm)
Front Cover	\$12450		7 x 10	178 x 254
Tabs Category section dividers	\$8450			
CD cover Sponsorship	\$3000			
Inside Front; Inside Back; Back Covers	\$6925			
Full Page	\$5975	\$4975	7 x 10	178 x 254
1/2 Standard	\$3525	\$2525	3 <sup>3</sup> / <sub>8</sub> x 10 7 x 4 <sup>7</sup> / <sub>8</sub>	86 x 254 178 x 124
1/2 Island	\$3525	\$2525	4 <sup>9</sup> / <sub>16</sub> x 7 <sup>3</sup> / <sub>8</sub>	116 x 187
1/3 Page	\$2950	\$1950	2 <sup>9</sup> / <sub>16</sub> x 10 4 <sup>9</sup> / <sub>16</sub> x 4 <sup>7</sup> / <sub>8</sub>	65 x 254 116 x 124
1/4 Page	\$2450	\$1450	3 <sup>5</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub>	86 x 124

Mechanical specifications for **ONLINE**:

Fractional ads earn 125x125-pixel (maximum file size 10K), Full-page ads earn 728x90-pixel (maximum file size 30K)

Accepted formats: gif, animated gif, jpg, flash





## SALES OFFICES:

### North America

Eric Freer  
1455 West Loop South  
Suite 400  
Houston TX 77027  
1 800 736 6935  
713 963 6223  
Fax: 713 499 6344  
ericf@pennwell.com

North America: CT, DE, IN, KY, ME, MD, MA, MI, MO,  
NH, NJ, NY, NC, OH, PA, RI, SC, TN, TX, VT, VA, DC,  
WV, WI, Canada

Stan Terry  
7924 Old McGregor Road  
Waco, TX 76712  
phone - 254-776-7700  
cell - 254-749-4189  
fax - 254-776-7701  
stant@pennwell.com  
North America: AL, AK, AR, AZ, CA, CO, FL, GA, HI,  
ID, IL, IA, KS, LA, MN, MS, MT, NE, NV, NM, ND, OK,  
OR, SD, TX, UT, WA, WY

### United Kingdom

Linda Fransson  
Warlies Park House  
Horseshoe Hill, Upshire  
Essex, England EN9 3SR  
+44 1992 656 665  
lindaf@pennwell.com

### Denmark, Scandinavia, The Netherlands, The Middle East

David Betham-Rogers  
11 Avenue du Marechal Leclerc  
61320 Carrouges France  
+33 2332 82584 • Fax: +33 2332 74491  
davidbr@pennwell.com

### France, Spain, Portugal, Belgium, Southern Switzerland

Daniel Bernard  
Prominter  
8 allée des Herons  
78400 Chatou France  
+33 1 30 71 12 24 • Fax: 33 1 30 71 11 19  
danielb@pennwell.com

### Germany, Switzerland, Eastern Europe, Austria, Hungary, Romania, Czechoslovakia

Andreas Sicking  
Verlagsburo Sicking  
Emmastrasse 44  
45130 Essen Germany  
+49 (0)201-779861 • Fax: +49  
(0)201-781741  
wilhelms@pennwell.com

### Italy

Vittorio Rossi Prudente  
Uniworld Marketing  
Via Sorio, 47  
35141 Padova-Italy  
39 049 723548 • Fax: 39 049 8560792  
vrossiprudente@hotmail.com

### Brazil

Jean-Paul Prates  
SMARTPETRO  
Ave. Erasmo Braga 227  
10th & 11th Floors  
Rio de Janeiro RJ 20024-900  
Brazil  
55 21 2533 5703 • Fax: 55 21 2533 4593  
jpprates@pennwell.com.br

### Singapore, Asia Pacific, Australasia

Michael Yee  
19 Tanglin Road #09-07  
Tanglin Shopping Center  
Singapore 247909  
Republic of Singapore  
+65 9616 8080 • Fax: +65 6734 0655  
yfye@singnet.com.sg

### Petroleum Buyers' Guide

Publisher  
J.B. Avants  
Tulsa 918 832 9351 jba@pennwell.com

### Sales Manager

Candice Doctor  
Tulsa 918 831 9884  
candiced@pennwell.com

Advertising Closes January 9, 2009

Ad Materials Due January 23rd

