

2011 Editorial Calendar, Closings,

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Magazine Schedule						
Special Report	Health, Safety, Security, Environmental, Pollution Control	Midstream Processing	Flow Measurement, Control, Metering, Automation	Drilling, Production, Well Services	Pipeline, Storage, Filtration, Separation	Valves & Actuators with Oil Sands Showcase
Report Summary	To protect, safeguard, and secure personnel, capital investments, and upstream, midstream, downstream environments	Refining, petrochemical manufacturing, and gas processing advancements	What's new to move, meter, prove, control, and automate the flow of oil and gas	Newest developments to drill for and produce oil and gas onshore and offshore	Interrelated movement and storage specialties: detectors, provers, meters, coalescers, inventory controls	Designs that open and close petroleum flow and the products that automate them
Ad Close Date	December 28, 2010	January 28, 2011	March 3, 2011	March 30, 2011	April 28, 2011	May 30, 2011
Ad Materials Due	January 6, 2011	February 4, 2011	March 10, 2011	April 5, 2011	May 5, 2011	June 6, 2011
Bonus Distribution	Subsea Tie-Back, San Antonio; DOT: Deep Offshore Technology, New Orleans	NACEExpo, Houston; NPRA Petrochem, San Antonio		Offshore Technology Conference, Houston	Independent Liquid Terminals Association Tradeshow, Houston	Oil Sands & Heavy Oil Recovery Exhibition, Calgary
Manufacturer & Services Provider Profiles			Profiles showcase of manufacturers and service providers. Advertorials on their products, services, case histories, capabilities in OG&PE's unique advertising/editorial mix.			
e-Newsletter Schedule						
	Equip-Alert, Pre-NACEExpo, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, Pre-OTC, last Thursday of the month	Equip-Alert, Pre-ILTA, last Thursday of the month	Equip-Alert, Pre-Oil Sands, last Thursday of the month

Oil, Gas & Petrochem Equipment is published the 20th of each month.

Value-Added Benefits

Reader Response Program

OG&PE's Reader Response Program has been praised by advertisers over the years. It's a free service for you as an advertiser. Perhaps its greatest value is we send you only those leads that come from your advertisements and editorial reviews. We do not send you the names of readers who have not asked for your information. No competitors or other companies reap the benefits of your advertising.

eResponse Program

Our proactive and innovative email program helps increase lead volumes for advertisers. eResponse is a free email delivery of the latest issue's reader response offerings. An electronic card is sent to subscribers who instantly generate direct leads by clicking on the company link, product link or by requesting more information. Leads are then delivered to the advertiser in a single, easy to use lead package, either electronically or via printed labels.

**FREE
PRODUCT
INFO
HERE**

Bonus Distribution, E-Newsletters

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Primer Movers: Pumps, Compressors, Engines, Motors	Maintenance, Retrofit, Overhaul, Plant Operations	Instrumentation & Controls	Software	Refining, Petrochem, Gas Processing	Natural Gas Production, Pipelining, Processing
Annual showcase of oil industry "workhorses" that power oil operations	Preventive, predictive, turnaround, retrofit, overhaul configurations	Up/mid/downstream devices, detectors, sensors, systems, and technologies	For drilling, production, processing, pipeline, storage, maintenance, HSSE, asset management	Equipment, products, systems, services for midstream operations	For control, movement, metering, transfer, monitor, safety. Maintenance
June 29, 2011	July 29, 2011	August 31, 2011	September 29, 2011	November 2, 2011	November 30, 2011
July 7, 2011	August 4, 2011	September 6, 2011	October 6, 2011	November 9, 2011	December 5, 2011
Turbomachinery Symposium, Houston	Oil & Gas Maintenance Technology, Galveston; Offshore Europe, Aberdeen, Offshore Middle East	SPE Annual Meeting, Denver; LAGCOE, Lafayette; Unconventional Gas TBA		World Petroleum Congress, Doha; Power-Gen, Las Vegas	
			Profiles showcase manufacturers and service providers. Advertorials on their products, services, case histories, capabilities in OG&PE's unique advertising/editorial mix.		
Equip-Alert, last Thursday of the month	Equip-alert, Pre-Turbomachinery; Pre-OGMT, last Thursday of the month	Equip-Alert, Pre-SPE; Pre-LAGCOE, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month

Manufacturer & Service Provider Profiles

OG&PE's March and October issues offer a company profile opportunity. Purchase a full-junior page ad, fill the remaining tabloid page space with your "advertorial." Purchase a full-tabloid page, receive the entire facing page with your "advertorial". Utilize this great opportunity to showcase your products, services, case histories, and technology breakthroughs – in your own words.

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- ✓ Aerospace Transducers
- ✓ Instrumentation and Accessories
- ✓ Strain Gages

LINPACK MAKES COMMUNICATING WITH YOUR ANALOG INSTRUMENTS A JOSS



New software for the new Linpack is the only module that provides accurate, high-resolution, digital outputs of all data. The Linpack module is the only module that provides accurate, high-resolution, digital outputs of all data. The Linpack module is the only module that provides accurate, high-resolution, digital outputs of all data.

Now you can get the most accurate results by using the Linpack module. The Linpack module is the only module that provides accurate, high-resolution, digital outputs of all data. The Linpack module is the only module that provides accurate, high-resolution, digital outputs of all data.

DIGITAL THERMISTOR FEATURE STABILIZES STEADY STATE AND THERMAL GAS ACCURACY FOR PROCESS APPLICATIONS



The Omega Digital Thermistor is a new addition to the Omega family of temperature sensors. It features a digital output and a built-in microcontroller that provides accurate, high-resolution, digital outputs of all data. The Omega Digital Thermistor is a new addition to the Omega family of temperature sensors.

MUSGOL PORTABLE DEW POINT TESTER MAKES REPEATABLE RESULTS FAST IN NATURAL GAS WELL HEADS OR ALONG THE PIPELINE



The Musgol Dew Point Tester is a portable, rugged, and accurate instrument for measuring dew point in natural gas. It features a digital output and a built-in microcontroller that provides accurate, high-resolution, digital outputs of all data. The Musgol Dew Point Tester is a portable, rugged, and accurate instrument for measuring dew point in natural gas.

HOZGOLD METAL GAS ANALYZER MEASURES UP TO FIVE SPECIES SIMULTANEOUSLY



The Hozgold Metal Gas Analyzer is a new addition to the Omega family of gas analyzers. It features a digital output and a built-in microcontroller that provides accurate, high-resolution, digital outputs of all data. The Hozgold Metal Gas Analyzer is a new addition to the Omega family of gas analyzers.

Now in its third generation, this puppy's pedigree is still best-of-breed.




The Omega Puppy is a new addition to the Omega family of gas analyzers. It features a digital output and a built-in microcontroller that provides accurate, high-resolution, digital outputs of all data. The Omega Puppy is a new addition to the Omega family of gas analyzers.

OMEGA

Product & Business Profile: OMEGA Engineering

OMEGADYN® LOAD CELLS Aid WELLHEAD DESIGN

The Omega Engineering Company, a leading manufacturer of precision instruments and systems, has recently introduced a new line of OMEGADYN® load cells. These load cells are designed to provide accurate, high-resolution, digital outputs of all data. The Omega Engineering Company is a leading manufacturer of precision instruments and systems.

The Omega Engineering Company, a leading manufacturer of precision instruments and systems, has recently introduced a new line of OMEGADYN® load cells. These load cells are designed to provide accurate, high-resolution, digital outputs of all data. The Omega Engineering Company is a leading manufacturer of precision instruments and systems.

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