

DIGITAL MEDIA: ogpe.com



E-NEWSLETTER

ogpe.com

www.ogpe.com

The oil industry's leading online media brand for "What's New"

An integral, interactive online component of the *Oil, Gas & Petrochem Equipment* media franchise, ogpe.com provides global viewers and users a look at the newest equipment, products, systems, and services for upstream, midstream, and operations. ogpe.com announces more products and services – and generates more sales leads than any other petroleum media.

Position your products and company online in front of buyers, specifiers and purchasing decision-makers throughout the multi-billion-dollar marketplace to receive a continuous flow of sales leads.

Available ogpe.com products:

- Page Peel • Leader Boards • Skyscraper
- Banner Ads • Article Sponsorships
- E-NewsLetter sponsorships • Microsites / Sponsored Content
- Enhanced Listings • Buyers' Guide sponsorships

E-NEWSLETTER SPONSORSHIPS:

Monthly *OG&PE* Equip-Alert E-NewsLetters showcase — to 45,000 qualified petroleum professionals, the very newest, cutting edge product and service developments. These fast, instantly delivered, cost-effective E-NewsLetters notify users of upstream, midstream, and downstream equipment, products, systems, and services. New Equip-Alert E-NewsLetters are the place for fastest notification of your newest product and service developments — with qualified and fast response from purchasing decision-makers.

Rates: Top LeaderBoard	\$1,200
8 Equip-Alert Ad Boxes	\$1,000 each
Middle LeaderBoard	\$1,000
Bottom LeaderBoard	\$900

WEBSITE DISPLAY ADVERTISING:

Associate your company, products or services with an industry leading media brand and highly niched equipment site: ogpe.com. Generate quality, qualified traffic to your website. Website display advertising offers standardized large format ad positions. These include PagePeel, Leaderboard, Skyscraper, Site Sponsor, Button links and Article Sponsorships.

Rates: Custom

DIRECT MARKETING:

Digital cover exclusive, and E-Mail List Rental. Digital magazine front page exclusives offer high visibility branding through exclusive placement next to the cover on all 12,000+ digitally delivered *OG&PE*s of our 30,000 global circulation. E-Mail List Rental of petroleum professional names (23,000+) are constantly updated, accurate, qualified purchasing decision-makers.

BUYERS' GUIDE:

3rd Annual Petroleum Buyers' Guide online print replica provides high-quality, qualified views and links to your equipment, products, systems, services, and company profiles — by industrial category or company name. Online Buyers' Guide advertising literally positions your company high on search results. Banners, links, section sponsorships, expanded listings, and enhancements are available.

WEBCASTS:

Monthly webcasts deliver your company's technology expertise to targeted industry professionals, position your company as the industry experts, and leverage the *OG&PE* brand to your advantage. Your message is delivered through a highly interactive, web-based multimedia presentation, which is promoted through cross-media, integrated marketing opportunities, including banner ads, display ads, and email campaigns, maximizing your exposure and delivering your message in multiple channels.

Sponsorship includes:

- The opportunity to designate a speaker from your company
- Detailed registration information from each attendee including all relevant contact information
- Your logo and links prominently displayed during the event, giving your company additional exposure
- Year-long exposure: Each webcast is posted on our website and linked to the sponsors' websites for 12 months after the webcast
- Registration information for 11 months after the event
- Your sponsorship also includes:
 - PRINT: Your logo on a full-page ad in *OG&PE* magazine promoting the event
 - ONLINE: Webcast promotion, including sponsor logos, linked to your website and posted on www.milaero.com home page
 - E-NEWSLETTER: Company mention in *OG&PE* e-Newsletter
 - EMAIL: Company mention in two email blasts to the full *OG&PE* email list

- Rates:**
- \$5,000 gross per sponsor, maximum four sponsors per webcast
 - \$15,000 gross exclusive sponsor

SPONSORED OR SUBMITTED CONTENT:

Case Studies, White Papers, Enhanced Company / Service Listings, Podcasts and Product Videos generate sales leads, raise awareness, and directly connect your company with an audience that registers to download or view sponsored content. You can sponsor content or submit your company's content. Website Content products are educational and engaging. They include a 12 month archive and 24/7 access to a complete registrant report.

MICROSITES/SPONSORED CONTENT:

A company-sponsored online destination that delivers focused and relevant content about a specific topic and related products. Position your company as a subject matter expert and gain industry leader status with a custom microsite.