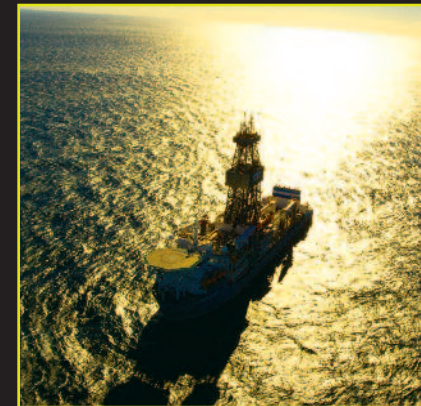


# E&P

# 2012 INTEGRATED MEDIA GUIDE



HARTENERGY

**EP**mag.com

[EPmag.com/Advertise](http://EPmag.com/Advertise)



## Why advertise in **E&P** magazine and **EPmag.com**?

***Because every company,  
even yours, benefits from  
new customer relationships.***

Relationships start somewhere. Word-of-mouth referrals from a trusted colleague are best, yet introductions often occur within other business settings. When **E&P** readers engage with the publication or one of its online derivatives, they are thinking about their business.

Why? Because for more than 85 years, **E&P** and its predecessor publications have cultivated a global reputation for delivering pertinent, timely information about oil & gas technologies and business practices. With a focus on exploration, drilling, and production technology and management, **E&P** provides critical information, the relevant, real-world content that energy industry professionals use to meet their goals.

There is no better, more credible environment for your company to “meet” new prospects with its advertising messages.

### What makes **E&P** your best choice?

**Experienced editorial team** – Experienced **E&P** editors bring diverse, informed perspectives to their tasks. These are disciplinary specialists, professional journalists, backed by a well-trained, seasoned support staff. Together they gather, analyze and produce useful information appropriate to the channel, whether it's the monthly print magazine, the weekly e-newsletter, the web site or a topical supplement. Our team of editors, designers, IT professionals, production and circulation managers and others has been recognized with more than a dozen major awards over the past 9 years.

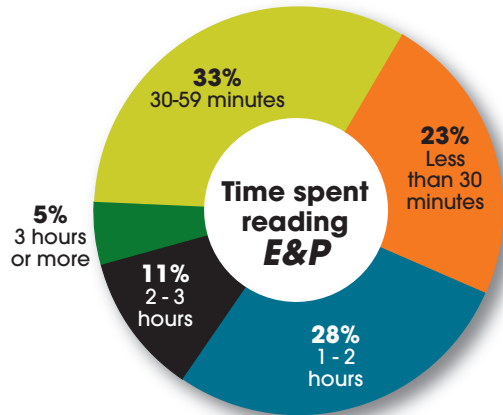
**In-depth information** – **E&P** reports on operator solutions, exploration activity, drilling and completion technologies, production enhancement techniques and unconventional resources, on land and offshore, in every edition, enhanced by topical cover stories and focused regional reports.

**Unmatched reach** – Every information channel has its own unique audience, but **E&P** is distinguished by the quality of its readers and viewers. For instance, although others have larger circulations outside North America, Hart Energy distributes more print copies inside the national oil companies than any other industry publication.

For the most accurate and up-to-date information visit us online at:

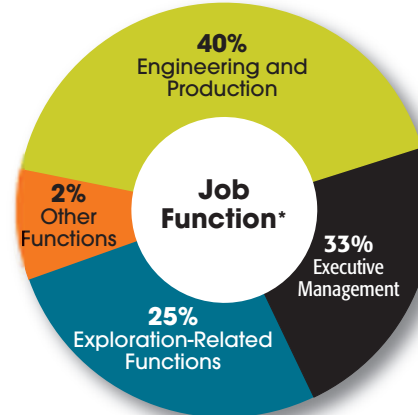
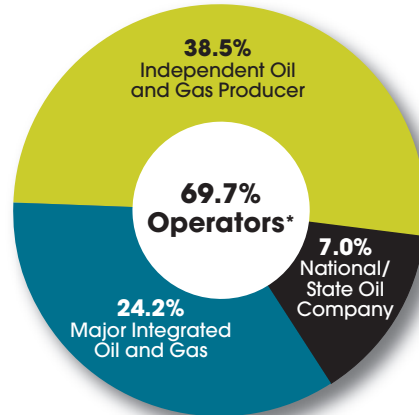
**EP**mag.com

HART ENERGY



**70 minutes**

Average time spent reading **E&P**\*\*



## 51,648 Total Subscribers\*

<b>33,504</b>	64.9%	North America
<b>5,430</b>	10.5%	Asia
<b>5,649</b>	10.9%	Europe
<b>2,090</b>	4.0%	Africa
<b>2,315</b>	4.5%	Middle East
<b>1,750</b>	3.4%	South America
<b>832</b>	1.6%	Asia Pacific
<b>121</b>	0.2%	Caribbean
<b>51,648</b>		<b>Total Subscribers</b>

### Industry Business Classifications

12,497	24.2%	Major Integrated Oil and Gas
19,895	38.5%	Independent Oil and Gas Producer
3,601	7.0%	National/State Oil Company
<b>35,993</b>	<b>69.7%</b>	<b>Operators</b>
5,660	10.9%	Consultants or Consulting Firms
3,770	7.3%	Drilling and Main Contractors
12,149	4.2%	Integrated Service Companies
2,849	5.5%	Service Companies
1227	2.4%	Educational Institutions, Government Agencies
<b>51,648</b>		<b>Total Qualified Circulation*</b>

### E&P subscribers are influential.

E&P subscribers involved in recommending, specifying, approving, or purchasing any of the following products or services: \*\*\*

Exploration, seismic equipment services	<b>55%</b>
Drilling contractor services	<b>37%</b>
Formation evaluation services/well logging	<b>60%</b>
Well completion services/cementing equipment & services	<b>41%</b>
Surface production equipment & services	<b>38%</b>
Downhole production equipment services	<b>37%</b>
Computer software	<b>42%</b>
Consulting engineering services	<b>33%</b>
Involved in one or more	<b>97%</b>



# 2012 EDITORIAL CALENDAR

IN EVERY ISSUE **DIGITAL OIL FIELD** | Industry Pulse | WorldView | Management Report | Tech Watch | Last Word

	<b>January</b> Ad Closing: Dec. 9, 2011 Materials Due: Dec. 14, 2011	<b>February</b> Ad Closing: Jan. 13, 2012 Materials Due: Jan. 18, 2012	<b>March</b> Ad Closing: Feb. 10, 2012 Materials Due: Feb. 17, 2012	<b>April</b> Ad Closing: Mar. 9, 2012 Materials Due: Mar. 16, 2012	<b>May</b> Ad Closing: April 12, 2012 Materials Due: April 18, 2012 <small>E&amp;P MERITORIOUS ENGINEERING AWARDS</small>	<b>June</b> Ad Closing: May 11, 2012 Materials Due: May 18, 2012
<b>COVER STORY</b>	Technology Transfer	Emerging Plays	Drilling Advances/Records	Risk Ownership	Deepwater Challenges/Solutions	Downhole Systems & Tools
<b>OPERATOR SOLUTIONS</b>	Cost & Risk Management	Unconventional Resource Development	Intelligent Operations	Improving Exploration Success	Extending Reservoir Life	Unconventional Resource Development
<b>EXPLORATION</b>	Advances in Processing & Interpretation	Reservoir Characterization	4-D Seismic	Frontier Exploration	Marine Seismic	Logging & Formation Evaluation
<b>DRILLING AND COMPLETIONS</b>	High Pressure/High Temperature	Drill Bit Technology	Fluids <small>DRILL BIT RECORDS</small>	Land Rig Advances	Deepwater Rig Advances	Directional Drilling
<b>PRODUCTION ENHANCEMENT</b>	Surface Systems and Solutions	Hydraulic Fracturing	Artificial Lift	Subsea Technology	Sand/Water Management	Testing/Production Management
<b>UNCONVENTIONAL</b>	Permian Basin	Bakken	Canada Shales	Haynesville	International Shales	Mississippi Lime
<b>OFFSHORE</b>	Floating Production	Subsea Technology	Deepwater Advances	Service & Supply Vessels	Riser Technology	Advances in Mooring Systems
<b>REGIONAL REPORT</b>	China	Middle East	West Africa	India	Gulf of Mexico Technology & Regulatory Update	South America
<b>CONFERENCE PREVIEWS</b>				<small>DUG™ EXTRA</small>	<small>DUO EXTRA</small>	<small>DUG™ CANADA EXTRA</small>
<b>BONUS DISTRIBUTION</b>		Subsea 2012 Fracturing Conference NAPE	IADC/SPE Drilling Conference iCota SPE Intelligent Energy	DUG™ AAPG IADC Drilling HSE OTC	OTC DUO™ IADC Drilling Onshore Conference	EAGE IADC World Drilling Conference SPWLA DUG™ CANADA
		<small>ADVERTISING RESEARCH STUDY</small>			<small>ADVERTISING RESEARCH STUDY</small>	

# 2012 EDITORIAL CALENDAR



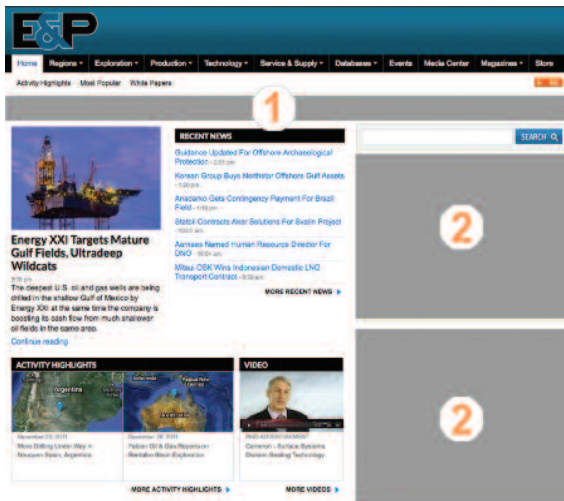
IN EVERY ISSUE **DIGITAL OIL FIELD** | Industry Pulse | WorldView | Management Report | Tech Watch | Last Word

	<b>July</b> Ad Closing: June 12, 2012 Materials Due: June 20, 2012	<b>August</b> Ad Closing: July 13, 2012 Materials Due: July 18, 2012	<b>September</b> Ad Closing: Aug. 14, 2012 Materials Due: Aug. 17, 2012	<b>October</b> Ad Closing: Sept. 10, 2012 Materials Due: Sept. 19, 2012	<b>November</b> Ad Closing: Oct. 12, 2012 Materials Due: Oct. 16, 2012	<b>December</b> Ad Closing: Nov. 9, 2012 Materials Due: Nov. 12, 2012
<b>COVER STORY</b>	Intelligent Operations	The NOC Report	Drilling Automation	Riser Technology	EUR Roundtable	2013 Outlook
<b>OPERATOR SOLUTIONS</b>	Cost & Risk Management	Production Quality Improvement	Operating Efficiency	Environmental Advances	Operating Efficiency	Asset Integrity Management
<b>EXPLORATION</b>	Land Seismic	Rock Physics	Passive Seismic	Unconventional Exploration Technology	Geophysical Market & Technology Update	Exploration Milestones
<b>DRILLING AND COMPLETIONS</b>	MWD/LWD	Full Lifecycle Water Management	Multilaterals/Extended-Reach Drilling	Managed Pressure/Underbalanced Drilling	Automation	Drilling Review
<b>PRODUCTION ENHANCEMENT</b>	Production Logging	Downhole Systems	Oilfield Chemicals	IOR/EOR	Flow Assurance	Production Review
<b>UNCONVENTIONAL</b>	Niobrara	Granite Wash	Utica	Eagle Ford	Marcellus	Eaglebine
<b>OFFSHORE</b>	Construction & Installation	IOR/EOR	Deepwater Operations	Floating Production	Intervention	Offshore 2013 - The Year Ahead
<b>REGIONAL REPORT</b>	Mediterranean	North Sea	Brazil	Canada	Asia/Pacific	Arctic
<b>CONFERENCE PREVIEWS</b>				DUG™ EAGLE FORD EXTRA	DUG™ EAST EXTRA	
<b>BONUS DISTRIBUTION</b>		ONS	Rio Oil & Gas	SPE ACTE PBIOS DUG™ Eagle Ford	SEG Adipec IADC PETEX DUG™ East	Arctic Technology Conference
		ADVERTISING RESEARCH STUDY			ADVERTISING RESEARCH STUDY	

## Looking for ways to expand your brand message?

Reach 35,000+ viewers of **E&P** magazine online in a more timely manner by adding digital elements to your campaign that spark interaction and reinforce brand awareness.

Already advertising in **E&P** magazine? Extend your print campaign with measured deliverables. See how many times your message is viewed or clicked and, through our lead generation campaigns, get the names of those interested in doing business with your company. Ask us how to maximize your brand message in 2012 with our digital products!



### Digital Display Ads

Strengthen your brand by placing your digital display ad with **EPmag.com**. It's the publication's online community — and it reaches more operators than any of its competitors.

Digital display ads link directly to your website, increasing traffic to your site and enabling readers to take action with a click of their mouse. Ads can be animated, so you are no longer restricted to static images!

Available positions include:

- 1. Expandable ads** 990w x 40h px (closed) 160h px (opened).  
Investment: \$4,500 per month (frequency discounts apply)
- 2. Medium rectangle ads** 300w x 250h px.  
Investment: \$4,000 per month (frequency discounts apply)

### E&P Buzz e-Newsletter

Each week, the **E&P Buzz** reaches a global audience and draws qualified prospects to **EPmag.com** with relevant, compelling content. Coverage includes exploration, drilling, production and off-shore insights from the oil and gas industry's leading editorial team.

**Specs:** 145w x 145h px — or 145w x 290h px (for an additional investment)  
**Investment:** \$2,500 net per week (frequency discounts apply)

### Monthly Unconventional e-Newsletter

**NEW FOR 2012!** This monthly e-newsletter focuses exclusively on one unconventional resource play each month, including updates on rig counts within the play. Plays to be featured in 2012 include the **Utica, Marcellus, Eagle Ford, Niobrara, Permian** and more. Content for each edition is developed by our award-winning team of editors, based on top-performing articles from **UGCenter.com**.

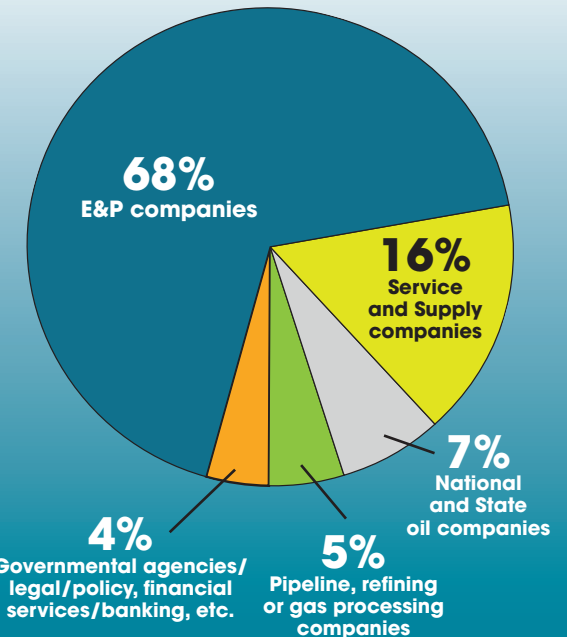
**Specs:** 145w x 145h px — or 145w x 290h px (for an additional investment)  
**Investment:** \$2,500 net per month

### Contextual Ads

**NEW FOR 2012!** Contextual advertising units are triggered, keyword-specific ads delivered as hyperlinks within an article or generated search results. These keywords are served up alongside the latest news and information delivered by **EPmag.com**. As an advertiser, you select keywords relevant to your business. Each time these keywords are displayed, either within search results or within an actual article link, they appear as blue hyperlinks. When a member of our online community interacts with one of these hyperlinks, a contextual ad displays. Each user then has options to interact with the advertising in different ways:

- 3 "sponsored" article links (for which you specify link structure)
- A banner ad across the entire top position
- Detailed contact information along with links

### EPmag.com Subscribers



**35,000** unique visits per month  
**48,000** total visits per month  
**90,000** total page views per month

**Webcasts**

**Traditional Webcast:** Promoted through channels such as e-newsletters, websites, e-blasts and more. Hart Energy can provide an editorial moderator. Traditional webcasts are an effective means to create thought leadership and generate valuable leads.

**Investment:** ≈ \$12,000 to \$15,000 net

**Trade Show Webcast:** Hart Energy produces industry events throughout the year, including our successful **DUG™** conference series. Trade show webcasts take place at the event. As an advertiser, reach a captive, in-person audience as well as viewers around the world.

**Investment:** ≈ \$25,000 to \$30,000 net

**Petroleum Club Breakfast/Lunch Event:** Similar to the trade show broadcast, this webcast will be co-branded and promoted extensively via Hart Energy media channels. This increases attendance for the live, in-person event, and reaches others in their offices around the globe. Additionally, we have the ability to host these broadcasts in most cities in the U.S.

**Investment:** ≈ \$35,000 to \$50,000 net

*Cost variables for trade show webcasts and Petroleum Club events include audience size and whether the event is live-streamed or promoted as an archive.*



**Weekend Careers Roadblock**

Is your company seeking new employees from E&P, service and supply companies or other areas to fill open positions within your organization? Use Hart Energy's weekend roadblock ads to reach our online community when they are actively searching — over the weekend!

**Investment:** \$4,500 net per site per month

**iPad/iPhone App**

**NEW FOR 2012!** Get **E&P** magazine on your iPhone or iPad! In addition to the print magazine content, this application features iPad/iPhone-exclusive material such as extra editorial, videos and more. Since print ads will not automatically appear in this application, take advantage of additional visibility on this growing medium via digital advertising!

**Specs:** iPhone 356w x 480h px, iPad 1024w x 768h px  
**Investment:** \$2,900 net per month (minimum three consecutive months)

*This app is complimentary to the E&P community and will be promoted extensively across several channels in 2012. Analytics for your ads also will be provided as a complimentary service. Need creative assistance? Hart Energy can help. Contact us for details.*



**White Papers**

White papers offer a great opportunity to showcase thought leadership and provide an effective lead-generation tool. Whether you have an existing white paper or need assistance, **E&P** magazine can help producing one and promote your white paper to our online community. As part of your white paper promotion, you will receive promotional support across all **E&P** products, including (but not limited to) **EPmag.com** and our e-newsletter products.

**NEW FOR 2012! Custom search promotion** – each time a member of our community searches for a relevant topic or when specific keywords populate, a text promotion will appear above that article.





# CUSTOM COMMUNICATIONS

Hart Energy works with you to create comprehensive, authoritative reports on new technology, historic field developments, or timely business issues — whatever helps you reach your target prospects within the **E&P** and **Oil and Gas Investor** audience: 50,000+ industry professionals across 143 countries. Draw upon expert editorial analysis from the editors of **E&P** to add relevant context for your specific marketing or investor communications initiatives.

## Field Development Reports

Documenting historic projects, commissioned by the field’s operators, and supported by all parties involved, Field Development Reports provide an effective means to inform a broad audience, from industry experts to government officials, about the accomplishments and capabilities each team member contributed. Often these reports serve as special commemorative publications for significant milestone events.



## Exclusive Single-Sponsor Supplements

Leverage the impact of in-depth editorial reporting to position your company as a thought leader in its discipline or to reinforce its role as an industry leader. Exclusive supplements can provide persuasive, cost-effective collateral material to support your marketing programs.

## Multi-Sponsor Special Reports

These publications allow companies and their venture partners to get prime exposure to the energy industry and investment community while distributing the cost of the project. Special Reports offer an effective way to position new technologies and expertise with your target audience.

## E&P Daily News

Respected industry conferences (like SEG and EAGE) and exhibitions rely on the **E&P** team to produce daily newspapers at their events. Distributed to attendees, through targeted mailings and via email, “show dailies” offer excellent opportunities to showcase your company and its technology at the right time and in the right place. Direct event attendees to your exhibit – or simply use effective, on-site and online channels to reach these specialized audiences.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
UNCONVENTIONAL PLAYBOOK SERIES	N. American Uncon. Yearbook		Utica Playbook and Map			Panhandle Playbook and Map			South Texas Playbook and Map			Canadian Shales Playbook and Map
SUPPLEMENTS			Drilling Systems Shell E&P	Careers in Oil & Gas	Brazil Map		Fracturing	Global Shale Oil Map		Digital Oil Field		
E&P DAILY NEWS			SPE Intelligent Energy			EAGE					SEG Petex	

## Insiders' Perspectives on the Industry

When you examine and compare conference venues, one thing becomes crystal clear: No one understands the oil and gas industry like Hart Energy. Year after year, the quality presentations, the executives who speak, and the high-level audience on-hand to listen, set Hart Energy conferences apart from the rest.

Quality is evident in Hart Energy's successful **DUG™** conferences. Entering its 7th year, **DUG™** events continue to break their own attendance records. In 2011, Hart Energy events had almost 14,000 registered attendees. That's positive testimony to both the growing significance of shale gas/shale oil plays in the U.S. and to the Hart Energy conferences team's ability to deliver high-quality experiences.

## Sponsorship and Exhibit Opportunities

There is no better way to extend your brand, meet new prospects and cultivate customer relationships than doing it face-to-face. Hart Energy conferences' sponsors and exhibitors tell us they prefer our events over all others. Shouldn't you find out what these events can do for your company?

### 3rd Annual Marcellus Midstream Conference & Exhibition

**MARCELLUS  
MIDSTREAM**  
CONFERENCE & EXHIBITION

*From the producers of the DUG™ conference series*

Pittsburgh, PA | March 19-21, 2012  
David L. Lawrence Convention Center  
[marcellusmidstream.com](http://marcellusmidstream.com)

### 7th Annual DUG™ Conference & Exhibition

DEVELOPING UNCONVENTIONALS

**DUG**  
The ORIGINAL

Fort Worth, TX  
April 23-25, 2012  
Fort Worth Convention Center  
[dugconference.com](http://dugconference.com)

### 3rd Annual DUO™ Conference & Exhibition

DEVELOPING UNCONVENTIONALS

**DUO**  
RESERVOIRS

Denver, CO  
May 14-16, 2012  
Colorado Convention Center  
[hartduo.com](http://hartduo.com)

### 5th Annual Energy Capital Conference & Exhibition

 **energycapital**  
CONFERENCE

Houston, TX  
June 6-7, 2012  
Omni Houston Hotel  
[energycapitalweek.com](http://energycapitalweek.com)

### 1st Annual DUG™ Canada Conference & Exhibition

DEVELOPING UNCONVENTIONALS

**DUG**  
CANADA

Calgary, AB | June 18-20, 2012  
The Calgary TELUS  
Convention Center  
[dugcanada.com](http://dugcanada.com)

### 11th Annual A&D Strategies and Opportunities Conference

**A&D** STRATEGIES AND  
OPPORTUNITIES

Dallas, TX  
September 5-6, 2012  
The Ritz Carlton  
[adstrategiesconference.com](http://adstrategiesconference.com)

### 3rd Annual DUG™ Eagle Ford Conference & Exhibition

DEVELOPING UNCONVENTIONALS

**DUG**  
EAGLE FORD

San Antonio, TX | Oct. 14-16, 2012  
Henry B. Gonzalez  
Convention Center  
[dugagleford.com](http://dugagleford.com)

### 4th Annual DUG™ East Conference & Exhibition

DEVELOPING UNCONVENTIONALS

**DUG**  
EAST

Pittsburgh, PA | Nov. 13-15, 2012  
David L. Lawrence  
Convention Center  
[dugeast.com](http://dugeast.com)

# E&P DIRECT MARKETING

## Reach the Right Decision-Makers

When you need to launch new products, find new customers, promote an event, or drive traffic to your web site or trade show booth, reaching the right decision-makers is critical to your success. You can depend on pre-qualified lists from a trusted, respected source – Hart Energy and **E&P** magazine.

The **E&P** subscribers list holds the names and postal and/or email addresses for executives, managers and engineers throughout the petroleum industry. These are important decision-makers inside virtually all the state-owned National Oil Companies (NOCs), the International Operating Companies (IOCs), the independent operators — and the service companies, too.

The cumulative Hart Energy database is even larger, offering a vast resource that covers the entire industry, from *upstream* to *midstream* to *downstream* operations – worldwide.

## Support Any Direct-Marketing Initiative

Look to Hart Energy's direct marketing capabilities when you seek to:

- Make major company announcements
- Enter new markets
- Launch new products or services
- Generate new sales leads
- Promote your trade show participation
- Understand business needs via research
- Attract attendees to your own events
- Drive traffic to your web site

## Co-branded E-Mail Campaigns - Targeting Made Simple

Get your organization's name, brand and solution messages noticed – and opened – by leveraging the equity in the **E&P** brand. You provide the content and the **E&P** team will produce and deliver the co-branded email.

- Reach 8,000 subscribers who best match your target
- \$3,500 flat-rate per e-blast
- Daily exclusivity

## Everything Else You Expect and Need

You can tailor each list to the geographic and demographic variables best suited to your message. All transmissions are completed by Hart Energy and include multi-part HTML/text, A/B splits, and basic campaign reports for two tests.

## Database Opportunities

### POSTAL

<b>E&amp;P</b>	41,800 names <b>\$200/M</b>
Oil and gas executives/managers	106,365 names <b>\$200/M</b>
Oil and gas engineers	38,160 names <b>\$200/M</b>

### E-MAIL

<b>E&amp;P</b>	27,530 names <b>\$445/M</b>
Oil and gas executives/managers	55,540 names <b>\$445/M</b>
Oil and gas engineers	24,499 names <b>\$445/M</b>

## Selections

State/City	<b>\$10/M</b>	Business	<b>\$10/M</b>
Title	<b>\$10/M</b>	Country	<b>\$10/M</b>

## Additional services

Personalization	<b>\$10/M</b>	Pass-along	<b>\$50/M</b>
Link tracking	<b>\$25/M</b>	HTML design	<b>\$150/M</b>
Text-only design	<b>\$100/M</b>		

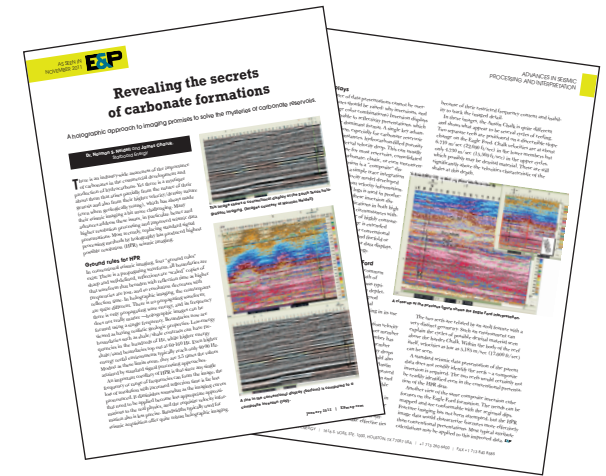
(M = 1,000)

## Reprints and Copyright Licenses

Turn good press into effective marketing pieces with **E&P** reprints! Whether your company was featured in an article or one of your colleagues contributed as a guest writer, you may purchase reprints or licensed PDF files for your own use.

The pages of **E&P** provide exceptional exposure to oil and gas industry professionals who rely on **E&P** for relevant content. Get maximum leverage from your company's appearance in the magazine by distributing reprints (printed or digital) to your own prospect list.

**E&P** custom reprints reproduce the published article and complement its presentation with **E&P** cover artwork, your own advertising and other options. Traditional paper reprints usually require 10 days' production time; licensed, screen-resolution PDF files suitable for email and web site posting are typically delivered within two business days.



## Advertising Research Services

For maximum geographic market detail, **E&P** offers readership studies four times each year — in February, May, September and November — to gauge reader response to your advertising.

This research:

- Measures extent of ad exposure
- Provides qualitative feedback from readers — impressions of the ad, your company and other verbatim comments
- Provides quantitative comparison with other ads in the same issue.
- Allows you to test the impact of different ads.

Studies are conducted. These unbiased, third-party studies provide candid and spontaneous evaluations of your advertisement. Studies tell you what the industry thinks about your ad, your products, your company, and even your competition. You can rely on this analysis to refine your marketing messages to produce more leads and sales.

**Readership Research Studies are a valuable FREE service to our advertisers.**

## Meritorious Engineering Awards (MEAs)

After nearly 40 years, **E&P's** Special Meritorious Awards for Engineering Innovation remain the petroleum industry's oldest and most widely respected awards. The MEAs are truly the "Oscars" of oil and gas engineering, annually honoring the best tools and techniques for finding, developing and producing hydrocarbon resources.

MEA entries are judged on their game-changing significance, both technically and economically. Experienced industry personnel from around the world make up the distinguished panel of judges. All come from engineering, scientific or technical backgrounds and bring extensive knowledge of the categories they are asked to judge.

As custodians of the MEA tradition, Hart Energy and **E&P** magazine work diligently to ensure winners are selected strictly on merit. It should be noted these awards are given to technologies, not to companies. There is no cost to enter.

We invite you to enter the 2012 awards competition. Visit [FPmag.com/mea](http://FPmag.com/mea) for more information.

**Awards are presented each May at the Offshore Technology Conference**





# ADVERTISING SPECS

B/W Rates	1x	3x	6x	12x	18x	24x	36x	48x
<b>Spread</b>	18,600	18,050	17,100	16,500	16,350	16,100	15,950	15,600
<b>Full Page</b>	10,050	9,750	9,550	8,850	8,700	8,600	8,550	8,450
<b>2/3 Page</b>	7,850	7,550	7,300	6,950	6,750	6,650	6,550	6,500
<b>1/2 Page Island</b>	6,905	6,700	6,450	6,150	6,050	5,950	5,890	5,800
<b>1/2 Page</b>	6,200	6,000	5,750	5,450	5,300	5,250	5,200	5,100
<b>1/3 Page</b>	4,450	4,300	4,150	3,950	3,800	3,750	3,700	3,650
<b>1/4 Page</b>	3,650	3,550	3,350	3,200	3,100	3,050	3,000	2,950

Color Rates	Page/Fraction	Spread
4/C Process	\$2,125	\$3,200
2/C Process	\$ 800	\$1,100
Matched/PMS	\$1,275	\$1,890

Cover Positions (4/color)	12x
Cover Fold-Out	Contact Publisher
Inside Front Cover	\$11,850
Inside Back Cover	\$10,550
Outside Back Cover	\$11,810

### Special positions

Add \$600

#### First spread

#### Page opposite:

- Table of Contents ■ Editors' Columns ■ Lead Features
- Tech Trends ■ Statistics ■ Activity Highlights
- People ■ New Products

Geographic splits are available.  
Contact your sales representative.

(All Rates are quoted in USD. For rates in other currencies, including sterling, NOK, Euros, etc., please contact your E&P sales representative.)

## Mechanical Specifications

**Publication Size:** The publication size/final trim size is 8" x 10 1/2". All body copy, headings, and other text must be at least 1/4" inside the trim size on all sides. If your ad has bleed, then the ad should be sized to 8 1/4" x 10 3/4" to allow for 1/8" trim on all sides. The final trim size will still be 8" x 10 1/2" **NOTE:** Alignment of type and design is not guaranteed on facing page spreads. Precision folding of all copies is not guaranteed.

**Paper Stock:** 80-lb. gloss-coated offset cover, 45-lb. coated offset body. Method of Printing. CTP Web on Offset.

**Type of Binding:** Perfect Bound.

**Material Specifications:** To qualify for standard agency commissions, digital ads and color proof must be provided.

**4-Color Ads:** Supply digital files in CMYK, plus a color chromalin, matchprint, pictro, or other color proof output from the final ad file. Ads submitted as hires Adobe PDFs can also be used as proofs.

**Standard Second Color:** Standard second colors (red, blue, green, yellow) must be built from process colors. PMS equivalents are given for reference only.

**Red** – 100 magenta plus 70 yellow (PMS 185)      **Green** – 100 cyan plus 100 yellow (PMS 355)  
**Blue** – 100 cyan plus 50 magenta (PMS 300)      **Yellow** – 100 process yellow

**Matched Color:** When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

**File Specifications:** All ads are required in the following digital formats: High resolution Adobe PDF/X files (distilled at 300 dpi with all fonts imbedded); Quark Xpress files accompanied by collected artwork, scans, logos, and all fonts; Adobe Photoshop TIFF or EPS formats, 300-dpi or better resolution; or Adobe Illustrator EPS files. Media - CD-ROM.

**In-House Production:** The advertiser must submit copy, plus high-resolution artworks. Your sales representative will provide a cost quote.

**FTP Site for Ads:** Please upload collected files as zipped archives.

**Host:** ftp.hartenergy.com

**User ID:** hepads

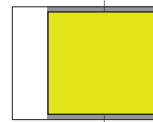
**Password:** ads

**Directory:** ftp/hep\_ads

### Advertising Coordinator:

Carol Nunez  
1616 S. Voss, Suite 1000  
Houston, TX 77057  
1-713-260-6408  
cnunez@hartenergy.com

## Advertising Sizes

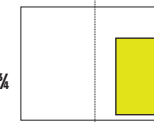


#### Cover Fold-Out

Ad size: 10 1/2 x 10 1/2

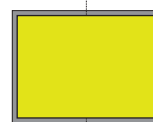
With Bleed: 10 3/4 x 10 3/4

No bleed on left-hand side - contact your sales representative for setup details.



#### 1/2 Island

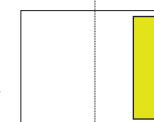
Ad size: 4 3/8 x 7 3/8



#### 2-Page Spread

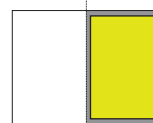
Ad size: 16 x 10 1/2

With Bleed: 16 1/4 x 10 3/4



#### 1/2 Vertical

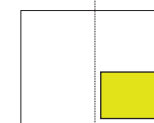
Ad size: 3 3/8 x 10



#### 1-Page

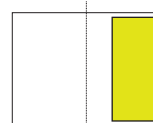
Ad size: 8 x 10 1/2

With Bleed: 8 1/4 x 10 3/4



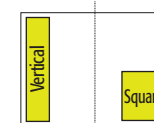
#### 1/2 Horizontal

Ad size: 7 x 4 3/8



#### 2/3 Vertical

Ad size: 4 3/8 x 10

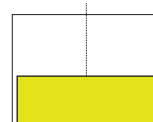


#### 1/3 Vertical

Ad size: 2 3/8 x 10

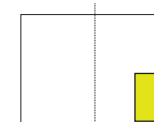
#### 1/3 Square

Ad size: 4 3/8 x 4 3/8



#### 1/2-Page Spread

Ad size: 16 x 5 3/8



#### 1/4 Vertical

Ad size: 3 3/8 x 4 3/8

## SALES TEAM

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