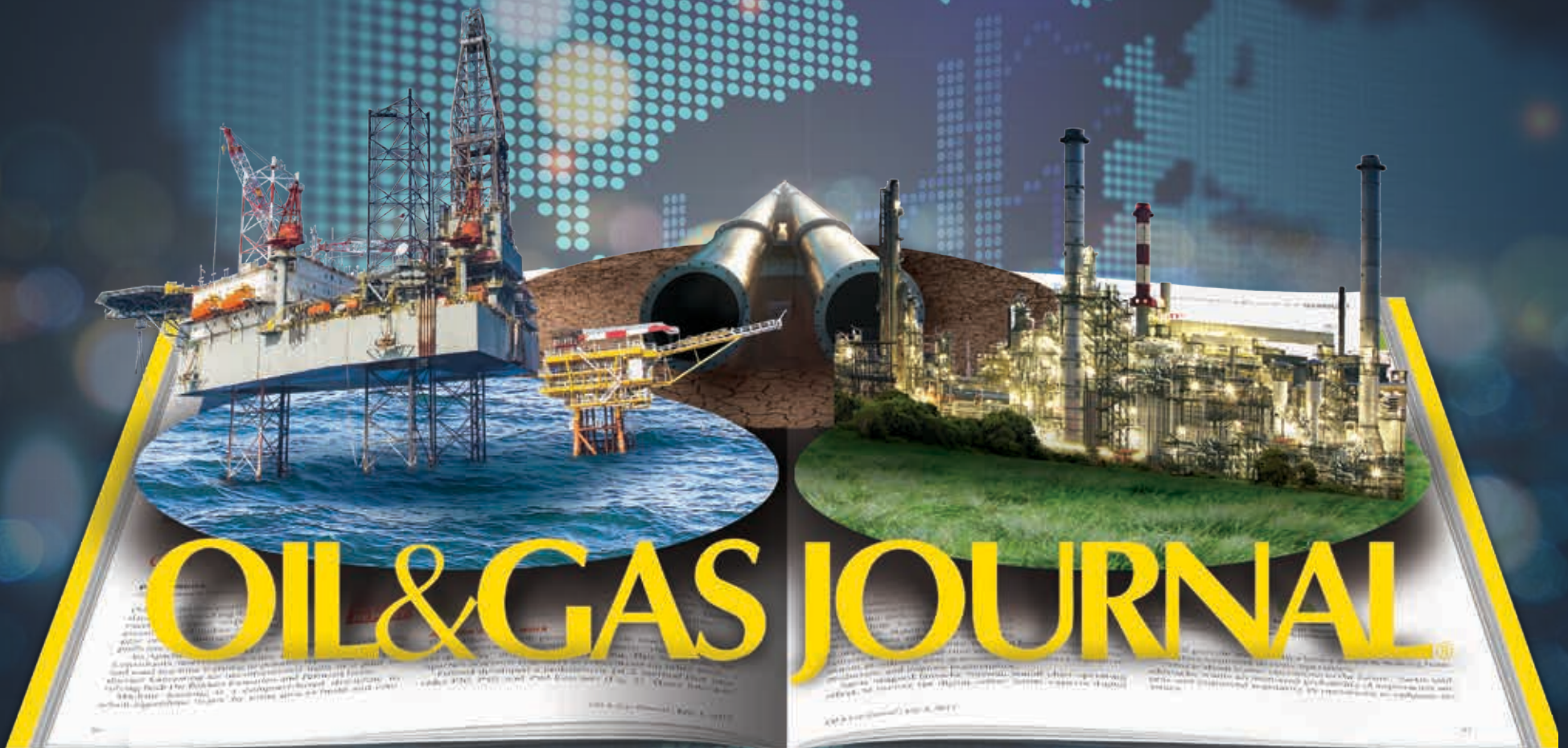


2019 MEDIA PORTFOLIO

UPSTREAM • MID-STREAM • DOWNSTREAM



OGJ.COM



THE OGJ CONNECTION

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UPSTREAM

MIDSTREAM

DOWNSTREAM

COVERAGE INCLUDES

Onshore and Offshore Technology

Exploration & Development

Drilling & Production

Refining & Processing

Pipelines & Transportation

Products & Equipment

There is only one standard in professional journalism. Accuracy. That's the standard that has been in our bones for more than 115 years. Regardless of your informational needs—upstream, midstream or downstream—and regardless of your medium—print or electronic—*Oil & Gas Journal* delivers authentic editorial reporting across a broad range of platforms that satisfies the working and evolving needs of our readers.

Our industry news and coverage of technology trends and applications throughout the oil and gas value chain surpass any other publication. Our daily, weekly, monthly channels, and mobile, digital and print formats satisfy all reading habits. Our well-balanced reporting of all industry segments presents a farsighted, cause-to-effect view that is professionally useful. That's why we are trusted, and why on average 77% of our subscribers identify potential products, services and suppliers through OGJ.

As a reader you want a magazine whose editorial you can trust. As an advertiser you want to reach engineers, oil management and executives who influence and make buying decisions. With OGJ you have both.

INFLUENCE AUDIENCES



92% say it's important to obtain objective information from a media vehicle when shopping for new products or services



67% have purchasing authority

SOURCE: 2018 OGJ Audience Survey

86% are considering purchasing from a new vendor

116,723

TOTAL QUALIFIED CIRCULATION

51%

US Subscribers

59,334



49%

International Subscribers

57,389

SOURCE: June 2018 AAM Audit Statement. May, 2018 issue.

PRIMARY JOB FUNCTION



Company Management (CEO, Pres, VP, Partner, Director, Manager, etc.)	46%
Engineering/Technical/Geoscience	36%
Purchasing/Consulting	7%
Superintendent/Field Professional Foreman	6%
Researcher/Government/Academia/Sales/Marketing	1%

PRIMARY OPERATION



Consulting company engaged in projects or providing services for an oil and/or gas company	28%
Oil/Gas Company-Integrated, State-Owned, Independent	24%
Engineering/Construction	13%
Service/Supply	10%
Government/Library/Education	6%
Contractor	5%
Financial	3%

PRIMARY INTEREST



Production	61%
Exploration	55%
Drilling	49%
Pipeline/Transportation	38%
Gas Processing	32%
Financial/Business Issues	31%
Refining	25%
Petrochem	18%
Health, Safety, & Environmental	1%

SOURCE: Baxter Research Center MediaView Report.

OGJ 2019 EDITORIAL CALENDAR

7 JANUARY	4 FEBRUARY	4 MARCH	1 APRIL	6 MAY	3 JUNE
<p>FORECAST & REVIEW PRICES, MARKETS, AND MORE This annual analysis previews the year ahead in oil and natural gas.</p>	<p>US POLITICAL OUTLOOK THE POWER TO CHANGE THE INDUSTRY From regulation to legislation to what else might be in store, this report delivers an overview of the political landscape relevant to exploration, drilling, production, refining, and transportation.</p> <p>WORLDWIDE PIPELINE CONSTRUCTION MILEAGE TOTALS AND KEY PROJECTS For pipeline contractors, pipeline operators, producers seeking transport routes, and refiners seeking feedstock and connection to markets, OGJ's annual pipeline construction outlook offers exclusive information based on survey data and other research.</p>	<p>CAPITAL SPENDING UPDATE ALL US INDUSTRY OPERATIONS This annual preview of the year's capital spending presents exclusive data on US exploration and production, refining, petrochemicals, pipelines, and other industry operations. It also covers global E&P spending projections.</p>	<p>REFINING FOCUS A DEEP LOOK DOWNSTREAM This revived feature covers the most important trends—technical, physical, and economic—in an evolving part of the oil and gas industry.</p> <p>EXPLORATION FOCUS THE SEARCH FOR OIL AND GAS This special examines where producers are looking for fluid hydrocarbons—and how they're going about it.</p>	<p>OFFSHORE OPERATIONS MEETING NEW CHALLENGES For producers, pipeline builders and operators, and support firms, this annual collection of articles covers technical progress in a challenging and important part of the oil and gas business.</p> <p>WORLDWIDE CONSTRUCTION UPDATE PROJECT DETAILS AND TRENDS Twice a year, OGJ publishes this comprehensive global survey covering construction across the industry, including refining, petrochemicals, gas processing, LNG, and pipelines.</p>	<p>WATERBORNE TRANSPORT UPDATE ESSENTIALS OF ENERGY TRADE This update shows how new supplies of crude oil, refinery products, and LNG are moving to markets always in transition.</p>
<p><i>Ad sales close 12/12</i> <i>Material due 12/19</i></p>	<p><i>Ad sales close 1/14</i> <i>Material due 1/21</i></p>	<p><i>Ad sales close 2/11</i> <i>Material due 2/18</i></p>	<p><i>Ad sales close 3/11</i> <i>Material due 3/18</i></p>	<p><i>Ad sales close 4/10</i> <i>Material due 4/17</i></p>	<p><i>Ad sales close 5/13</i> <i>Material due 5/20</i></p>
<p>BONUS DISTRIBUTION Deepwater Operations FEB 5-7 / Galveston, TX Topsides, Platforms & Hulls FEB 5-7 / Galveston, TX SPE Hydraulic Fracturing Technology Conference and Exhibition FEB 5-7 / The Woodlands, TX</p>	<p>PLCA Annual Convention FEB 6-10 / Fernandina Beach, FL Subsea Tieback Forum & Exhibition MAR 5-7 / San Antonio, TX SPE/IADC Drilling Conference & Exhibition MAR 5-7 / The Hague</p>	<p>AFPM Annual Meeting MAR 17-19 San Antonio, TX Middle East Oil & Gas Show & Conference MAR 18-21 / Manama AFPM International Petrochemical Conference MAR 24-26 / Manama NACE Corrosion MAR 24-28 / Nashville, TN SPE/ICoTA Coiled Tubing & Well Intervention Conference & Exhibition MAR 26-27 / The Woodlands, TX</p>	<p>API Pipeline Conference APR 9-11 / Phoenix, AZ GPA Midstream Convention APR 14-17 / San Antonio, TX PESA Annual Meeting APR 24-26 / San Diego, CA</p>	<p>Offshore Technology Conference MAY 6-9 / Houston, TX AAPG Annual Conference & Exhibition MAY 19-22 / San Antonio, TX PNEC MAY 21-23 / Houston, TX European Association of Geoscientists & Engineers (EAGE) Conference & Exhibition JUN 3-6 / London</p>	

OGJ 2019 EDITORIAL CALENDAR

1 JULY	5 AUGUST	2 SEPTEMBER	7 OCTOBER	4 NOVEMBER	2 DECEMBER
<p>MIDYEAR FORECAST</p> <p>UPDATING THE OUTLOOK This report freshens the forecast for oil and gas markets in 2019 based on changes in the year's first half.</p> <p>PERMIAN OPERATIONS</p> <p>UPSTREAM, MIDSTREAM, DOWNSTREAM This report covers a world-class oil and gas development as only OGJ can: from exploration and production through pipelines and gas processing to refining and petrochemicals.</p>	<p>LNG UPDATE</p> <p>TRACKING THE GROWTH An annual review, LNG Update covers the projects and market trends shaping one of the oil and gas industry's most dynamic areas of growth.</p> <p>DRILLING FOCUS</p> <p>TRENDS AND TECHNOLOGY This report will cover the latest trends affecting operations fundamental to the oil and gas industry and vitally important to consumers of energy.</p>	<p>OGJ 150/100</p> <p>PROFILING THE PRODUCERS Rich with data and analysis, this annual report details the finances and operation of the largest oil and gas-producing companies—in the US and worldwide.</p>	<p>PIPELINE ECONOMICS</p> <p>FINANCIAL DATA AND CONSTRUCTION COSTS This annual report provides the most comprehensive look available of pipeline revenue and income plus US pipeline and compressor construction costs. It's used for planning throughout the pipeline industry.</p>	<p>APPALACHIAN OPERATIONS</p> <p>A WORLD-CLASS GAS PLAY This report is done the OGJ way: covering every aspect of the vital Marcellus and Utica shale plays—upstream, midstream, and downstream.</p> <p>WORLDWIDE CONSTRUCTION UPDATE</p> <p>PROJECT DETAILS AND TRENDS This data-rich report provides the year's second look at refining, petrochemical, gas processing, LNG, and pipeline projects.</p>	<p>WORLDWIDE REPORT</p> <p>GLOBAL RESERVES, PRODUCTION, AND REFINING CAPACITIES One of OGJ's most authoritative and frequently quoted reports, this report presents analysis and country-by-country data on oil and gas reserves, oil production, and refining capacity, including data on individual refineries.</p>
<p><i>Ad sales close 6/10</i> <i>Material due 6/17</i></p>	<p><i>Ad sales close 7/15</i> <i>Material due 7/22</i></p>	<p><i>Ad sales close 8/12</i> <i>Material due 8/19</i></p>	<p><i>Ad sales close 9/16</i> <i>Material due 9/23</i></p>	<p><i>Ad sales close 10/14</i> <i>Material due 10/21</i></p>	<p><i>Ad sales close 11/07</i> <i>Material due 11/14</i></p>
<p>BONUS DISTRIBUTION</p> <p>URTeC JUL 22-24 / Denver, CO</p>	<p>SPE Offshore Europe Conference and Exhibition SEP 3-6 / Aberdeen</p>	<p>SEG Annual Meeting SEP 15-20 / San Antonio, TX</p> <p>SPE Annual Technical Conference and Exhibition SEP 30-Oct. 2 / Calgary</p>	<p>Offshore Technology Conference Brazil OCT 29-31 / Rio de Janeiro</p>	<p>IADC Annual General Meeting NOV 6-8 / Austin, TX</p>	

OGJ ONLINE MARKETING DRIVE TRAFFIC

HOMEPAGE PLUS ADS

Generate broad awareness of your brand and product messaging while driving traffic to your website or online offerings.

LEADERBOARD	SKYSCRAPER	SITE SPONSOR
728 x 90	300 x 600	300 x 250

TOPIC CENTERS

Topic Center banners allow you to align your message with relevant content providing more targeted impressions. Choose from the following:

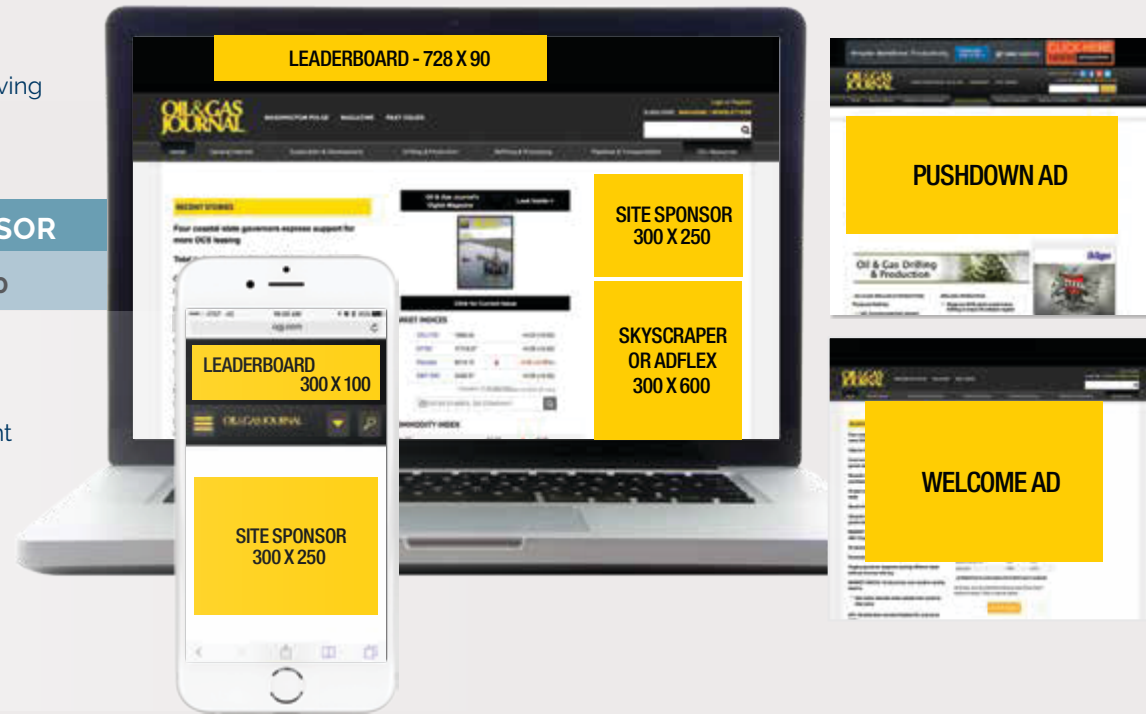
General Interest

Exploration & Development

Drilling & Production

Refining & Processing

Transportation



516,154
AVERAGE MONTHLY
PAGE IMPRESSIONS

337,782
AVERAGE MONTHLY
PAGE VISITS

251,841
AVERAGE MONTHLY
UNIQUE BROWSERS

PUSHDOWN BANNER

This premium position auto-expands beneath OGJ's navigation bar and supports detailed messaging such as live streaming video, multiple targeted links and lead forms.

WELCOME AD

Make a big announcement or a big splash with rebranding efforts. Displayed once every 24 hours, the welcome ad is messaging that audiences can't miss.

ADFLEX SPONSORSHIP

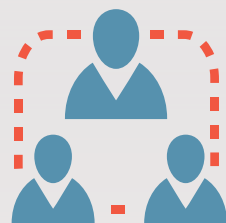
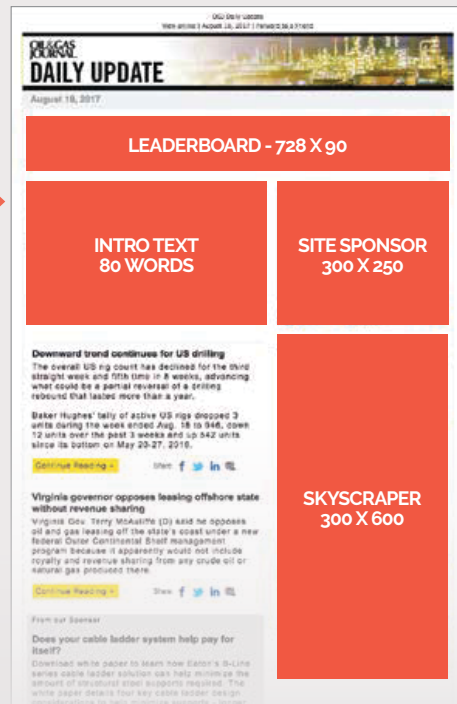
Include a video or social media component in your banner ad! Engage site visitors with your message via special content marketing, social, and video consoles displayed within a skyscraper banner ad unit.

SOURCE: June 2018 AAM Audit Statement. Six-month average.

OGJ daily, biweekly, and monthly eNewsletters are a simple and effective way to push your marketing message to professionals focused on specific topics that align with your products, services, and solutions while driving traffic to your landing page or website.

INTRO TEXT AD

Available in the various eNewsletters, intro text ad units allow you to place 80 words of your marketing message within the content of OGJ eNewsletters. This ad unit is the highest performing in terms of click-through rate, perfect for promoting white papers, webinars, case studies, and videos!



Total Average Net Distribution Per Issue

311,262

SOURCE: June 2018 AAM Audit Statement. Six-month average.



OGJ DAILY UPDATE

(MONDAY – FRIDAY)

Build brand awareness daily with the OGJ Daily Update – timely news analysis and reports on rapidly changing industry conditions and events.



EXPLORATION, DRILLING & PRODUCTION

(SECOND AND FOURTH TUESDAY)

Discover the latest updates on exploration, drilling and production. This report features the global development and production of hydrocarbons; global area drilling reports; production stats, rig construction and activity; and key developments on drilling and production technology.



REFINING REPORT

(THIRD WEDNESDAY)

Align your messaging with the latest key developments impacting the global refining industry, such as refinery construction and capacity expansion

projects, planned and unplanned maintenance events, new and evolving process technologies, regulatory matters, and analyses of regional supply-demand dynamics for refined products.



PIPELINE REPORT

(LAST WEDNESDAY OF THE MONTH)

OGJ's Pipeline Report provides detailed information about oil and gas pipeline operations, construction, and regulation. Expert oversight ensures inclusion of the information you need to navigate this active and competitive market segment.



THE OGJ WASHINGTON PULSE

(FIRST THURSDAY)

Expanding on OGJ's legacy strength, this eNewsletter focuses on the governance, policies, and economics regulating the oil and gas industry. This content aligns well for positioning law firms, PR firms, trade associations, and consultants.

EMAIL MARKETING TARGET AUDIENCES



Moving Beyond List Rental >>

TAKE EMAIL MARKETING TO THE NEXT LEVEL USING MULTI-TIERED MARKETING AUTOMATION

Reach specific audiences with custom messaging based on their interaction with the initial email promotion. Your message is sent to industry professionals selected from our database and can be used for a nearly unlimited variety of promotional programs.

HERE'S HOW IT WORKS

After your initial email deployment, you receive THREE additional opportunities to push your marketing message to potential customers. TEST new subject lines, new creative, or new content. Detailed REPORTING is provided following each deployment, giving you QUALIFIED LEADS for your sales pipeline.



Same Creative as Initial Send
NEW Subject Line
NEW Send Date & Time
Detailed Report



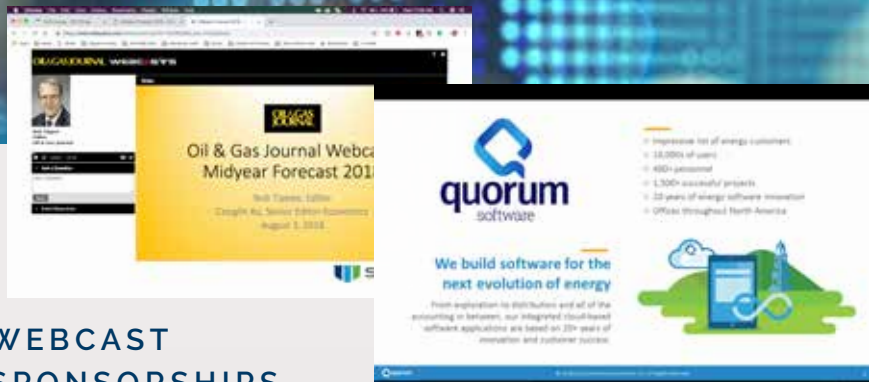
DIFFERENT creative
Similar content
NEW Subject Line
Detailed Report



DIFFERENT creative
DIFFERENT content
NEW Send Date & Time
Detailed Report

EMAIL LIST RENTAL

Target key market segments and receive a quick response at a low cost! Email list rentals allow you to reach a targeted audience with your custom messaging through an email deployment. Your message will be sent to industry professionals that you have specified from our database list selects, and can be used for a nearly unlimited variety of promotional programs.



WEBCAST SPONSORSHIPS

Webcast sponsorships offer the opportunity to present your own content or align your brand with OGJ's technology-rich presentations. All webcasts generate highly qualified, active leads while leveraging the OGJ brand and audience to position sponsoring organizations as thought leaders among industry experts.

EDITORIAL WEBCASTS (MULTI-SPONSOR)

Align your company's brand with rich information presented and moderated by OGJ's respected editorial team. Sponsors receive detailed registration information from a captive global audience of industry professionals, providing your sales staff with a database of quality prospects.

Annual editorial webcasts

Generate new contacts for your sales team when you sponsor one of OGJ's Annual Forecast & Review webcasts.

Forecast & review/worldwide construction webcast

Based on two annual reports, this webcast is held in January and combines an overall industry recap and coverage of the geopolitical pressures buffeting the market. OGJ editors also include a construction preview based on a special report published each February in the print issue.

Midyear forecast webcast

The Midyear Forecast reports data from the first half of the year to update projections that appeared in OGJ's annual Forecast & Review in January. With coverage of oil and gas markets important to producers, drillers, pipeliners, and gas processors, this midyear update offers a preview of the 3Q and 4Q with adjustments based on the preceding six months.

BOOST YOUR LEAD GENERATION PROMOTION WITH BANNER ADVERTISING OR A SOCIAL MEDIA CAMPAIGN TO DRIVE TRAFFIC TO YOUR SPONSORSHIP!

WHITE PAPER POSTINGS TECHNICAL BRIEFS

White papers ensure that your content is visible where oil and gas decision makers conduct purchasing research and create vendor short lists. Leverage OGJ's deep website content and expertise in search engine optimization (SEO) to create a powerful marketing tool that educates current and prospective customers. White Paper Premium package includes an email list rental to ensure you reach your target audience.

Technical briefs are compilations of two to four complementary pieces of content that are designed to provide our audience with a downloadable PDF format of in-depth, valuable content on a key industry topic. Garnered from the pages of OGJ's website, technical briefs offer the opportunity to align your firm with high-value and thought-leadership-oriented content.



EXCLUSIVE WEBCASTS

Exclusive webcasts generate highly qualified, active leads while presenting your technology expertise to industry professionals. Presenting companies leverage the OGJ brand and are positioned as subject matter experts. The live event is available on demand and promoted on OGJ.com even after the event. Presenting companies receive detailed contact information from all registrants, providing your sales staff with a database of new prospects.

EXTEND THE REACH OF YOUR CONTENT BY PROMOTING IT IN THE CONTEXT OF OGJ EDITORIAL CONTENT

Your headlines appear adjacent to our editorial articles, which are hosted on our website, making it an uninterrupted experience.

Business users are highly receptive to native advertising, especially if it is relevant to the content they were seeking.

Paid placement of your articles offers the opportunity to extend the reach of your articles to our audience.

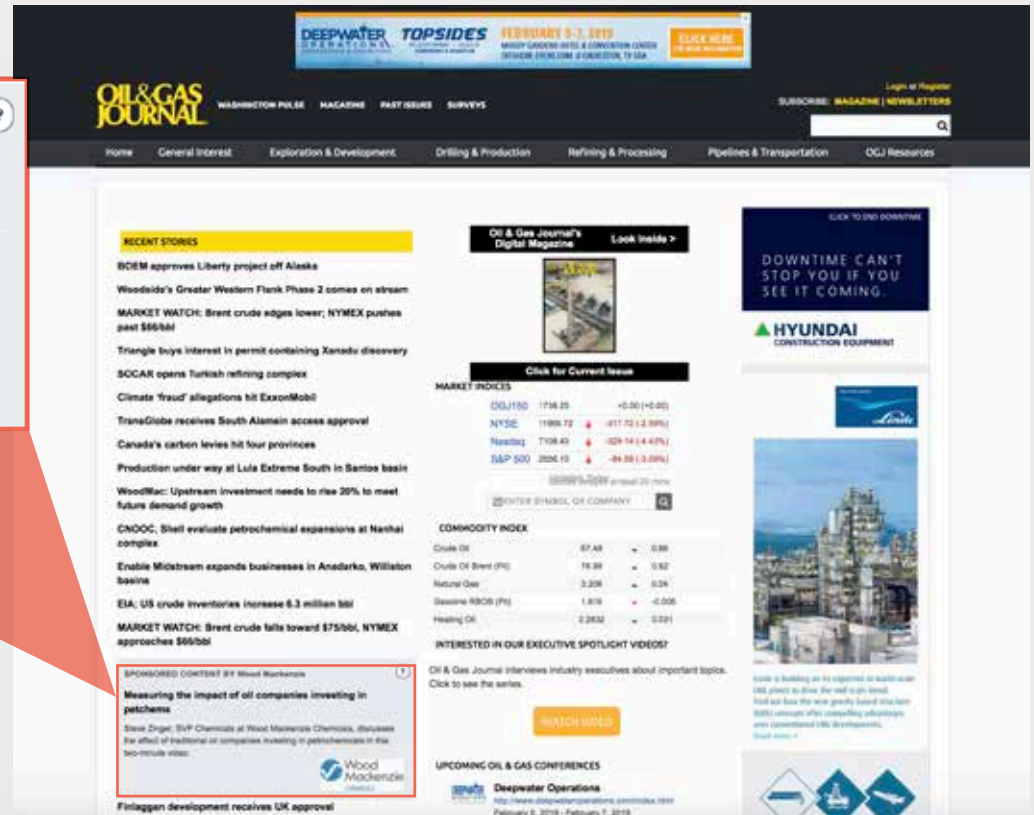
Native advertising content is indexed by Google and is more discoverable because of our site's authoritative search engine ranking on industry topics.

As an added bonus, the articles are also indexed by our site's search engine, increasing on-site findability.

SPONSORED CONTENT BY Wood Mackenzie

Measuring the impact of oil companies investing in petchems

Steve Zinger, SVP Chemicals at Wood Mackenzie Chemicals, discusses the affect of traditional oil companies investing in petrochemicals in this two-minute video.

The screenshot shows the Oil & Gas Journal website interface. At the top, there's a banner for 'DEEPWATER TOPSIDES FEBRUARY 5-7, 2019'. Below the navigation bar, the 'RECENT STORIES' section is visible. A sponsored content article by Wood Mackenzie is highlighted with a red box, showing the headline 'Measuring the impact of oil companies investing in petchems' and a video thumbnail. The article is integrated into the main content stream alongside other news items.

53% OF SURVEY RESPONDENTS SAID WHEN THEY VISIT OGJ.COM THEY ARE LOOKING FOR LINKS TO MORE INFORMATION

FORM

Native ads embedded with the OGJ content stream in a natural and seamless way.



FUNCTION

Native ads must behave consistently with the native user experience, and function just like natural content.



NATIVE ADVERTISING

A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

LET'S BUILD YOUR SOCIAL MEDIA PRESENCE TOGETHER!

PLANNING & DEVELOPMENT – based on your marketing objectives or campaign, we'll develop a plan that includes an audit of your current activity, competitor analysis, and provide you with a plan and outline best practices for your industry. The plan is inclusive of a company page start up and messaging.

MITIGATION STRATEGY – Let us help you talk to your audience, engage with them, and provide helpful information. We'll help you respond to audience feedback, both negative and positive.

OPERATIONAL SOCIAL MEDIA STAFF POLICY – Let us help you develop your company's social media policy and work with your team to develop a plan as your staff interacts with potential leads.

MONTHLY ANALYSIS AND PERFORMANCE FEEDBACK – OGJ can develop a dashboard for all your social media activities, review findings, and provide insights on your report, and make recommendations on how to improve performance each month.

Confidently boost your social media knowing that your message is reaching a confirmed audience.



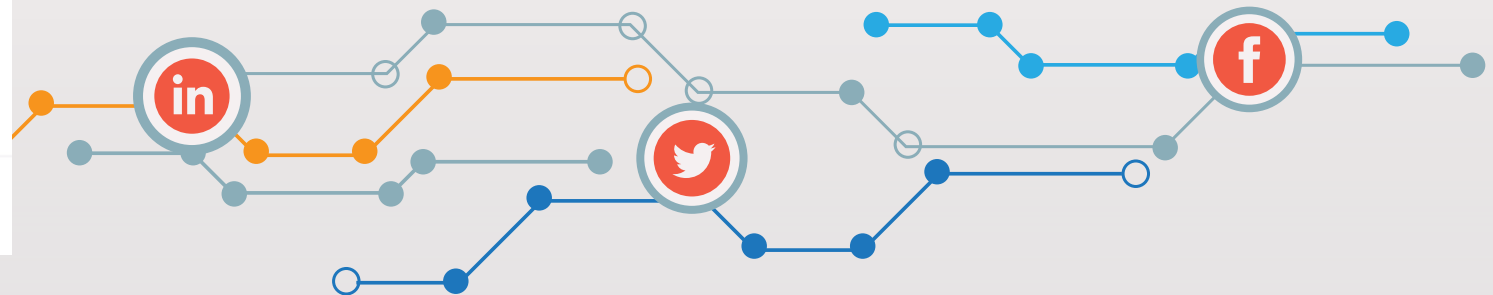
189,509
TWITTER FOLLOWERS



81,187
FACEBOOK LIKES



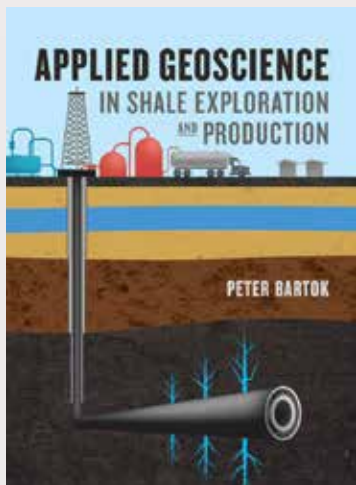
2,900
LINKEDIN FOLLOWERS



SOURCE: June 2018 AAM Audit Statement. May, 2018 issue.

BRAND AWARENESS CUSTOM PUBLISHING & PROMOTIONS

BOOKS, CUSTOM PUBLICATIONS, MARKET CONNECTION, ARTICLE REPRINTS



PENNWELL PETROLEUM BOOKS

Written by and produced with selected industry experts, PennWell Petroleum Group's Catalog contains technical and non-technical books and videos. These products include fundamentals, reference and non-technical guides. PennWell books will broaden your expertise in your current area of study, help you understand other related disciplines, and provide quick-glance references.

To sample a selection, go to pennwellbooks.com



CUSTOM PUBLICATIONS

Custom publications offer the opportunity to reach and influence a select audience with specific content messaging. PennWell Petroleum Group's Custom Publishing produces publications designed to showcase topics such as emerging technologies, development ventures, research projects, and innovative equipment and techniques.

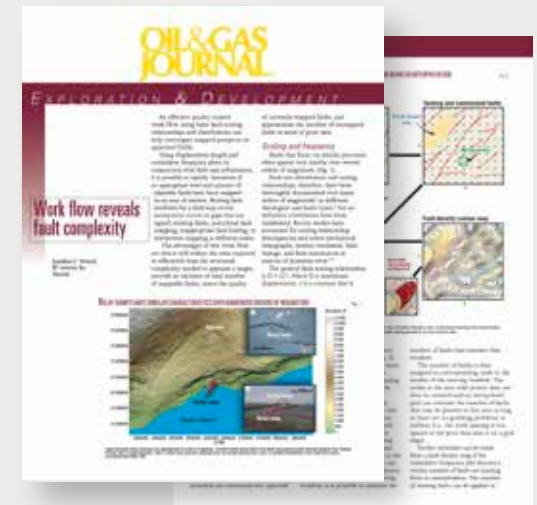
Let **Roy Markum** help you tell your story. RoyM@PennWell.com | 713.963.6220



MARKET CONNECTION

Published every month in print and online, OGJ Market Connection brings you the latest in product and service offerings. List employment opportunities, place your ad to buy or sell equipment, promote real estate or leases, advertise RFQ opportunities, or provide details about your professional services.

Contact **Grace Jordan** to place your ad in the OGJ Market Connection. GraceJ@PennWell.com | 713.963.6291



ARTICLE REPRINTS

Turn your editorial content into a valuable marketing tool! Once your article is published in Oil & Gas Journal, work with your OGJ representative to produce or customize a hard copy or digital eprint to distribute at tradeshow and meetings or to upload to your company's website.

To order your article reprints in digital or print format, contact **Rusty Vanderpool** at RustyV@PennWell.com | 918.831.9144

OIL & GAS JOURNAL ONLINE RESEARCH CENTER

The OGJ Online Research Center is the industry's most efficient and convenient source for information packages that aid analysis of the energy, petroleum, and natural gas industries. It features industry surveys, statistics, research reports and directories. The OGJ Online Research Center is dedicated to help you discover and analyze industry operations and activities.

CUSTOMIZED EVENTS

Looking to engage with audiences and showcase your products and solutions? Let us design and implement objective-driven events that reach your specific target. Whatever is needed, event concept, promotion, coordination and management, or post-event analysis, PennWell specialists are highly qualified to ensure your event objectives are met.

Visit ogjresearch.com



PENNWELL EVENTS

PennWell Conferences and Exhibitions deliver market-leading information in the areas of critical importance to the oil and gas industry. These high-quality events attract audiences of executive decision makers – those decision makers critical to the success of your marketing effort.



DEEPWATER OPERATIONS

Feb 5 - 7, 2019 | Galveston, TX
deepwateroperations.com



TOPSIDES, PLATFORMS & HULLS

Feb 5 - 7, 2019 | Galveston, TX
topsidesevent.com



SUBSEA TIEBACK FORUM & EXHIBITION


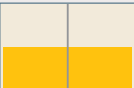










Mar 5 - 7, 2019 | San Antonio, TX
subseatiebackforum.com



PETROLEUM NETWORK EDUCATION CONFERENCES

May 21 - 23, 2019 | Houston, TX
pneconferences.com

OGJ PRINT RATES & SPECS ONGOING VALUE

AD SIZES	
	FULL PAGE SPREAD Trim: 16" x 10.5" (406mm x 267mm) Bleed: 16.25" x 10.75" (413mm x 274mm) Live area: 15" x 9.5" (381mm x 241mm)
	HALF PAGE SPREAD Trim: 16" x 5.25" (406mm x 133mm) Bleed: 16.25" x 5.5" (413mm x 140mm) Live area: 15" x 5" (381mm x 127mm)
	FULL PAGE Trim: 8" x 10.5" (203mm x 267mm) Bleed: 8.25" x 10.75" (210mm x 274mm) Live area: 7" x 9.5" (178mm x 241mm)
	2/3 PAGE Bleed: 5.25" x 10.75" (133mm x 274mm) Live area: 4.5" x 9.5" (114mm x 241mm)
	1/2 PAGE ISLAND Bleed: 5.25" x 8.25" (133mm x 210mm) Live area: 4.5" x 7.375" (114mm x 187mm)
	1/2 PAGE VERTICAL Bleed: 4.125" x 10.75" (105mm x 274mm) Live area: 3.375" x 9.5" (86mm x 241mm)
	1/2 PAGE HORIZONTAL Bleed: 8.25" x 5.5" (210mm x 140mm) Live area: 7" x 4.875" (178mm x 124mm)
	1/3 PAGE VERTICAL Live area: 2.25" x 9.5" (57mm x 241mm)
	1/3 PAGE SQUARE Live area: 4.5" x 4.875" (114mm x 124mm)
	1/3 PAGE HORIZONTAL Live area: 7" x 3.3125" (178mm x 84mm)
	1/4 PAGE Live area: 3.375" x 4.875" (86mm x 124mm)
	1/6 PAGE Live area: 2.25" x 4.875" (57mm x 124mm)

MONTHLY PRINT EDITION (GROSS RATE)					
4-COLOR RATES	1X	3X	6X	12X	24X
Full Page	13,145	12,935	12,495	12,205	11,910
2/3 Page	10,255	10,075	9,745	9,575	9,405
1/2 Page	8,705	8,600	8,445	8,170	7,895
1/3 Page	6,895	6,805	6,670	6,510	6,345
1/4 Page	6,085	5,995	5,895	5,745	5,590
1/6 Page	5,045	5,005	4,940	4,825	4,710
Full Page Spread	21,035	20,695	19,995	19,530	19,060
1/2 Page Spread	15,270	15,165	15,010	14,735	14,460

DIGITAL WEEKLY EDITION (AD RATE PER MONTH)					
	1X	3X	6X	12X	24X
Full Page	4,200	3,900	3,600	3,300	3,000
1/2 Page	3,360	3,120	2,880	2,640	2,400
1/3 Page	2,520	2,340	2,160	1,980	1,800
1/4 Page	2,285	2,120	1,960	1,795	1,630

NOTE: Prices listed are gross USD and subject to 15% agency commission allowance.

HOW TO SUBMIT YOUR PRINT OR DIGITAL AD MATERIALS

TO UPLOAD AD MATERIALS TO OUR FTP SITE:

1. Go to <http://DigitalAds.PennWell.com>
2. Select "Publication" or "Website/ENL"
3. Select "Oil & Gas Journal" from the menu
4. Fill in the required information and then select "Upload File"

Maximum file size is 250 MB – please stuff or zip your files before sending, and wait to close your browser window until you get your upload confirmation. Depending on speed of connection and file size, this may take some time. Please be patient.

TO EMAIL AD MATERIALS:

For files under 10 MB, please email your ad to:

AdMaterial@PennWell.com (*Print Materials*)

Include advertiser name, publication name, issue date, and order number.

WebTraffic@PennWell.com (*Digital Advertising Materials*)

Include advertiser name, publication name, digital placement, issue date, and order number.

ADDITIONAL CONTACT INFORMATION:

(P) 918.831.9484 / (F) 918.831.9415 / (E) AdMaterial@PennWell.com

For more on electronic submission guidelines, visit www.ogj.com/advertise

COVER PREMIUM (4-COLOR CMYK)	
Inside Front Cover	10%
Inside Back Cover	10%
Back Cover	10%
Island	10%
<i>Of gross rate offered</i>	
Digital Weekly Belly Band	\$9,200
Digital Weekly Pre-Cover	\$6,600

BELLY BAND	
Printed on 80-lb stock, at 5.5" high x 17.75" wide	\$16,500
<i>Net cost</i>	

MARKET CONNECTION	
Column inch	\$390

\$390 per column inch includes all weekly issues for the month. Additional charge for color.

MAP & POSTER ADVERTISING	
Logo Ad	\$2,150
Single Unit	\$5,250
Double Unit	\$9,150
1/2 Top or Bottom	\$17,400

TOPIC CENTERS

	GENERAL INTEREST (TC 1)	EXPLORATION & DEVELOPMENT (TC 2)	DRILLING & PRODUCTION (TC 3)	REFINING & PROCESSING (TC 4)	PIPELINE & TRANSPORTATION (TC 5)
Leaderboard	\$5,500	\$4,000	\$4,000	\$4,000	\$3,750
Site Sponsor	\$4,500	\$3,750	\$4,000	\$4,000	\$3,750
Skyscraper	\$4,500	\$3,750	\$4,000	\$4,000	\$3,750
Pushdown	\$6,750	\$5,750	\$5,500	\$5,500	\$5,750
Page Peel	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Welcome Ad	\$7,000	\$6,000	\$6,000	\$6,000	\$6,000

ENEWSLETTERS

FREQUENCY	TITLE	AD UNITS AND PRICING	
DAILY	OGJ DAILY UPDATE	Leaderboard	\$4,250
		Skyscraper	\$3,750
		Intro/Text Ad	\$4,250
		Middle (1 & 2)	\$3,750
		Middle (3 & 4)	\$3,500
BI-MONTHLY	EXPLORATION & DEVELOPMENT	Leaderboard	\$3,250
		Skyscraper	\$3,000
	DRILLING & PRODUCTION	Intro/Text Ad	\$3,250
		Middle (1 & 2)	\$3,000
	WASHINGTON PULSE	Middle (3 & 4)	\$2,750
MONTHLY	REFINING REPORT	Leaderboard	\$3,500
		Skyscraper	\$3,200
	PIPELINE REPORT	Intro/Text Ad	\$3,500
		Middle (1 & 2)	\$3,200
	PERSONNEL MOVES & PROMOTIONS	Middle (3 & 4)	\$2,750

HOMEPAGE PLUS

Leaderboard	2 rotations (top and anchor)	\$5,500
Skyscraper	2 rotations	\$4,500
Site Sponsor	5 positions	\$4,500

RICH-MEDIA AD UNITS

Page Peel	1 position	\$4,000
Pushdown	2 rotations	\$6,750
Welcome Ad	1 position	\$7,000
AdFlex Sponsor	1 position	\$4,500

DIGITAL CONTENT SPONSORSHIPS

Email List Rental (Price per 1,000 names, 5,000 name minimum).	Advertiser	\$650 net
	Non-Advertiser	\$1,100 net
Webcast Sponsorship	Editorial (Multi-Sponsor)	\$10,000
	Exclusive	\$18,500

AD SPECIFICATIONS

RICH-MEDIA AD UNITS



PUSHDOWN

Expanded: 970 x 418 pixels, 110k max. file size
Collapsed: 970 x 66 pixels, 60k max. file size
MOBILE RESPONSIVE: 300 x 250 pixels, 40k max. file size



WELCOME AD

Dimensions: 800 x 600 pixels, 80k max. file size

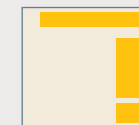


ADFLEX SPONSORSHIP*

Dimensions: 300 x 600 pixels which includes:
280 x 120 branded header
280 x 50 call-to-action image

* Includes a content marketing video, or social media console.

HOMEPAGE AND TOPIC CENTERS



LEADERBOARD

Dimensions: 728 x 90 pixels, 40k max. file size
MOBILE RESPONSIVE: 300 x 100 pixels, 40k max. file size

SKYSCRAPER

Dimensions: 300 x 600 pixels, 40k max. file size

SITE SPONSOR

Dimensions: 300 x 250 pixels, 40k max. file size



INTRO TEXT AD

Text only (80 words + URL)

File Type: Text and URL

eNEWSLETTERS



LEADERBOARD

Dimensions: 728 x 90 pixels, 40k max. file size

INTRO TEXT

Text only (100 characters max.)

File Type: Text and URL

MIDDLE POSITION

Dimensions: 300 x 250 pixels, 40k max. file size

SKYSCRAPER

Dimensions: 300 x 600 pixels, 40k max. file size

Talk to your OGJ representative about creating a customized communication program to maximize your marketing investment.

*Digital media specs and placement are subject to change as we continually work to enhance our digital media offering.

EDITORIAL

IN HOUSTON TEXAS

BOB TIPPEE

Chief Editorial Strategist
BobT@OGJonline.com

STEVEN PORUBAN

Managing Editor – News
StevenP@OGJonline.com

CHRISTOPHER E. SMITH

Managing Editor – Technology
ChrisS@OGJonline.com

PAULA DITTRICK

Upstream Technology Editor
PaulaD@PennWell.com

ROBERT BRELSFORD

Downstream Technology Editor
RBrelsford@OGJonline.com

CONGLIN XU

Senior Editor – Economics
ConglinX@OGJonline.com

MIKAILA ADAMS

News Editor
Mikaila@PennWell.com

VANNETTA DIBBLES

Editorial Assistant
VannettaD@PennWell.com

IN WASHINGTON, D.C.

NICK SNOW

NickS@OGJonline.com

IN TULSA, OKLAHOMA

LAURA BELL

LauraB@PennWell.com

INTERNATIONAL SALES TEAM

UNITED STATES

MIKE MOSS

+1.713.963.6221
MikeM@PennWell.com

GRACE JORDAN

+1.713.963.6291
GraceJ@PennWell.com

FRANCE, BELGIUM, SPAIN, PORTUGAL,
SOUTHERN SWITZERLAND, MONACO,
NORTH AFRICA

STEFANIA PICIOTTI THOMPSON

961 Camp Redon
83830 Callas, France
Tel +33 (0) 6.21.23.67.02
Fax +33 (0) 4.89.81.99.82
StefaniaT@PennWell.com

UNITED KINGDOM, SCANDINAVIA,
DENMARK, THE NETHERLANDS,
MIDDLE EAST

GRAHAM HOYLE

10 Springfield Close Cross
Somerset BS26 2FE
United Kingdom
+44 (0) 1934.733871
GrahamH@PennWell.com

ITALY

**FILIPPO SILVERA
FERRUCCIO SILVERA**

Viale Monza 24
20127 Milano, Italy
Tel +39.02.28.46716
Fax +39.02.28.93849
Mobile +39 3924431741
Info@Silvera.it

CANADA

STAN TERRY

+1.713.963.6208
StanT@PennWell.com

GERMANY, AUSTRIA, EURASIA,
NORTHERN SWITZERLAND,
EASTERN EUROPE

ANDREAS AND WILHELM SICKING

Sicking Industrial Marketing
Kurt-Schumacher – Str. 16
59872 Freienohl, Germany
Tel +49 (0) 290.333.8570
Fax +49 (0) 290.333.8582
WilhelmS@PennWell.com

CHINA, JAPAN, SINGAPORE, KOREA,
SOUTHEAST ASIA AUSTRALASIA

MICHAEL YEE

19 Tanglin Road #05-20
Tanglin Shopping Center
Republic of Singapore 247909
Tel +65.9616.8080
Fax +65.6734.0655
Yfyee@Singnet.com.sg

CUSTOM PUBLISHING

ROY MARKUM

+1.713.963.6220
RoyM@PennWell.com

BOOKS & RESEARCH

MATT DRESHER

Publisher
+1.918.831.9539
MattD@PennWell.com

MAK UDEZUE

Projects/Products Manager
+1.918.831.9183
MakU@PennWell.com

SCOTT THOMPSON

Research Analyst
+1.918.832.9267
SThompson@PennWell.com

AMY COPELY

Customer Service – Books
+1.800.752.9764
Sales@PennWell.com

PUBLISHER

PAUL WESTERVELT

Vice President and Group Publishing
Director, Petroleum Group
+1.713.499.6305
PWestervelt@PennWell.com

**PENNWELL PETROLEUM
GROUP HEADQUARTERS**

1455 West Loop South, Suite 400
Houston, TX 77027 USA
Tel +1.713.621.9720
Fax +1.713.963.6228