Petroleum Economist has been producing high-quality maps for years. As part of Gulf Energy Information, Petroleum Economist will produce maps for readers of World Oil.

The Permian basin of West Texas is currently the largest concentration of new drilling activity in the United States. Right now, the break-even price in the Permian is $37/bbl, as compared to $48/bbl in the rival Eagle Ford shale. The high quality and productivity of the Permian region are hard for operators to ignore, especially when it costs less to drill a top-performing well in that area. Small wonder, then, that this is one place where operators are adding more rigs, as well as other equipment, manpower and supplies. The wells drilled total is expected to improve during second-half 2017 in all three Railroad Commission districts (7C, 8 and 8A) that comprise the Permian region.

Proposed content:
Political basemap (potentially color-coded by oil/gas production by county, or some other criteria by county)
• Permian basin
• Major basins – Central Platform, Delaware, Midland
• Sub-basins – Abo, Avalon, Bone Spring, Cline, Penn, Spraberry, Wolfberry, Wolfbone, Wolfcamp, Yeso
• Drilling activity/production “hotspots”
• Geographical infrastructure to include county/state boundaries, major cities etc

Inset maps of most significant sub-basins to include:
• Bone Spring • Cline
• Wolfberry • Wolfbone
• Wolfcamp • Spraberry
Insets to include acreage positions, by company, where possible, and graphics to highlight the intensity of drilling activity, along with other technical data in the form of an editorial-style basin/company profile.

Tables/graphics to include:
• Oil production, by county
• Gas production, by county
• Historical oil production, by basin (comparison with other basins)
• Historical gas production, by basin (comparison with other basins)
• Rig count, by county
• Historical rig count, by basin (comparison with other basins)
• Major acreage positions by company, by basin
• Historical drilling permits issued
• Top 50 current, highest well counts in Permian basin fields

Map size:
Approximately 50 in. x 36 in.
(folded down to 8.125 in x 8.75 in)

Circulation:
Distributed to World Oil’s qualified circulation in Texas, New Mexico, Colorado, Oklahoma, Arkansas and Louisiana (app 12,000 readers)

Bonus distribution:
• World Oil’s Forecast Presentation: January 2020
• Hydraulic Fracturing Conference (HFTC): February 2020
Sponsors receive additional 20 complimentary copies

Advertising options:
Ad sizes approximately 5.25 in. x 2.25 in. or 10.50 in. x 2.25 in.
Gross pricing is $6,000 or $11,250 per advertisement

Closing date: October 25  /  Material due: November 1

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