



The Official 2010 Offshore Technology Conference Newspaper

3-6 MAY :: RELIANT PARK :: HOUSTON, TEXAS USA

NASA/courtesy of nasaimages.org.

RESERVE YOUR SPACE TODAY

Gulf Publishing Company will publish the **Official OTC Show Newspaper** for the 2010 Offshore Technology Conference (OTC), the offshore industry's premier oil & gas industry event. More than 67,000 people visited OTC in 2009.¹ The show included 2,400 companies from more than 35 countries¹. Increase your exposure at this year's event, drive traffic to your stand and leave a lasting impression by advertising in the 2010 **Official OTC Show Newspaper**.

Make sure your message reaches this year's attendees and drives traffic to your exhibit each day of the exhibition & conference by advertising in the only official OTC Show Newspaper. The Official Show Newspaper will have **exclusive distribution points** in the Reliant Center complex, visitor registration, official hotels and the Gulf Publishing Company booth. Advertisers will have their ad in all four days for one rate, maximizing their exposure at the show.

Due to printing restrictions, space is limited and historically sells out quickly. Ensure maximum exposure for your company's products and services by making your advertising reservation today.

¹Attendance data supplied by OTC, www.OTCnet.org.

World Oil

OTC SHOW NEWSPAPER

RATES ARE FOR ALL FOUR DAYS OF THE SHOW

Advertising in the one and only Official OTC Show Newspaper creates optimal exposure for your products & services and brings key people to your stand. Due to printing restrictions, space is limited and historically sells out quickly. Ensure your message reaches 2010 OTC attendees and reserve your advertising space today.

2010 RATES

Tabloid Double Page Spread	19,405
Tabloid Page	13,340
Junior Page Spread	16,285
Junior Page	9,065
1/2 Junior Page	5,335
Tabloid Banner	4,980

2010 SPECIAL POSITION RATES

Front Cover

Earpiece (1/8 Page)	3,950
Tabloid Banner Ad (bottom)	10,885

Inside Front Cover

Tabloid Page	14,015
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Inside Back Cover

Junior Page	9,965
Tabloid Banner	5,450

Back Cover

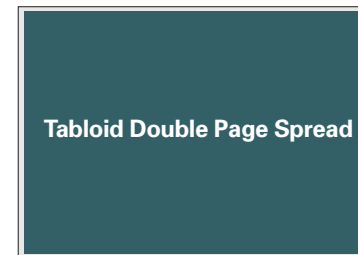
Junior Page	9,965
Tabloid Banner	5,450

Prices are net and are listed in US \$.

ADVERTISING DEADLINES

Advertising Space & Materials Deadline: **April 15, 2010.**

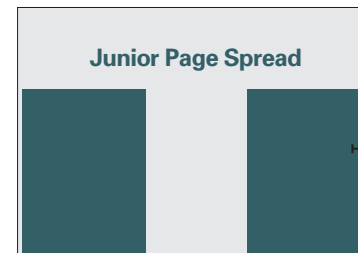
Trim size: 10.75 in. x 16.75 in.
(273 mm x 425.45 mm)



Tabloid Double Page Spread

Tabloid Double Page Spread (gutter bleed only)
20.5 in. x 15.75 in.
520.7 mm x 400 mm

Tabloid Double Page Spread (bleed)
21.75 in. x 17 in.
552.5 mm x 432 mm



Junior Page Spread

Junior Page Spread
7.25 in. x 10.5 in. (each)
184.15 mm x 266.7 mm (each)



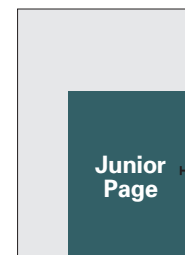
Tabloid Page

Tabloid Page (non-bleed)
9.75 in. x 15.75 in.
247.65 mm x 400 mm

Tabloid Page (bleed)
11 in. x 17 in.
280 mm x 432 mm

Earpiece (1/8 Page)
2 in. x 2 in.
50.8 mm x 50.8 mm

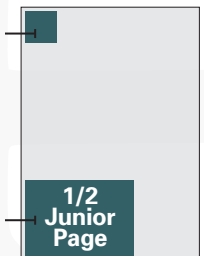
1/2 Junior Page
7.25 in. x 5.125 in.
184.15 mm x 130 mm



Junior Page

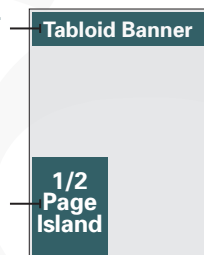
Junior Page
7.25 in. x 10.5 in.
184.15 mm x 266.7 mm

1/2 Page Island
4.75 in. x 6.5 in.
120.65 mm x 165 mm



1/2 Junior Page

Tabloid Banner
9.75 in. x 2.25 in.
248 mm x 57.15 mm



Tabloid Banner

1/2 Page Island



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Fax this space reservation form, along with a copy of your purchase order instructions, and forward your advertising production materials to:

OFFICIAL OTC SHOW NEWSPAPER

Attn: Cheryl Willis

Advertising Production Dept.
2 Greenway Plaza, Ste. 1020
Houston, Texas 77046

Phone: +1 (713) 525-4633

Fax: +1 (713) 525-4615

Email: Cheryl.Willis@GulfPub.com

World Oil

Reservations & Materials due by **April 15, 2010**

Advertiser/Company Name _____

☐ **OTC Show Newspaper** (all four days)

Ad Size: _____

Price: _____

I understand that Gulf Publishing Company will bill
(☐ my company) (☐ my agency) upon publication.

Signature: _____

Company Information

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Agency Information

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Email: _____