



World Oil®

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RECRUITMENT 2013

Special supplement to the *World Oil* June 2013 issue

The oil and gas industry is at an exciting crossroads in 2013. Activity is resuming once again in the Gulf of Mexico, the shale revolution is spreading throughout North America and steadily reaching far corners of the world, with new opportunities emerging in Europe, Latin America, Africa, Asia-Pacific, the North Sea and the Arctic. It is important at this juncture to attract and retain a diverse, international workforce capable of meeting technical challenges as part of the great crew change.

WORLD OIL'S JUNE ISSUE WILL INCLUDE A SPECIAL SUPPLEMENT: RECRUITMENT 2013

OIL & GAS WORKFORCE OUTLOOK

The article will discuss industry workforce needs, existing workforce compensation and attitudes, hiring dynamics and the availability of potential workers.

BEST PRACTICES IN RECRUITMENT & RETENTION

Senior Editor Nell Lukosavich will interview leading operators and service companies to get an understanding of the best practices in human resources to recruit the best talent and retain effective employees. The article will include an explanation of how universities are preparing students for oilfield careers and trends in campus recruitment.

EMPLOYEE PROFILES

Profiles of recently recruited employees working at operating and service companies.

CAREER CONNECTIONS

This is an opportunity for operating companies, drilling and workover contractors, service companies, and equipment manufacturers to outline details on the type of professionals that their company is seeking to employ, as well as appropriate recruiting contact information.

Issue: June 2013

Advertising space reservations: May 1

Advertising material due date: May 10

Rates: Regular *World Oil* advertising rates apply

RATES: 2013 *World Oil* rates apply. Rates are commissionable at 15% of gross billing.

ISSUANCE & CLOSING: Published with the June 2013 issue of *World Oil*. Closing date for advertising space reservations is May 1, 2013. Advertising materials are due on May 10, 2013.

PRODUCTION SPECIFICATIONS:

Advertisements are the same size as ads in *World Oil*. Specifications are available at www.WorldOil.com/advertising.aspx

☐ **YES.** I want to be included in the **Recruitment 2013** supplement published with the June 2013 issue of *World Oil*. Please reserve the following advertising space for my company. ☐ Spread ☐ Full Page ☐ 2/3 Page ☐ 1/2 Page ☐ 1/3 Page

(Company or agency name): _____

I understand that *World Oil* will bill (☐ my company) (☐ my agency) upon publication.

Company _____

Address _____

City _____ State _____

ZIP _____ Country _____

Phone _____ Fax _____

Name _____ Title _____

Signature _____ Date _____

Agency name (if different from above) _____ Phone _____

Fax this space reservation form and forward your advertising production materials to:

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