

# World Oil® 2013 RATES & SPECS

Issued September 1, 2012. Effective January 1, 2013.

## 1. GENERAL RATE POLICY

If more or less space than specified is used within one year from the date of first insertion, the rate will be adjusted to the earned rate published here. All rates quoted are in US dollars.

## 2. COMMISSION & CASH DISCOUNT

**a. Agency Commission:** 15% of gross billing to recognized agencies on space, color, handling and backup charges. The Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for monies due and payable to the Publisher.

**b. Cash Discount:** 2% on net after Agency Commission, if paid within 15 days of the invoice date. All invoices are payable within 30 days. If the advertiser prepays the agency for scheduled advertising, the agency shall likewise make prepayment to the Publisher.

## 3. ISSUANCE & CLOSING

Published 12 times each year in three editions. Worldwide Edition provides coverage of the oil and gas industry throughout the world. International Edition goes only to subscribers outside the US and Canada. For rates for the North America edition, please contact the Publisher. The closing date for scheduling and printing material is the first of the month preceding the publication date (with the exception of the February issue, which closes on the 10th of the preceding month). Issued on the 15th of the month.

## 4. GENERAL ADVERTISING RATES & SPACE UNITS

**a. Frequency Rates:** Number of insertions in a 12-month period determines frequency rate. Covers, each ad, each page of a spread and each page of preprinted inserts count as one insertion toward earning a frequency rate.

**b. Schedule #68:** Worldwide Edition Rates, US dollars

2013 FOUR-COLOR WORLDWIDE RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	12,325	12,005	11,670	11,405	11,235	11,055	10,985	10,885
2/3 PG	9,765	9,480	9,260	9,070	8,960	8,805	8,755	8,690
1/2 PG	8,075	7,865	7,665	7,560	7,445	7,360	7,315	7,265
1/2 PG ISL	8,775	8,555	8,410	8,245	8,165	8,055	8,000	7,965
1/3 PG	4,870	4,705	4,615	4,495	4,425	4,360	4,325	4,300
1/4 PG	4,000	3,865	3,795	3,715	3,665	3,590	3,560	3,545

**b. Schedule #40:** Outside US/Canada US dollars

2013 FOUR-COLOR OUTSIDE US/CANADA RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	8,855	8,655	8,450	8,275	8,160	8,050	7,965	7,920
1/2 PG	5,945	5,825	5,710	5,620	5,550	5,490	5,460	5,415
1/2 PG ISL	6,545	6,450	6,315	6,215	6,160	6,080	6,055	6,020

NOTE: 1/2 PG is the only fractional unit accepted in International Edition.

## 5. COLOR RATES (other than black)

**a. Standard, Process Colors or Matched Colors**

2013 BLACK PLUS	per PG or Fraction		per Spread	
	WW Ed.	Intl. Ed.	WW Ed.	Intl. Ed.
1 process color	980	840	1,355	1,245
2 process colors	1,695	1,485	2,455	2,200
4/C process	2,640	2,230	3,940	3,365
Matched colors (per color)	1,090	1,020	1,570	1,450

## 6. SPECIAL POSITION

**Positioning:** For any guaranteed special position, such as facing editorial, there is a \$800 Worldwide Edition premium, when available.

## 7. COVER RATES (Non-cancelable)

**a. Cover rates include 4/C process charges.** Contact the Publisher for additional charges if any other color is used.

**b. Frequency:** Based on total number of full pages on contract.

2013 COVER RATES	12 PGS	24+ PGS
Second Cover	12,940	12,325
Fourth Cover	12,940	12,325

Special Section Covers: Contact the Publisher

## 8. INSERTS

**a. Standard Inserts:** When furnished ready for binding, inserts take earned B&W rate plus a handling charge of \$575.

**b. Non-Standard Inserts:** Contact the Publisher.

## 9. CLASSIFIED ADVERTISING

Available in Worldwide Edition only.

**a. Classified Display:** \$270 per column inch. Non-display: \$25 per line, minimum four lines.

**b. Consecutive Insertions:** 10% discount on consecutive insertions.

## 10. ONLINE ADVERTISING

For current rates and information, please see pages 9-11 or contact your local sales representative.

