



World Oil[®]
WorldOil.com

2012

MEDIA PLANNER

World Oil®

EDITORIAL EXCELLENCE SINCE 1916

Dear Upstream Oil and Gas Marketer,

World Oil delivers the latest information for the exploration, drilling, completion and production sectors of the offshore and onshore oil and gas industry to its more than 37,700 subscribers worldwide.¹ Driven by a top-flight editorial team and renowned for its commitment to technical excellence, each issue of *World Oil* provides insights into the industry's innovations and technological advances through regular columns by the editors, in-depth operator-oriented articles and invaluable industry data.

UNRIVALED ACCESS TO INFLUENTIAL UPSTREAM PROFESSIONALS

World Oil offers unique visibility to upstream decision makers around the world through its print magazine, website, e-newsletters, show newspapers, events, editorial products and supplements. The print and online audience consists of oil and gas company officials and engineers, drilling and workover contractor management and engineers, geologists, geophysicists, and other operational personnel in 147 countries who are responsible for recommending, specifying, approving and purchasing oilfield equipment and services.

INTEGRATED MARKETING SOLUTIONS TO MAXIMIZE ROI

Whether your intention is to build your company's brand or promote your products and services, *World Oil* offers you the platform to reach a global network of professionals engaged in exploration, drilling, completion and production activities.

World Oil offers advertisers and sponsors several features, including:

- Reach to more than 37,700 subscribers¹
- Timely e-newsletters delivered to more than 50,000 recipients²
- Official publisher of the *OTC Show Daily Newspaper*
- Official publisher of the *Gastech Show Daily Newspaper*
- Official media sponsor for the Offshore Northern Seas Conference and Exhibition 2012
- Innovative online marketing solutions, including contextual advertising, videos, webcasts and white papers

For more than 95 years, *World Oil* has been a leader in providing opportunities to reach qualified and engaged upstream professionals throughout the world. We look forward to working together in building an integrated marketing campaign in 2012 that meets your company's objectives and maximizes the return on your investment.

Sincerely,



Ron Higgins
Publisher



¹BPA Worldwide, June 2011 statement. *World Oil* uses the BPA Worldwide audit service to ensure the accuracy and quality of our circulation numbers. This third-party information enables our advertisers to verify that we are truly delivering the market they are targeting with their marketing dollars.

²BPA Worldwide is an independent, not-for-profit organization that audits the circulation of business publications like *World Oil*. Each year, we open our records to BPA auditors, who examine the circulation files to make sure they are correct and current.

A copy of our latest BPA Worldwide circulation statement is available at your request. If you want more information about our audit, contact your *World Oil* advertising sales representative or BPA Worldwide at +1 (203) 447-2800.

² Publisher's Statement: Data is supplied by the Publisher's internal system, EMS, monthly average of users reached, August 2011.

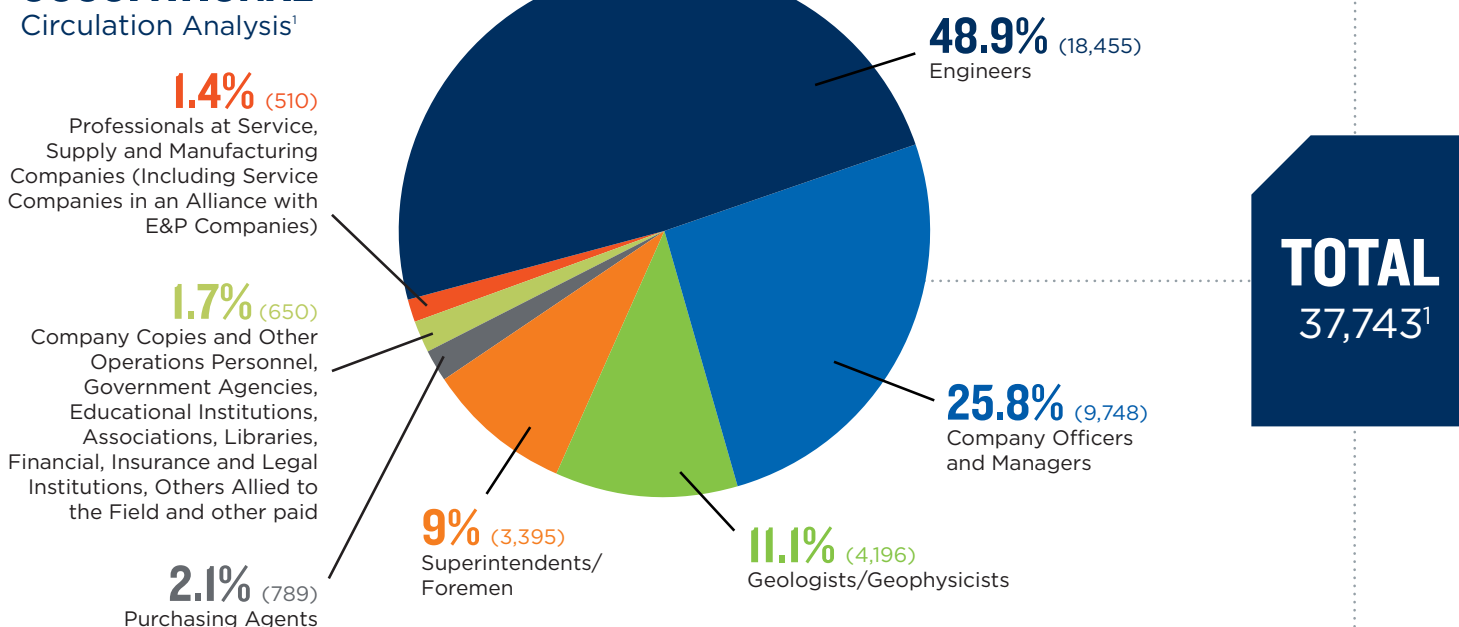
BUSINESS

Circulation Analysis¹



OCCUPATIONAL

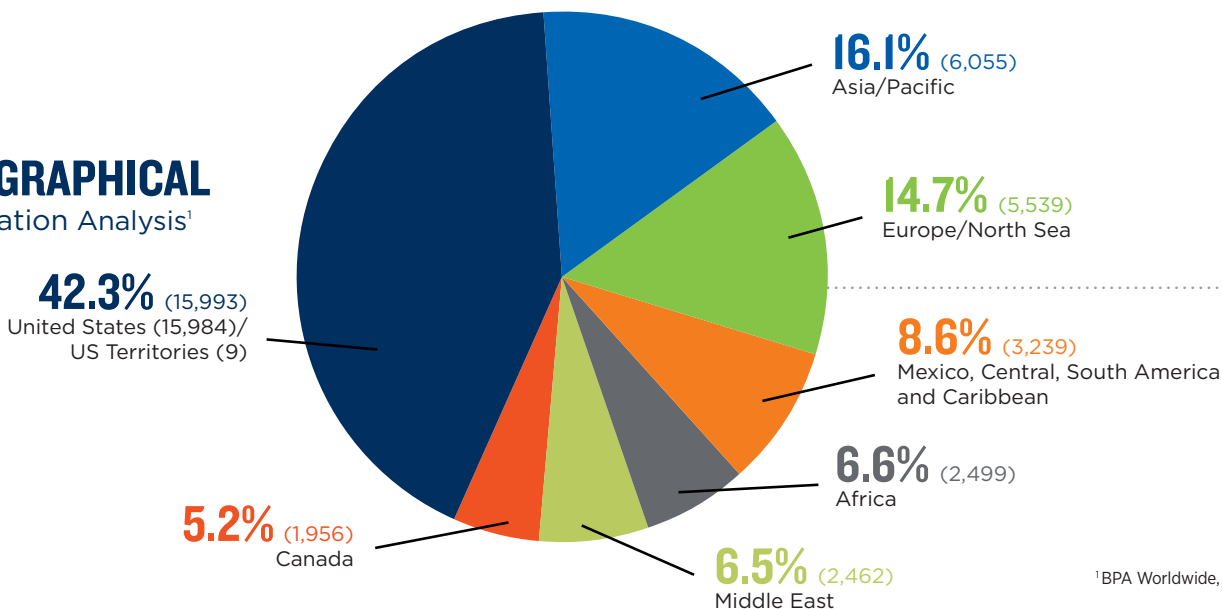
Circulation Analysis¹



TOTAL
37,743¹

GEOGRAPHICAL

Circulation Analysis¹



¹BPA Worldwide, June 2011 statement.

World Oil[®] EXPERIENCE & INNOVATION



MEET THE STAFF:



Higgins

RON HIGGINS is Publisher and Vice President of Sales for *World Oil*. Ron earned a bachelor's degree in business administration from the University of Houston. He has been in the oil and gas publishing industry for over 37 years. His past experience includes working for a major oilfield equipment manufacturer and a major drilling contractor. He is a member of SPE, IADC, IPAA and NOMADS.



Kulkarni

PRAMOD KULKARNI is Editor of *World Oil*. He has over 25 years of experience in writing and editing focused on oil and gas. Pramod earned a BS degree in electrical engineering from Utah State University, an MA in journalism from the University of Iowa and an MBA from the University of Houston. He is a member of SPE and SEG.



Abraham

KURT ABRAHAM is Executive Editor of *World Oil*. He is responsible for day-to-day management of content, heading up forecasting operations, and developing new products. Kurt has 27 years of industry experience. He earned a BA degree in journalism and business administration from Texas A&M University. His past experience includes all four major media, as well as a major trade association. He is a member of NOMADS and the Supply and Demand Committee of IPAA, and serves as an expert commentator.



Lukosavich

NELL LUKOSAVICH is a Senior Editor with *World Oil*. Nell received her BA in English and Spanish from Southern Methodist University and earned an MA in journalism and an MBA from the University of Missouri. Her previous experience includes working with Axiom, where she wrote marketing strategy plans for oil and gas companies.



Terrell

HENRY TERRELL is News Editor for *World Oil*. He coordinates and writes the monthly articles, as well as the "What's New in Production" column. He joined *World Oil's* parent company Gulf Publishing Company in 1981 and worked in various positions in editorial and production. He was named Production Director in 1994, a position he held until 2001. He holds a BA degree in English from the University of Texas.



Smith

JUSTIN SMITH is the Offshore Editor for *World Oil*. He writes all of the Deepwater features, as well as other offshore-related articles for the magazine. In addition, he is responsible for collecting information about mobile offshore drilling units for RigStar™—*World Oil's* offshore rig database, the latest data from which is used in the magazine each month. Justin graduated with a BS degree in journalism from Texas A&M University in 2005. Before joining Gulf Publishing Company, he worked as an associate news editor for ODS-Petrodata.

CONTRIBUTING EDITORS:



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Editorial Chairman



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Middle East



Roger Bezdek
Washington



Ali Daneshy
Shale



Raj Kanwar
India

ADVERTISING & EDITORIAL PRODUCTS

Through its monthly magazine and ancillary products, *World Oil* provides several engaging and effective ways to reach a global network of upstream professionals working in exploration, drilling, completion and production activities.

DISPLAY ADVERTISING

A print advertisement in *World Oil* is a highly effective way of getting your message in front of our proactive audience while aligning your marketing with valued editorial content.

TIP-INS AND INSERTS

Affix a tip-in with quick-release glue or binding in an insert.

POLYBAG OUTSERTS

Distribute a booklet, brochure, CD-ROM or promotional marketing offer to our readership.

SPONSORED SUPPLEMENTS

Speak directly to *World Oil*'s audience in the editorial-like environment of a custom sponsored supplement. Supplements cover timely, significant topics that matter to *World Oil* readers, and they appear throughout the year. Ask your representative about upcoming topics or suggest one of your own.

2012 OFFICIAL OTC SHOW DAILY NEWSPAPER

Gulf Publishing Company will again publish the official *OTC Show Daily Newspaper* for the Offshore Technology Conference (OTC), the offshore industry's premier oil and gas event. More than 78,600 attendees visited OTC in 2011.¹ The *Official Show Daily Newspaper* will have exclusive distribution points in the Reliant Center complex, along with visitor registration, official hotels and the Gulf Publishing Company booth. Advertisers will have their ad in all four days of this publication for one rate, maximizing their exposure at the show. All four show newspapers are also posted on WorldOil.com, furthering your advertisement's reach.

2012 OFFICIAL GASTECH SHOW DAILY NEWSPAPER

For the first time, Gulf Publishing Company will publish the official show daily newspaper for the 26th Gastech conference in London October 8-11, 2012. The Gastech conference brings together the world's professional gas community to understand the issues impacting the upstream, midstream and downstream sectors, including shale gas and LNG. Editors of both *World Oil* and *Hydrocarbon Processing* will cover the technical and business proceedings and report from the exhibit floor. The newspaper will have exclusive distribution points in the ExCel complex, visitor registration, official hotels and the Gulf Publishing Company booth. Advertisers will have their ad in all four days of the publication for one rate, maximizing their exposure at the show. All four show newspapers are also posted on WorldOil.com and HydrocarbonProcessing.com, furthering your advertisement's reach.

WORLD PETROLEUM INDUSTRY *Distributed in China

Conduct targeted advertising in native languages through Gulf Publishing Company's joint-venture regional publication, *World Petroleum Industry*. Published in Chinese, *World Petroleum Industry* is distributed to approximately 10,000 Chinese oil and gas professionals. Translation of ads is provided at no extra charge.

WORLD OIL TECHNICAL SUPPLEMENTS²

World Oil brings you comprehensive upstream equipment listings. Our supplemental data features drill bits, casing and tubing connections, drilling fluid system classifications and more.

WORLD OIL TECHNICAL BOOKS³

Gulf Publishing Company and *World Oil*, in partnership with the International Association of Drilling Contractors (IADC), publish a complete encyclopedia of drilling handbooks. The Gulf Drilling Series features handbooks on various niche drilling topics, technology, equipment and best practices. Sponsorship opportunities are available. To purchase the handbooks, visit GulfPub.com.

2012 WORLD OIL FORECAST AND DATA BOOK³

Compiled annually by the *World Oil* staff, *World Oil Forecast and Data Book* features exclusive activity data for worldwide drilling, production and reserves for the current year, as well as a forecast for the year ahead. In the *2012 World Oil Forecast and Data Book*, you'll find an expanded version of the forecast featured in the February issue of the magazine as well as a one-of-a-kind compilation of detailed industry statistics and data on worldwide drilling, production and proven reserves. To find out more, visit *World Oil* Online or consult the publisher.

WORLD OIL UPSTREAM INTERNATIONAL FORECAST³

Compiled annually by the *World Oil* staff, the *World Oil Upstream International Forecast* is being published for the first time as an exclusive offering. The data book will include world crude plus production by countries and a forecast of 2012 drilling outside the US, with a region-by-region insight into drilling and production trends.

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

² Distribution is variable to targeted segments of *World Oil* subscribers

³ Products available to purchase

PRINT PRODUCTS

2011 CASING REFERENCE TABLES

World Petroleum Industry

世界石油工业

世界石油供需新趋势

随着天然气、煤油和再生资源的快速增长，全球石油供需格局正在发生深刻变化。如何有效利用现有资源，提高石油开采效率，已成为全球石油行业关注的焦点。

安全和安全文化

在一个企业当中，最宝贵的财富是其高素质的人才队伍。只有拥有高素质的人才队伍，企业才能在激烈的市场竞争中立于不败之地。

Saeid Mokhtab
LNG

Jeffrey M. Moore
Asia-Pacific

World Petroleum Industry

世界石油工业

第17卷 2010年

World Oil

Dr. Øystein Noreng
North Sea

Nina Rach
Exploration

DAY 1 MAY 2, 2011

RELIANT PARK HOUSTON, TEXAS

PUBLISHED BY WORLD OIL MAGAZINE

OFFSHORE TECHNOLOGY CONFERENCE

THE OFFICIAL 2011 OFFSHORE TECHNOLOGY CONFERENCE NEWSPAPER

US at Booth 2854

JOTUN

VISIT US AT BOOTH 5155

Contributions, trials and opportunities

OTC brings together the best minds from around the world

The OTC is the premier show where the offshore oil and gas industry comes to make new business connections and to hear significant presentations on the industry. It is where the industry comes to solve problems and the largest exhibition in 29 years. The program will include presentations by international executives from offshore producing areas worldwide, including Saudi Arabia, Russia, Mexico, Australia, Brazil, Norway, and the United Kingdom.

OTC is the premier show where the offshore oil and gas industry comes to make new business connections and to hear significant presentations on the industry. It is where the industry comes to solve problems and the largest exhibition in 29 years. The program will include presentations by international executives from offshore producing areas worldwide, including Saudi Arabia, Russia, Mexico, Australia, Brazil, Norway, and the United Kingdom.

Jim Redden
Drilling

Jacques Sapir
News

PRINT PRODUCTS

JANUARY

AD CLOSING: DECEMBER 1
MATERIAL DEADLINE: DECEMBER 10

FEBRUARY

AD CLOSING: JANUARY 10
MATERIAL DEADLINE: JANUARY 16

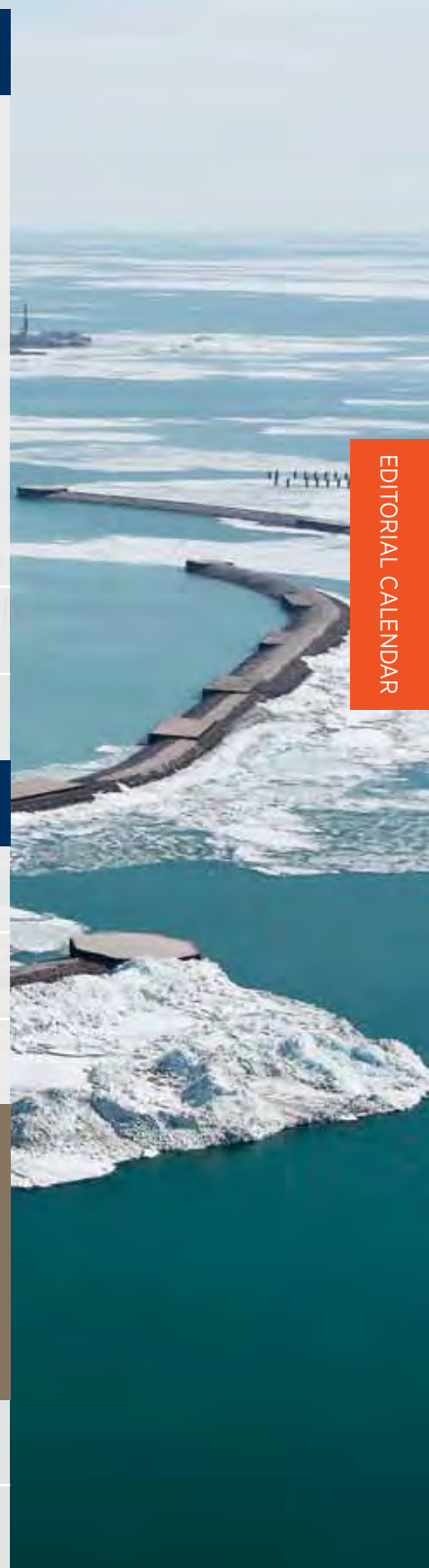
MARCH

AD CLOSING: FEBRUARY 1
MATERIAL DEADLINE: FEBRUARY 10

ISSUE FOCUS	WELL CONTROL & INTERVENTION	FORECAST/REVIEW	MANAGED PRESSURE & UNDERBALANCED DRILLING
	<ul style="list-style-type: none"> • Blowout control • Coiled tubing • Snubbing <p>SEISMIC APPLICATIONS</p> <p>MWD/LWD</p> <p>SAFETY SYSTEMS</p> <ul style="list-style-type: none"> • BOPs • Containment: Surface and subsea 	<ul style="list-style-type: none"> • Our 86th annual, in-depth industry global analysis • World drilling report • Production and reserves • Rig utilization • E&P spending <p>OIL AND GAS PRICING</p> <p>HPHT</p> <ul style="list-style-type: none"> • Drilling and completions • Downhole tools <p>DIRECTIONAL DRILLING</p> <ul style="list-style-type: none"> • Extended reach • Underbalanced • Casing while drilling <p> SIGNET RESEARCH READERSHIP STUDY </p>	<ul style="list-style-type: none"> • Pore pressure • Geomechanics <p>COILED TUBING TECHNOLOGY</p> <ul style="list-style-type: none"> • Logging • Drilling • Intervention <p>REAL-TIME OPERATIONS</p>
REGIONAL OUTLOOK	SOUTHEAST ASIA	CANADA	INDIA
SHALE ENERGY	WOODFORD	BARNETT	FAYETTEVILLE
SPECIAL SECTIONS		DEEPWATER OPERATIONS	GEOLOGICAL & GEOPHYSICAL TECHNOLOGY
INDUSTRY REPORTS	PRODUCED WATER SOCIETY	WELL LOGGING (SPWLA)	TECHNOLOGY TESTING (US DOE / NETL)
SHOW PREVIEWS			AAPG PREVIEW
TARGETED SUPPLEMENTS	CASING TABLES		FRACTURING TECHNOLOGY
BONUS DISTRIBUTION	<i>World Oil</i> Industry Forecasts, North America and International	IADC/SPE Drilling Conference (San Diego) NAPE 2012	<p>SPE/Intervention & Coiled Tubing Association (ICoTA)</p> <p>American Association of Petroleum Geologists (AAPG)</p> <p>American Association of Drilling Engineers (AADE)</p> <p>Southwestern Petroleum Short Course (SWPSC)</p>
EDITORIAL WEBCASTS		2012 FORECAST	
ONLINE EXCLUSIVES			

APRILAD CLOSING: MARCH 1
MATERIAL DEADLINE: MARCH 10**MAY**AD CLOSING: APRIL 1
MATERIAL DEADLINE: APRIL 10**JUNE**AD CLOSING: MAY 1
MATERIAL DEADLINE: MAY 10

OTC ISSUE	INTELLIGENT WELL COMPLETIONS	DRILLING AND WELL COMPLETION TECHNOLOGY
<p>DRILLING TECHNOLOGY</p> <ul style="list-style-type: none"> • Steerable drilling • Multilaterals <p>OFFSHORE ENGINEERING & CONSTRUCTION</p> <ul style="list-style-type: none"> • Topsides • Spars • FPSOs <p>TECHNOLOGY FROM EUROPE</p> <ul style="list-style-type: none"> • New oilfield equipment • Interviews with industry leaders <p>FLOW ASSURANCE</p> <ul style="list-style-type: none"> • Hydrate control • Scale 	<ul style="list-style-type: none"> • Downhole sensing • Inflow control devices <p>NATIONAL OIL COMPANIES WELL TESTING</p> <p>WHAT'S NEW IN ARTIFICIAL LIFT</p> <ul style="list-style-type: none"> • Gas lift systems • Progressing cavity pumps • Electrical submersible pumps • Rod pumps 	<ul style="list-style-type: none"> • Horizontal drilling & completion • Extended reach <p>SOLIDS CONTROL</p> <p>WHAT'S NEW IN LOGGING, LWD/MWD & FORMATION EVALUATION</p>
GULF OF MEXICO	LATIN AMERICA	AUSTRALIA
HORN RIVER / MONTNEY	BAKKEN / THREE FORKS	MARCELLUS / UTICA
	GEOLOGICAL & GEOPHYSICAL TECHNOLOGY	DEEPWATER OPERATIONS
PRODUCED WATER SOCIETY	WELL LOGGING (SPWLA)	TECHNOLOGY TESTING (US DOE / NETL)
OTC PREVIEW	EAGE PREVIEW / GLOBAL PETROLEUM SHOW PREVIEW	
PORT FOURCHON		DRILLING, COMPLETION & WORKOVER FLUIDS
Offshore Technology Conference (OTC)	European Association of Geoscientists & Engineers (EAGE)	
	CORROSION	
GOM CASE STUDIES	BAKKEN / THREE FORKS CASE STUDIES	MARCELLUS CASE STUDIES



JULY

AD CLOSING: JUNE 1
MATERIAL DEADLINE: JUNE 10

AUGUST

AD CLOSING: JULY 1
MATERIAL DEADLINE: JULY 10

SEPTEMBER

AD CLOSING: AUGUST 1
MATERIAL DEADLINE: AUGUST 10

ISSUE FOCUS	OFFSHORE ADVANCES	DEEPWATER REGULATORY COMPLIANCE	ADVANCES IN EXPLORATION
	<ul style="list-style-type: none"> • Subsea risers • Umbilicals • Riserless intervention • Maintenance <p>COMPLETION TECHNOLOGY</p> <ul style="list-style-type: none"> • Cementing • Well stimulation (fracturing and acidizing) • Proppants • Gravel-pack • Inflatable packers <p>OFFSHORE RIG INNOVATIONS</p> <ul style="list-style-type: none"> • Jackups • Semisubmersibles • Drillships <p>MARINE SEISMIC</p> <p> SIGNED RESEARCH READERSHIP STUDY </p>	<p>OIL COUNTRY TUBULAR GOODS</p> <ul style="list-style-type: none"> • Drill pipe • Casing • Tubing • Expandables <p>NORTH AMERICAN DRILLING UPDATE</p> <p>UNCONVENTIONAL RESOURCES</p> <ul style="list-style-type: none"> • Oil sands / heavy oil (SAGD) • Coalbed methane <p>SAND CONTROL DECOMMISSIONING</p>	<ul style="list-style-type: none"> • Seismic • Gravity • Electromagnetics (EM) • Petrophysics <p>WORLD RESERVES</p> <p>AUTOMATION AND CONTROL</p> <p>GLOBAL LNG REPORT</p>
REGIONAL OUTLOOK	NORTH SEA	WEST AFRICA	PERMIAN BASIN / ANADARKO BASIN
SHALE ENERGY	EAGLE FORD	INTERNATIONAL SHALE PLAYS	NIOBARRA
SPECIAL SECTIONS		DEEPWATER OPERATIONS	
INDUSTRY REPORTS	PRODUCED WATER SOCIETY	WELL LOGGING (SPWLA)	TECHNOLOGY TESTING (US DOE / NETL)
SHOW PREVIEWS	ONS PREVIEW		SPE ATCE PREVIEW
TARGETED SUPPLEMENTS	ENHANCED OIL RECOVERY (EOR)	OFFSHORE BRAZIL	COILED TUBING TECHNOLOGY
BONUS DISTRIBUTION	Offshore Northern Seas (ONS)	<p>Rio Oil & Gas</p> <p>World Heavy Oil Congress (WHOC)</p> <p>Gulf Publishing Company's Marketing in the Oilfield (MITO) Conference</p> <p>World Oil's HPHT Drilling & Completions Conference</p> <p>World Oil's ShaleEnergy™ Technology Conference</p> <p>World Oil's Offshore Compliance Forum (OCF)</p>	<p>Gastech (London)</p> <p>SPE Annual Technical Conference & Exhibition (San Antonio)</p> <p>Permian Basin International Oil Show</p>
EDITORIAL WEBCASTS	FRACTURING		ARTIFICIAL LIFT
ONLINE EXCLUSIVES	EAGLE FORD CASE STUDIES	WEST AFRICA CASE STUDIES	PERMIAN / ANADARKO BASIN CASE STUDIES

OCTOBERAD CLOSING: SEPTEMBER 1
MATERIAL DEADLINE: SEPTEMBER 10**NOVEMBER**AD CLOSING: OCTOBER 1
MATERIAL DEADLINE: OCTOBER 10**DECEMBER**AD CLOSING: NOVEMBER 1
MATERIAL DEADLINE: NOVEMBER 10**ADVANCES IN DRILLING****RESERVOIR MANAGEMENT**

- Calculating reserves
- Reservoir simulation
- Permanent monitoring
- Enhanced oil recovery

WHAT'S NEW IN BIT DESIGN VALVES & ACTUATORS

| SIGNET RESEARCH READERSHIP STUDY |

ADVANCES IN PRODUCTION

- Fracturing / stimulation
- Chemical treatment
- Water management
- Coring (wireline / sidewall)

NOV DOWNHOLE RIG CENSUS

Annual survey of US drilling contractors' fleet status and key activity indicators

WORLD OIL AWARDS REVIEW**SUBSEA PRODUCTION SYSTEMS**

- Wellheads / manifolds
- Multiphase pumping
- Subsea separation
- Subsea compression
- Tiebacks

DRILLING RIG ADVANCES

- Land / offshore designs
- New rig equipment
- Offshore newbuild report

INDUSTRY LEADERS' OUTLOOK FOR 2013**NEW HSE TECHNOLOGIES****MOORING SYSTEMS****DYNAMIC POSITIONING****MIDDLE EAST / NORTH AFRICA****THE ARCTIC****CHINA****HAYNESVILLE****MONTEREY****INTERNATIONAL SHALE PLAYS****GEOLOGICAL & GEOPHYSICAL TECHNOLOGY****DEEPWATER OPERATIONS****PRODUCED WATER SOCIETY****WELL LOGGING (SPWLA)****TECHNOLOGY TESTING (US DOE / NETL)****SEG PREVIEW****DRILL BIT CLASSIFIER**

Annual reference guide lists bits by formation type, application and manufacturer

TUBING TABLES

Society of Exploration Geologists (SEG) Annual Exhibition

IADC Annual General Meeting (Scottsdale)

Abu Dhabi International Petroleum Exhibition & Conference (ADIPEC)

Independent Petroleum Association of America (IPAA)

Produced Water Society Seminar 2013

Gulf Publishing Company's Women's Global Leadership Conference (WGLC)

Arctic Technology Conference

ONLINE

PROVIDES TIMELY, INTERACTIVE WAYS TO CONNECT WITH YOUR CLIENTS AND PROSPECTS

World Oil Online includes more than 28,000 active registrants¹ across major integrated oil and gas companies, nationalized/state-owned oil companies, workover/drilling contractors, independents, consulting engineering firms and service companies. Companies that are registered to use World Oil Online include ExxonMobil, Saudi Aramco, BP, Petrobras, Shell, Chevron, Qatar Petroleum and many others.

ONLINE DISPLAY ADVERTISING

HOME PAGE

Three rotations available in each position.

RUN OF SITE (ROS)

Maximize your impression count with ROS positions on World Oil Online. All ad positions should expect to receive between 15,000–25,000 impressions per month.

CHANNELS

World Oil topics allow you to further target your marketing message by displaying your advertisements on articles and features within a certain area.

Topics include:

- Deepwater
- Offshore & Onshore
- Drilling & Completions
- Exploration
- Production
- Shale

	Page Peel (800x600)	Leaderboard (728x90)	Skyscraper (160x600)	Full Banner (468x60)	MPU (300x250)	Roadblock
HOME PAGE (ONE OF THREE ROTATIONS)		2,600	2,210	2,025	1,560	
RUN OF SITE (ROS)	6,420	3,325	2,965		2,625	
CHANNELS						
DEEPWATER		1,765	1,560		1,300	5,875
OFFSHORE		2,340	1,560		1,480	6,760
DRILLING & COMPLETIONS		2,600	2,210		1,560	7,540
EXPLORATION		1,700	1,500		1,250	5,650
ONSHORE		1,700	1,500		1,250	5,650
PRODUCTION		1,700	1,500		1,250	5,650
SHALE		1,765	1,560		1,300	5,875

Acceptable ad formats: gif, jpeg, swf (All pricing is Gross USD per month)

Leaderboard
(728x90)

Page Peel

Wide Skyscraper
(160x600)



MPU
(300x250)



¹ As reported by Publisher's online management system Ektron, for users who have visited the site to log in or manage their subscription since March–August 2011.

E-NEWSLETTERS

WORLD OIL E-NEWSLETTERS

A cost-effective means of reaching key decision-makers and future leaders of the upstream oil and gas market.

WORLD OIL TECHNOLOGY NEWS WEEKLY

Reaching more than 50,000 upstream professionals,¹ the Technology News Weekly delivers the biggest developments in exploration, production, government and regulation news.

DEEPWATER REPORT

Currently reaching more than 25,000 recipients,¹ the Deepwater Report covers the offshore and deepwater industries, and contains detailed coverage of the new technologies, operation reports and company news in the deepwater industry.

SHALE ENERGY REPORT

Distributed to more than 25,000 individuals,¹ the Shale Energy Report covers all of the latest developments in business, operations and regulations happening in the international shale market.

	Frequency	Circulation	Leaderboard (728x90)	Skyscraper (160x600)	MPU #1 (336x280)	MPU #2 (336x280)
WORLD OIL TECHNOLOGY NEWS	Weekly	50,000 ¹	2,600	1,950	2,055	1,635
DEEPWATER REPORT	Monthly	25,000 ¹	1,900	1,585	1,740	1,325
SHALE REPORT	Monthly	25,000 ¹	1,900	1,585	1,740	1,325

E-newsletter advertisements must be in gif/jpeg format (All pricing is Gross USD per issue)



ONLINE PRODUCTS

¹Publisher's Statement: Data is supplied by Publisher's internal system, EMS, monthly average of users reached, March–August 2011.

ONLINE

PROVIDES INTERACTIVE PROGRAMS TO GENERATE QUALIFIED LEADS THROUGH ITS ONLINE PRODUCTS

WEBCASTS

Webcasts are an engaging and measurable way to educate decision-makers about your company's products and services, promote your brand and generate sales leads. Webcast sponsorships include a one-hour live stream and are promoted through several channels: print advertising, online advertising, e-newsletter sponsorships and targeted e-blasts. The recording of the live event is posted and archived on *World Oil* Online for 12 months and sponsors receive registrant details.

World Oil Editorial Webcast Series:

- February 2012: 2012 Forecast Presentation
- April 2012: Corrosion
- July 2012: Fracturing
- September 2012: Artificial Lift

CONTEXTUAL ADVERTISING

Contextual keywords target specific content and subject areas to align your message with related *World Oil* content. Article keywords can be hyperlinked to the web page of your choice, or more custom opportunities are available through mini-sites, videos and other forms of advertisements. Please contact your sales representative for contextual ad pricing. Contextual advertising is a uniquely effective way to reach your audience with relevant, timely messaging.

WHITE PAPERS

Put your best technical literature forward and get targeted leads back. Your company's technical literature or white papers appear on *World Oil* Online's homepage for one month and are then archived for an entire year.

VIDEOS

Videos are posted on *World Oil* Online's homepage for one month and then archived for an additional year. Registration pages can also be added to capture registrant contact information.

WEBCAST-EXCLUSIVE	17,650
WEBCAST-MULTISPONSOR*	5,800*
WHITE PAPERS	2,965
VIDEOS	3,250
REGISTRATION PAGE ADDITION TO WHITE PAPER OR VIDEO	750

(All pricing is Gross USD per month)

*Minimum of three, no more than five

WORLD OIL DIGITAL EDITION

The *World Oil* Digital Edition has been requested by and is delivered to over 9,000¹ subscribers each month. Digital edition sponsors appear exclusively across from the magazine cover and in the e-mail announcing that the digital edition is online. Advertisers can also utilize the tools available to include a survey or an e-mail request box. Toolbar, banner, RSS feed, landing page and other sponsorships are also available.

CORPORATE SITE LICENSE

A *World Oil* Site License is an effective way to provide your company access to leading technical content and industry data. *World Oil* provides unrivaled technical coverage and insight into industry trends, technology and innovations. Site license programs provide company-wide IP access to premium content, featuring daily news, searchable archives, industry data and statistics, unique handbooks and custom RSS feeds.

RIGSTAR™—WORLD OIL OFFSHORE RIG DATABASE

The RigStar™—*World Oil* Offshore Rig Database delivers detailed information for more than 1,050 worldwide mobile offshore rigs and their equipment. Current contracts, locations, day rates and status are just a few of the more than 300 data points available that subscribers utilize for prospecting, planning and budgeting. RigStar users also receive *Constellation-World Oil Offshore Report*, a premium weekly e-newsletter covering the offshore rig market. Visit www.worldoil.com/rigstar to learn more and demo this powerful system.

¹BPA Worldwide, June 2011 Statement



EVENTS

TARGET YOUR AUDIENCE DIRECTLY WITH THESE WORLD OIL EVENTS

World Oil organizes numerous conferences and events throughout the year, providing access to the latest technology and forecast information. In addition, through Gulf Publishing Company, we offer companies the opportunity to sponsor events customized to the needs of their clients. Managed by our expert events team, each event is promoted to an audience of more than 37,700 *World Oil* subscribers.¹ For more information, call +1 (713) 520-4475 or e-mail Events@GulfPub.com. For our latest listing of events, visit www.GulfPub.com/Events.



WORLD OIL AWARDS

The annual *World Oil* Awards event recognizes and celebrates the industry's best in 14 categories covering the entire spectrum of the upstream oil and gas industry. Innovative technologies, companies and individuals are nominated in categories ranging from drilling to intervention to recognizing the next generation of leaders in the petroleum industry. Companies are given four months to submit nominations for innovative ideas over the previous year.

www.Awards.WorldOil.com



WOMEN'S GLOBAL LEADERSHIP CONFERENCE IN ENERGY & TECHNOLOGY™

Hosted by both *World Oil* and *Hydrocarbon Processing*, the Women's Global Leadership Conference in Energy & Technology™ is the largest women's event in the industry, and the only one that focuses on discussing the industry's key environmental, economic, professional development and human capital issues in one setting. Attendees leave the conference with an increased understanding of the full range of pertinent issues and an increased ability to be change agents in our industry. This conference continues to encourage the growth and leadership of women in the industry.

www.WGLNetwork.com

World Oil HPHT DRILLING AND COMPLETIONS CONFERENCE

WORLD OIL HIGH PRESSURE HIGH TEMPERATURE DRILLING AND COMPLETIONS CONFERENCE

In pursuit of reservoirs more than 15,000 feet below the earth's surface in conditions with temperatures reaching beyond 350°F and unprecedented pressure levels, operators are confronted with unforeseen drilling and completion challenges. This conference offers attendees from operating companies and service companies a forum to discuss, share and learn about these types of drilling and completion conditions.

www.GulfPub.com/HPHT

World Oil SHALE ENERGY™ TECHNOLOGY CONFERENCE

WORLD OIL SHALEENERGY™ TECHNOLOGY CONFERENCE

With the discovery of numerous shale gas plays throughout the world over the last decade that have the potential to produce trillions of cubic feet of gas over the coming years, many industry professionals, leaders, academics and regulators have dubbed this abundant energy source the "world's bridge fuel." The *World Oil* ShaleEnergy™ Technology Conference series connects the public with up-to-the-minute information on the operations, regulations, technology and activity reports about the natural gas plays throughout the United States and Europe.

www.GulfPub.com/ShaleEnergyConference

Marketing IN THE Oilfield CONFERENCE

MARKETING IN THE OILFIELD CONFERENCE

The Marketing in the Oilfield Conference provides an environment in which to learn new ideas and strategies in addition to numerous opportunities to network with fellow upstream and downstream marketing peers. This conference focuses on industry hot topics related to marketing, social media and communication issues, and it includes featured keynote experts and presentations relevant to the topic in focus.

www.GulfPub.com/MITO



¹BPA Worldwide, June 2011 Statement



Issued September 1, 2011. Effective January 1, 2012.

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 first of the month (except February 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 #67: Worldwide Edition Rates, US dollars

2012 FOUR-COLOR WORLDWIDE RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	11,965	11,655	11,330	11,075	10,910	10,735	10,665	10,570
2/3 PG	9,480	9,205	8,990	8,805	8,700	8,550	8,500	8,435
1/2 PG	7,840	7,635	7,440	7,340	7,230	7,145	7,100	7,055
1/2 PG ISL	8,520	8,305	8,165	8,005	7,925	7,820	7,765	7,735
1/3 PG	4,730	4,570	4,480	4,365	4,295	4,235	4,200	4,175
1/4 PG	3,885	3,750	3,685	3,605	3,560	3,485	3,455	3,440

2012 BLACK-AND-WHITE WORLDWIDE RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	9,395	9,085	8,760	8,500	8,345	8,170	8,095	8,000
2/3 PG	6,910	6,635	6,425	6,240	6,130	5,985	5,935	5,865
1/2 PG	5,265	5,075	4,870	4,770	4,665	4,580	4,535	4,480
1/2 PG ISL	5,950	5,740	5,595	5,440	5,360	5,250	5,200	5,170
1/3 PG	3,765	3,605	3,515	3,400	3,330	3,265	3,240	3,215
1/4 PG	2,945	2,810	2,750	2,670	2,620	2,550	2,520	2,505

b. Schedule #39: Outside US/Canada US dollars

2012 FOUR-COLOR OUTSIDE US/CANADA RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	8,455	8,275	8,085	7,905	7,790	7,685	7,625	7,570
1/2 PG	5,695	5,590	5,480	5,380	5,320	5,260	5,225	5,195
1/2 PG ISL	6,390	6,295	6,175	6,060	6,010	5,945	5,905	5,870

2012 BLACK-AND-WHITE OUTSIDE US/CANADA RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	6,295	6,155	5,925	5,740	5,630	5,520	5,465	5,400
1/2 PG	3,530	3,425	3,315	3,220	3,155	3,095	3,065	3,035
1/2 PG ISL	4,230	4,130	4,010	3,900	3,845	3,780	3,745	3,710

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

2012 BLACK PLUS	per PG or Fraction		per Spread	
	WW Ed.	Intl. Ed.	WW Ed.	Intl. Ed.
1 process color	950	815	1,315	1,210
2 process colors	1,645	1,440	2,385	2,135
4/C process	2,565	2,165	3,825	3,265
Matched colors (per color)	1,060	990	1,525	1,410

6. SPECIAL POSITION

Positioning: For any guaranteed special position, such as facing editorial, there is a \$775 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.

2012 COVER RATES	12 PGS	24+ PGS
Second Cover	12,565	11,965
Third Cover	12,020	11,745
Fourth Cover	12,565	11,965

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 visit www.WorldOil.com or contact your local sales rep.

11. COMBINATION FREQUENCY RATES

Advertisers will receive the lowest frequency rate, based on the total advertising insertions during the contract period, when any combination of space is used in Gulf Publishing Company's energy-related magazines, *World Oil* and/or *Hydrocarbon Processing*. One-quarter page is the minimum rate-holder space unit for earning combination frequency discounts.

12. PUBLISHER'S COPY PROTECTIVE CLAUSE

a. Advertisers and advertising agencies assume liability for all content of advertisements printed and for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to the publication's standards.

b. The Publisher will repeat the latest advertisement for scheduled space when no new acceptable copy is furnished.

c. Contracts, except for cover or specified positions, may be discontinued by either party on 30 days' notice before the closing date and by the Publisher without notice for non-payment of invoices. If more or less space is actually used within a year, the advertiser will pay for the space actually used at the earned rate as published herein.

d. Contracts for covers and special positions are non-cancelable, except for non-payment of invoices at the Publisher's option.

e. Cancellations are accepted only before the closing date for reservations.

f. Should mechanical requirements warrant, the Publisher reserves the right to print advertisements scheduled in the International Editions in the Worldwide Edition.

MAGAZINE PRODUCTION SPECIFICATIONS

The procedure outlined below is designed to ensure the quick, accurate and simple delivery and production of your advertisements.

1. Trim Size: Overall trim size is 8.125 in. x 10.875 in. (210 mm x 280 mm).

2. Ad Page Dimensions:

Unit	Width	Depth
2-Page Spread, Bleed	16.75 in. (425 mm)	11.125 in. (285 mm)
2-Page Spread, Gutter Bleed	16.5 in. (420 mm)	10 in. (255 mm)
1 Page Standard	7 in. (180 mm)	10 in. (255 mm)
1 Page Bleed	8.375 in. (215 mm)	11.125 in. (285 mm)
2/5 Page	4.625 in. (120 mm)	10 in. (255 mm)
1/2 Page Horizontal	7 in. (180 mm)	4.872 in. (125 mm)
1/2 Page Vertical	3.375 in. (85 mm)	10 in. (255 mm)
1/2 Page Island	4.625 in. (120 mm)	7.5 in. (190 mm)
1/3 Page Square	4.625 in. (120 mm)	4.875 in. (125 mm)
1/3 Page Vertical	2.25 in. (55 mm)	10 in. (255 mm)
1/4 Page	3.375 in. (85 mm)	4.875 in. (125 mm)

Fraction ads with bleeds are available; please contact our Advertising Production Department at +1 (713) 525-4633 for dimensions. NOTE: Ads scaled to other publications will be centered in the space nearest to size and proportion.

3. General Requirements:

Printing Process: Web offset full run; Computer-to-plate (CTP)

Binding Method: Perfect (jog to head)

Colors Available: Four-color process; matched colors

Color Rotation: Yellow, magenta, cyan, black

Recommended Line Screen: 133 lines maximum

Density of Tone: Two-color tones should not exceed SWOP density of 140%; second color not to exceed 70%. Four-color solids should not exceed SWOP density of 260%.

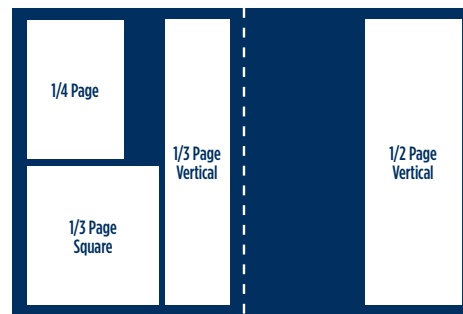
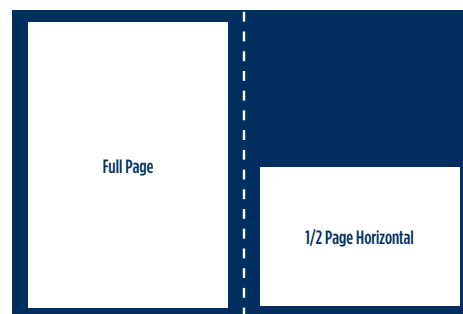
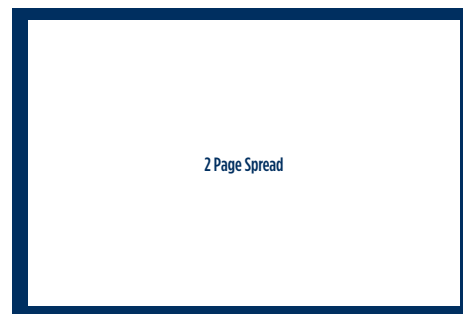
4. Acceptable Digital Files: Preferred files are Adobe Acrobat PDFs (Press Optimized, 300 dpi, binary CMYK, all fonts embedded) or Flattened CMYK, TIFF files, 300 dpi at actual size. Other file types accepted are Adobe InDesign, Adobe Illustrator and Adobe Photoshop. Files should be submitted in CMYK format at 300 dpi with all supporting graphic elements in CMYK format and all fonts used. Please do not submit files created in word-processing programs, MS PowerPoint, CorelDraw, MS Publisher, etc. Production charges will be incurred if files do not meet these acceptable digital file guidelines.

5. Proofs: Proof required on four-color ads. For one-color and two-color ads, laser proofs are acceptable with clearly marked color breaks.

6. Other Acceptable (but billable) Materials: Contact Publisher.

7. Inserts: Contact Publisher for quantity, specifications and trim size.

We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications. For color advertisements, a match proof printout is required to guarantee color accuracy.

**MATERIAL SUBMISSION DETAILS**

All print advertisements for *World Oil* must be delivered by the material submission deadline for the relevant issue.

1. Electronic File Submissions:

- From your Internet browser, go to <http://ftp.gulfpub.com>
- Enter the following user name and password:
User: WOcustomer Password: (insert your e-mail address)
- Click on Login.
- Click on the Upload button in the lower left corner of the browser window.
- Click on Choose File in the Upload box that appears and navigate to your file.
- Click on Upload.
- Once your file has uploaded, click on Logout in the upper right corner of the browser window.
- E-mail Cheryl.Willis@GulfPub.com with the name of the file.

2. Shipping Instructions:

Send space orders, insertion orders, correspondence and print materials to: Advertising, *World Oil*, 2 Greenway Plaza, Suite 1020, Houston, TX 77046.

For pre-printed inserts, contact the Publisher for shipping instructions.

World Oil® | ADVERTISING SALES

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World Oil is a division of Gulf Publishing Company, an international publishing and events business dedicated to the energy sector. Founded in 1916, Gulf Publishing Company produces and distributes leading trade journals, technical books, industry research, databases, software, publications, conferences and events designed for the needs of the energy industry. For more information, please visit www.GulfPub.com.