



World Oil[®]

2020 MEDIA PLANNER



DEAR OIL AND GAS MARKETER

As we embark on a new decade, I am more excited than ever for what our future holds. For more than 100 years, *World Oil* has been **THE** essential source of technology and trends information for decision makers in the global upstream oil & gas industry. In the past, *World Oil* has been able to provide our marketing and advertising clients access to these qualified readers through traditional print and digital offerings as well as in-person events. Looking ahead, we will be improving all those opportunities to deliver higher value, improved targeting capabilities to specific decision makers and most importantly, delivering superior ROI.

In this 2020 media planner, you will notice a few changes when making your marketing plans for the next twelve months.

First, you will notice a new phrase “Your Clients. Our Audience.”, referencing the correlation of the individuals you want to reach with your marketing messages and who is consuming our media. Whether you are looking to target global operating companies, service/supply companies or manufacturing companies, through the magazine, website, e-newsletters, events or lead generation tools, no other upstream media brand reaches decision makers more effectively than *World Oil*!

Second, as you can see on the opposite page, *World Oil* reaches the largest number of operating oil and gas companies and individuals through our entire portfolio. If you want to reach operating oil and gas companies with your marketing dollars, *World Oil* can accurately and effectively deliver results.

Third, you will find branding and lead generation packages, that when used together, allow your messaging to reach the key decision-makers in the upstream oil and gas industry, and allow you to show ROI through qualified lead reports and analysis. We pride ourselves on helping our clients meet their objectives of yielding qualified branding, lead reports and analysis, thereby strengthening their marketing ROI.

Finally, it has never been easier to target your clients, our audience, than right now. Whether you are looking to target a geographic region, company type, job title, or a group of decision makers with interest in one area of expertise, *World Oil* has the advertising packages for you.



Contact one of our highly qualified account managers to walk you through the process for 2020 and make sure that every advertising dollar counts!

We appreciate the opportunity to work with you and thank you in advance for your business.

Kind regards,

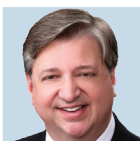
ANDY MCDOWELL

Vice President & Publisher, *World Oil*

Andy.McDowell@WorldOil.com

+1 (713) 520-4463

WORLD OIL STAFF



KURT ABRAHAM

Editor & Chief Forecaster

+1 (713) 525-4601

Kurt.Abraham@WorldOil.com



CRAIG FLEMING

Technical Editor

+1 (713) 525-4642

Craig.Fleming@WorldOil.com



EMILY QUERUBIN

Associate Editor

+1 (713) 525-4607

Emily.Querubin@WorldOil.com



CAMERON WALLACE

Digital Editor

+1 (713) 525-4653

Cameron.Wallace@WorldOil.com

GLOBAL OPERATORS: INFLUENCE DECISION MAKERS¹

As the upstream industry's leading source of technical information and industry knowledge, *World Oil* is known and trusted by operators around the globe. From regionally-focused independents in the Permian basin to global NOCs or IOCs in the Middle East, *World Oil* media is the ideal vehicle to position your technology and solutions for end users.

121,961

Total operator reach

QUALIFIED
AUDITED
CIRCULATION

20,125

North America

12,375

Outside North America

DAILY E-NEWSLETTERS

26,411

Operators/day

WORLD OIL.COM

62,780

Operators/month

WEBCASTS

270

Operators
per webcast

50.1%

of registered attendees

TOP TEN OPERATORS

MAJORS/IOCS

Chevron
BP
Shell
ConocoPhillips
ExxonMobil
Husky Energy
Repsol
Total
Statoil
Eni

INDEPENDENTS

Suncor Energy
Devon Energy
Occidental/Anadarko
Apache
Hess
Noble Energy
Encana
CNRL
Aera Energy
EOG Resources

NOCs

ONGC
Petrobras
Saudi Aramco
Kuwait Oil Company
Qatar Petroleum
Petronas
Sonatrach
PDVSA
Pemex
Ecopetrol

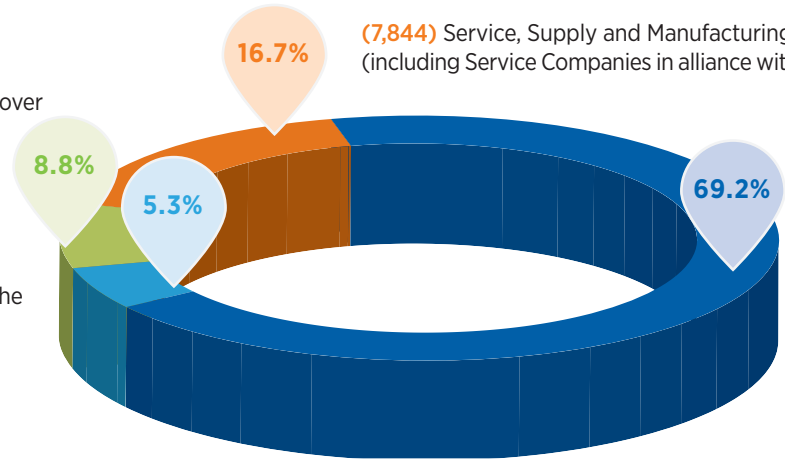
¹) Publisher's own data. Operator figures based on Majors, IOCs, NOCs and consulting engineering firms. Total operator reach is based on magazine circulation, e-newsletter distribution, web traffic and webcast attendance. E-newsletter/website figures as of September 2019. Webcast average based on period from January 2019 to June 2019. No attempt has been made to identify or eliminate cross channel duplication.

CIRCULATION ANALYSIS¹

Business Analysis

(4,162) Drilling and Workover Contractors

(2,508) Others allied to the Field; and Other paid.



(32,643) Major Integrated Oil/Gas Companies, National or State Oil/Gas Companies, Independent Producers and Consulting Engineering Firms

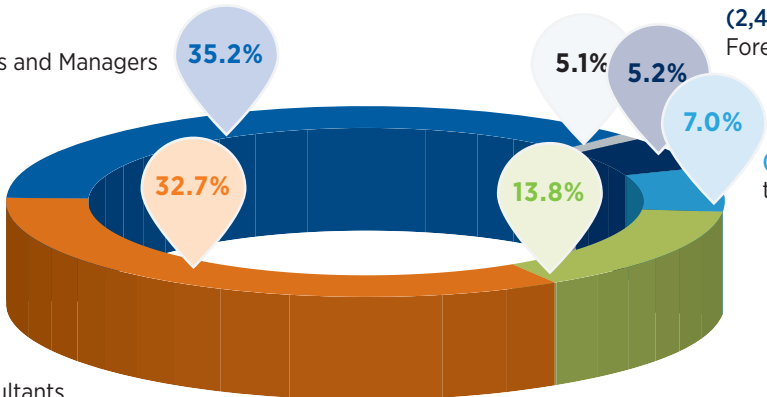
Occupational Circulation Analysis¹

(16,613) Company Officers and Managers

(2,401) Geologists/Geophysicists

(2,439) Superintendents/Foremen and Toolpushers

(3,303) Others allied to the Field; and Other paid



(15,408) Engineers and Consultants

(6,501) Recipients at Service/Supply and Manufacturing Companies

1% (492) Purchasing Agents

Geographical Circulation Analysis¹

63.9% North America (30,124)

10.8% Europe (5,088)

4.7% Middle East (2,196)

11.0% Asia and Asia-Pacific (5,206)

4.6% Africa (2,174)

4.4% Caribbean, Central America, South America (2,074)

0.6% Email Only (295)

¹World Oil, BPA Brand Report, June 2019. 47,157 total qualified (29,930 print plus 17,227 digital).

TOTAL REACH & ENGAGEMENT

47,157

Qualified Circulation¹

11,351

Bonus Distribution¹

58,508

Total Distribution¹

100%

Requested Circulation¹

193,343

Total Readership²

67 min.

Reading Time²

DIGITAL PRESENCE



WORLDOIL.COM¹

340,791 Page views/month

225,485 Sessions/month

150,324 Users/month



E-NEWSLETTERS³

59,993 Daily distribution

19.5% Open rate

2,021 Unique clicks/email



WEBCASTS³

67,570 E-blast distribution

67.1% Conversion rate (registrants to attendees)

538 Leads/webcast

SOCIAL FOLLOWERS³



118,000 *World Oil* Followers



75,900 *World Oil* Likes



14,700 *World Oil* ShaleTech Likes



9,100 *World Oil* Followers



¹World Oil, BPA Brand Report, June 2019 statement. BPA Worldwide, 47,157 Total Qualified (29,930 Print plus 17,227 Digital).

²World Oil Signet Report, February 2019. Total readership based on a mean pass along ratio of 3.1 people per copy.

³Publisher's own data. E-newsletter/webcast averages based on data from June 2018 to May 2019. Social media as of September 2019. Webcast averages from January 2019 to June 2019.

World Oil® 2020 EDITORIAL CALENDAR



Issue Focus

Technical Case Histories

ShaleTech™ Plays / Practices

Recurring Features

Regional Analysis

Bonus Distribution

Ad Effectiveness Study

WO Editorial Webcasts

JANUARY

Ad Closing: December 13
Material Deadline: December 20

Hydraulic Fracturing

- Pressure pumping
- Modeling
- Refracs
- Proppants

WATER MANAGEMENT
PLUG & PERF
SUSTAINABILITY

SCOOP / STACK

Digital Transformation

Australia / PNG

World Oil Industry Forecast Breakfast
SPE Hydraulic Fracturing Technology Conference (HFTC)
Produced Water Society Annual Meeting

Hydraulic Frac Forum
HPHT Technologies

FEBRUARY

Ad Closing: January 17
Material Deadline: January 24

94th Annual Forecast / Review

- E&P spending
- U.S. forecast and review
- Worldwide drilling and production report

DRILLING TECHNOLOGY
• Smart bits
• BHA tools
• Directional drilling
EMGC SHOW PREVIEW

Marcellus / Utica

Deepwater / Subsea

Brazil

IADC/SPE International Drilling Conference and Exhibition
Eastern Mediterranean Gas Conference (EMGC)
CIPPE Beijing
Global Offshore Brazil Summit (GOBS)
OTC Asia



Artificial Lift & Production Optimization
Drilling Innovations & Technology
2020 Drilling Forecast & Analysis

MARCH

Ad Closing: February 14
Material Deadline: February 21

Digital Transformation

- Drilling & production efficiencies
- Operational infrastructure
- Predictive maintenance

DEEPWATER DEVELOPMENT
COILED TUBING
MANAGED PRESSURE DRILLING
MCEDD SHOW PREVIEW


ShaleTech™ Practices: Frac Hits

Last Mile Sand Supply / Analysis

Mexico

SPE/Intervention & Coiled Tubing Association (ICOTA)
American Association of Drilling Engineers (AADE)
MCE Deepwater Development (MCEDD)

Hydraulic Frac Forum
Emerging Oil & Gas Well Technology Series

APRIL Ad Closing: March 13 Material Deadline: March 20	MAY Ad Closing: April 10 Material Deadline: April 17	JUNE Ad Closing: May 15 Material Deadline: May 22
Offshore Technology <ul style="list-style-type: none"> • Sustainability • Field development practices • Decommissioning / Late field life 	Well Completion Technology <ul style="list-style-type: none"> • Horizontal completions • Open-hole completions • Multi-stage fracturing • Plug & perf 	Artificial Lift Advances <ul style="list-style-type: none"> • Beam / Rod pumping systems • ESPs and PCPs • Other systems
TECHNOLOGY AT OTC DRILLING TECHNOLOGY WHAT'S NEW IN FORMATION EVALUATION	EOR / IOR FLOW ASSURANCE	PRODUCTION OPTIMIZATION FLUID ADVANCES <ul style="list-style-type: none"> • Drilling, completions & workovers GLOBAL GAS PRODUCTION
Permian Basin	ShaleTech™ Practices: Production	Bakken / Three Forks
Geological & Geophysical Technology	Digital Transformation	Deepwater / Subsea
Gulf of Mexico	Mozambique	Russia
Offshore Technology Conference (OTC) American Association of Petroleum Geologists (AAPG) European Association of Geoscientists & Engineers (EAGE)	Global Petroleum Show (GPS) Energy Drone Coalition	Independent Petroleum Association of America (IPAA) Mid-year Meeting
		 SIGNET RESEARCH INC. AdBRAND Study
Oilfield Water Management Drilling Innovations & Technology	Hydraulic Frac Forum Oilfield Automation, Control, & Monitoring	Drilling Innovations & Technology Responsible Oil & Gas: Sustainability

Issue Focus

Technical Case Histories

ShaleTech™ Plays / Practices

Recurring Features

Regional Analysis

Bonus Distribution

Ad Effectiveness Study

WO Editorial Webcasts

World Oil® 2020 EDITORIAL CALENDAR

		JULY	AUGUST	SEPTEMBER
		Ad Closing: June 12 Material Deadline: June 19	Ad Closing: July 10 Material Deadline: July 17	Ad Closing: August 14 Material Deadline: August 21
Issue Focus		Permian Basin Technology <ul style="list-style-type: none">• Exploration• Drilling• Completions• Production• Water management	Offshore Development <ul style="list-style-type: none">• Digitization• Subsea• Tie-backs• Construction	Completion Practices <ul style="list-style-type: none">• Logistics• Horsepower• Fluid / Proppant conveyance• Technology
	Technical Case Histories	UNCONVENTIONAL RESOURCES OIL COUNTRY TUBULAR GOODS	HPHT SAND CONTROL EXPANDABLE TECHNOLOGY OFFSHORE WIND SUPPLEMENT	TECHNOLOGY AT ATCE GLOBAL MID-YEAR FORECAST <ul style="list-style-type: none">• Drilling• Production• Reserves
ShaleTech™ Plays / Practices		ShaleTech™ Practices: Drilling	Eagle Ford / Austin Chalk	Marcellus / Utica
Recurring Features		Digital Transformation	Deepwater / Subsea	Geological & Geophysical Technology
Regional Analysis		Argentina	Offshore Western Europe	Guyana
Bonus Distribution		URTeC Frac Sand Supply & Logistics Conference Produced Water Society - Permian Basin	Offshore Northern Seas (ONS)	SPE Annual Technical Conference & Exhibition (ATCE) Society of Exploration Geophysicists (SEG) Annual Exhibition PBIOS GasTech Produced Water Society - Middle East
Ad Effectiveness Study				
WO Editorial Webcasts		Hydraulic Frac Forum	Drilling Innovations & Technology Emerging Oil & Gas Well Technology Series	Hydraulic Frac Forum Artificial Lift Forum

OCTOBER	NOVEMBER	DECEMBER	Issue Focus
Ad Closing: September 11 Material Deadline: September 18	Ad Closing: October 16 Material Deadline: October 23	Ad Closing: November 13 Material Deadline: November 20	
Advances in Drilling <ul style="list-style-type: none"> • Directional drilling • Laterals • Extended reach • Automation & control 	Shale Water Management <ul style="list-style-type: none"> • Sourcing • Recycling • Transportation • Disposal 	Well Control & Intervention <ul style="list-style-type: none"> • Blowout control • Coiled tubing • OCS regulations 	
RESERVOIR MANAGEMENT <ul style="list-style-type: none"> • Reserves assessment • Reservoir simulation • Permanent monitoring DRILL BIT INNOVATIONS	ADVANCES IN PRODUCTION <ul style="list-style-type: none"> • Automation & control • Production chemicals • Subsea production 	DRILLING RIG INNOVATIONS <ul style="list-style-type: none"> • Land / Offshore rig design • New rig equipment • Newbuild rig report • Riser technology 	
Niobrara	ShaleTech™ Practices: Completions	Haynesville	ShaleTech™ Plays / Practices
Digital Transformation	Last Mile Sand Supply / Analysis	Digital Transformation	Recurring Features
Middle East / North Africa	Arctic	Permian Basin	Regional Analysis
ADIPEC Independent Petroleum Association of America (IPAA) Annual Meeting IADC Annual General Meeting Women's Global Leadership Conference Deepwater Executive Summit	World Petroelum Congress		Bonus Distribution
 SIGNET RESEARCH INC. Ad Impact Study			Ad Effectiveness Study
Oilfield Automation, Control & Monitoring Drilling Innovations & Technology	Hydraulic Frac Forum Oilfield Water Management	Drilling Innovations & Technology	WO Editorial Webcasts

YOUR CLIENTS. OUR AUDIENCE.

If you want to reach targeted decision makers in the upstream sector, *World Oil* is your partner of choice. With quality circulation built on the back of editorial excellence, *World Oil* can put your messaging in front of relevant decision makers. So, whether you are looking to target operators, service companies, managers or engineers *World Oil* can help.

From targeting key companies to select geographical regions, *World Oil's* targeted campaigns are the key to reaching the right decision makers and generating a better ROI on marketing spend.

Guaranteed Results

Every dollar counts. That is why *World Oil* will guarantee the results of your campaign. Guaranteed campaigns are tailored to meet your needs; they are bespoke packages guaranteed to deliver exposure, impressions and leads. You will never have to worry about your ROI again.



Online Advertising & Digital Sponsorships

Incorporate *World Oil's* global audience in your campaign and increase awareness for your company, product or service.

Run-of-site (ROS) positions include:

970x90 / 970x415

Pushdown

728x90

Leaderboard

300x50

Mobile Only

800x600

Page Peel

300x250

MPU1

300x250

MPU2

Each online campaign will come with a **guaranteed** number of impressions. You can run ONE, TWO or MULTIPLE positions to maximize your awareness on the *World Oil* website over a certain period.

Packaged prices are available on [page 16](#) or contact your account manager to customize the right digital ad package for your company. Either way, **impressions are guaranteed!**

NATIVE ADVERTISING

TechTalk

TechTalk is *World Oil's* native advertising platform that allows companies to leverage *World Oil* media to connect their content with our audience. Strategic positioning of quality content on a customized micro-site allows marketers to position their offering alongside the industry's most respected editorial. Each microsite is built directly into WorldOil.com and features three exclusive advertising positions. Native content packages are tailored to the clients request and can include placements in *World Oil*, on WorldOil.com, in editorial e-newsletters, and social media.



Podcasts

The *World Oil* Podcast network, launched in Summer 2018, is a great way to leverage *World Oil's* digital presence and explain your technology to subscribers.

- Deep Dive Podcasts—Take a deeper dive into your article and further explain the technologies that were utilized to overcome certain challenges.

New topics are planned for release in 2020 and if you have an idea for a new topic, please reach out to your account manager.



Videos

Client provided videos are listed online and appear as a featured video on the homepage of WorldOil.com for one month. These videos are a way to show your target audience the functionality, features and benefits of today's oilfield technology in an easy to understand, visual format.



E-NEWSLETTER SPONSORSHIPS

Five ad positions available: leaderboard, MPU1, MPU2, MPU3, MPU4

DAILY EXPOSURE

World Oil Daily News¹

- Delivered Monday – Friday
- 299,965 Recipients/week
- 19.5% Open rate

World Oil Weekly Roundup

- Delivered Saturday
- 57,970 Subscribers/week
- 16.8% Open rate

World Oil Breaking News

- Sponsored by month (Exclusive)
- Minimum of two deployments
- 57,970 Recipients/alert
- 21.2% Open rate

ADDITIONAL E-NEWSLETTERS & BRIEFINGS

ShaleTech News¹

- Delivered 1st Thursday of the month
- 26,980 Subscribers/month
- 19.5% Open rate

ShaleTech Permian News¹

- Delivered 3rd Thursday of the month
- 26,926 Subscribers/month
- 19.6% Open rate

Geology & Geophysics News¹

- Delivered 2nd Thursday of the month
- 17,415 Subscribers/month
- 19.7% Open rate

Digital Transformation¹

- Delivers 3rd Wednesday of the month
- 38,312 Subscribers/month
- 18.7% Open rate

Deepwater Intelligence Brief¹

- Delivered 4th Thursday of the month
- 57,671 Subscribers/month
- 16.8% Open rate



Custom e-Newsletters

Single-sponsored e-Newsletters provide sponsors with a unique opportunity to align their brand with *World Oil's* editorial. These co-branded e-Newsletters are delivered to a targeted list of *World Oil* subscribers, based on input provided by the sponsor.

¹Publisher's data. Data averages are supplied by Pardot, an email automation system, for distributions between June 2018 and May 2019. Weekly distribution for *World Oil* Daily News based on 59,993 recipients/day as of August 2019.

LEAD GENERATION

World Oil's BPA-verified, direct-request circulation makes us the ideal partner for your lead generation program.

A *World Oil* webcast provides you with a powerful platform to take a thought leadership position on an important topic or showcase your products and services to qualified oil and gas professionals across the globe.

World Oil offers both exclusive and multi-sponsored webcasts, and no matter which option you choose, all webcast planning, marketing and logistics will be managed by a dedicated *World Oil* webcast manager. Sponsors receive contact information for all registrants.

EXCLUSIVE WEBCAST

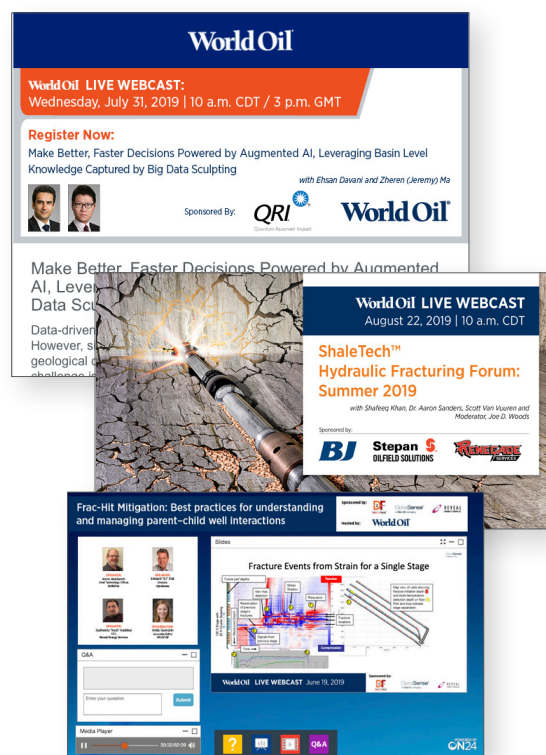
World Oil's exclusive webcasts give the sponsor complete control over the topic, speakers, presentation and timing of each event. Each webcast is moderated by a *World Oil* editor, and the sponsor can specify custom registration questions for pre-event lead qualification.

20+ MULTI-SPONSORED WEBCASTS FOR 2020

World Oil's editorial team will host a series of 20+ webcasts in 2020 to tackle the technical challenges and trends facing the upstream industry. Each of these webcasts will include expert contributions from a controlled group of speakers and be open to multiple sponsors.

AT-A-GLANCE:

538 Leads/webcast



	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Hydraulic Fracturing Forum	●		●		●		●		●		●	
Drilling Innovations & Technology		●		●		●		●		●		●
Artificial Lift & Production Optimization		●							●			
Emerging Oil & Gas Well Technologies			●					●				
Oilfield Water Management				●							●	
Oilfield Automation, Control & Monitoring					●					●		
HPHT Technologies	●											
2020 Drilling Forecast & Analysis		●										
Responsible Oil & Gas: Sustainability						●						

AT-A-GLANCE:

68 Leads/Whitepaper

White Papers

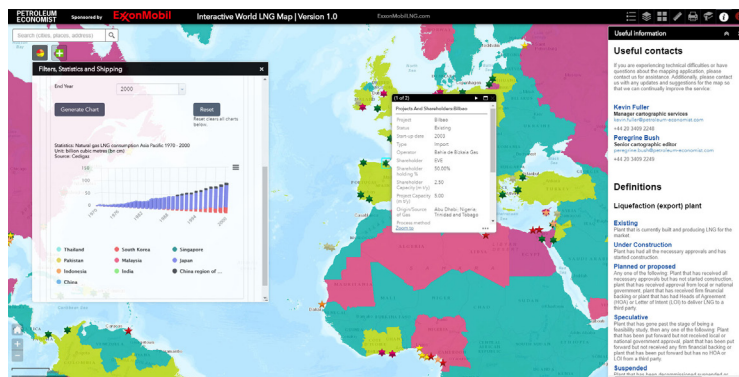
A *World Oil* White Paper is a cost-effective way to gain exposure for your company's best technical information. All white papers are hosted behind a dedicated registration page and hosted on WorldOil.com.

ENHANCE YOUR OPERATIONS

World Oil Digital Maps

In 2019, our cartographic team introduced the 'Digital Map' to complement Gulf Energy Information's renowned Energy Wall Maps. This new format allows the user to view real-time data on any device and can be adapted for branding purposes.

Currently, regions are being finalized for 2020, so stay tuned for more information from your account manager! In addition, if you would like to discuss an exclusive opportunity, please contact Andy McDowell, Publisher, *World Oil*.



These maps can be embedded on your corporate site and exclusivity on the content is guaranteed for 12 months.

World Oil Forecast and Data

The *World Oil* Forecast is the upstream industry's most trusted source of projections and data relating to global E&P activity. Utilizing data collected from proprietary surveys of governments and operators in the U.S. and worldwide, this definitive report includes projections for spending, activity, production, and an analysis of political factors impacting the U.S. and international oil and gas industry. In-depth forecast information is available to those with **Full Access** and **Corporate Subscriptions**.

Full Access Subscriptions

World Oil full access subscriptions provide unlimited access to WorldOil.com, the upstream industry's most powerful and innovative source of technical content, case studies, industry data, forecast projections and reference materials.
Rate: \$1,060/year

Corporate Subscriptions

A corporate subscription provides unlimited access to WorldOil.com to company personnel. These subscriptions include all online technical content, past event presentations, and more. Corporate plans providing access to Gulf Energy Information's technical archives and market intelligence tools are available.

Our Brands:



Market Research

Gulf Research allows sponsors to conduct qualitative and quantitative research projects to better understand their marketplace or see how they stack up against their peers. Contact your account manager for details.

Sponsored Surveys

World Oil polls a targeted selection of readers with 3-4 proprietary questions and 1-3 open questions. The proprietary results are not shared with anyone other than the sponsor. **\$3,750-\$6,400 per survey**

EVENTS

WorldOil® FORECAST BREAKFAST

January 31, 2020, Houston, TX
WorldOil.com/ForecastBreakfast



March 3-4, 2020, Rio de Janeiro, Brazil
GlobalOffshoreBrazil.com



April 21-23, 2020, London, UK
MCEDD.com



November 3-4, 2020, Houston, TX
WGLConference.com



October 15, 2020, Houston, TX
WorldOil.com/Awards



November 2020, Houston, TX
DeepwaterExecSummit.com

FOUR WAYS TO PARTICIPATE



SPONSOR



EXHIBIT



SPEAK



ATTEND



Sponsor Enquiries:
Hortensia 'Tish' Barroso,
Business Development Manager
Hortensia.Barroso@GulfEnergyInfo.com
+1 (713) 520-4404

WGLC Enquiries:
Melissa Smith,
Events Director (WGLC)
Melissa.Smith@GulfEnergyInfo.com
+1 (713) 520-4475

Speaker Enquiries:
Andy McDowell,
Publisher, World Oil
Andy.McDowell@WorldOil.com
+1 (713) 520-4463

DIGITAL PRODUCTS

ONLINE ADVERTISING - RUN-OF-SITE (ROS) POSITIONS

	50,000 Impressions	100,000 Impressions	150,000 Impressions	200,000 Impressions
Pushdown	\$4,850	\$7,495	\$9,995	\$12,995
Pagepeel	\$4,625	\$7,150	\$8,560	\$9,425
Leaderboard	\$4,440	\$6,495	\$7,850	\$8,475
MPU1	\$3,995	\$5,995	\$7,595	\$8,300
MPU2	\$3,490	\$5,625	\$7,125	\$7,495
Mobile Only	\$2,850	\$4,675	\$6,295	\$6,995

WORLD OIL E-NEWSLETTERS/BRIEFINGS

Exclusive Placement (Frequency for Pricing)	Leaderboard	MPU1	MPU2	MPU3	MPU4
World Oil Daily News (Per Week)	\$4,315	\$3,410	\$3,410	\$2,715	\$2,715
World Oil Weekend Roundup (Per Week)	\$1,925	\$1,695	\$1,695	\$1,275	\$1,275
World Oil Breaking News (Per Month)	\$2,995	N/A	N/A	N/A	N/A
ShaleTech News (Per Month)	\$2,535	\$2,315	\$2,315	\$1,760	\$1,760
ShaleTech Permian News (Per Month)	\$2,535	\$2,315	\$2,315	\$1,760	\$1,760
Geology & Geophysics News (Per Month)	\$2,020	\$1,860	\$1,860	\$1,435	\$1,435
Deepwater Intelligence (Per Month)	\$2,535	\$2,315	\$2,315	\$1,760	\$1,760
Digital Transformation (Per Month)	\$2,535	\$2,315	\$2,315	\$1,760	\$1,760
Custom E-Newsletters	Pricing starts at \$7,495				

ADDITIONAL ONLINE OPPORTUNITIES

TechTalk	Unlimited articles: pricing starts at \$9,995 per month Six articles: pricing starts at \$6,250 per month Three articles: pricing starts at \$4,450 per month
Keyword / Contextual Advertising	\$900 per word, per month (1-5 words) \$750 per word, per month (6-10 words) \$600 per word, per month (10+ words)
App Sponsorships	\$2,500 per month
Digital Edition Sponsorships	Starts at \$750 per upgrade
Blog Sponsorship	Contact account manager for more info

WORLD OIL LEAD GENERATION

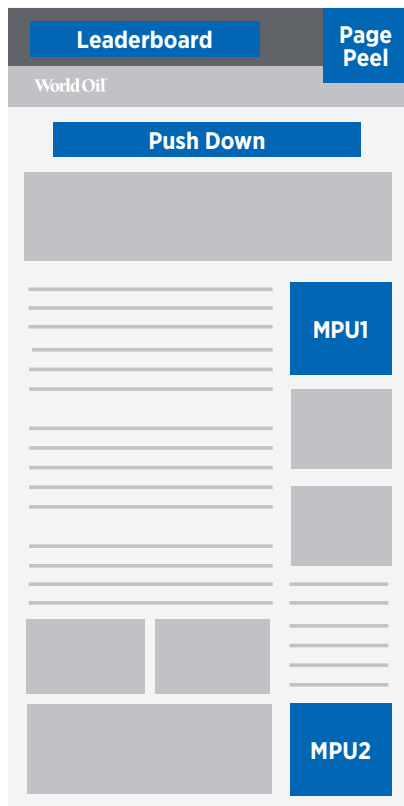
Webcasts	Multi-sponsor: \$6,995/sponsor Exclusive: pricing starts at \$18,995
White Papers	Pricing starts at \$4,750/white paper
Online Videos	Pricing starts at \$3,775/video
Podcasts	Contact account manager for more info.

Please contact your account manager to discuss a more specific campaign. Add ons include **geo targeting**, **targeting by job title**, **technology interest**, **company type**, etc.

All pricing is gross USD. Frequency rate discounts are available for multiple placements or months.

DIGITAL PRODUCT SPECS

WORLD OIL.COM DISPLAY ADVERTISING



Push Down

970x90px;
& 970x415px
(when expanded);
300x50px (mobile)

Page Peel

800x600px;
300x50px (mobile)

Leaderboard

728x90px;
300x50px (mobile)

MPU1 & MPU2

300x250px

Mobile

300x50px

WorldOil.com Creative

Types: .GIF, .JPG, .PNG, Java Script, Third party tags, HTML; File Size: Max 100KB; Maximum Animation Length: 15 secs.

World Oil e-Newsletters

.GIF or .JPG file only. Include URL for where the display ad should direct

Online Videos

Videos should link to advertiser's YouTube account. Format and Size is automated to fit the website through the embed code. The video should be set to Public or Unlisted.

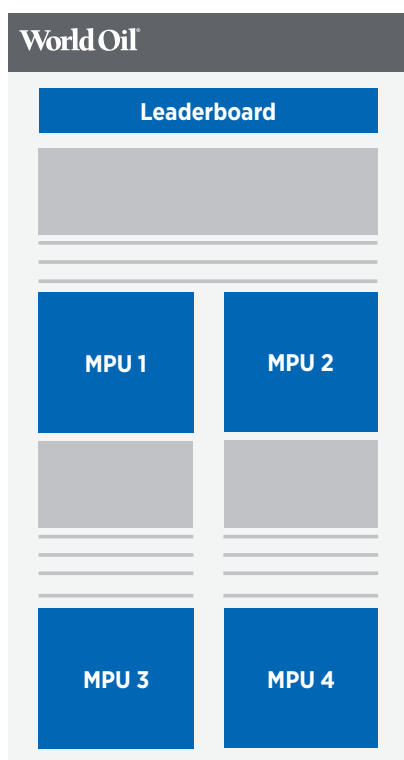
TechTalk / Sponsored Content

- Company logo in .EPS format
- 50-word company description
- Articles in Microsoft Word format
- Images minimum of 500 KB and 300 dpi
 - Three ad sizes (GIF/JPEG): 728x90, 300x250 and 300x250 + URLs
 - Social Media Image: 476 x249
- For Videos, see guidelines above.

Webcasts and White Papers

Please visit WorldOil.com/Advertise for specs.

E-NEWSLETTER DISPLAY ADVERTISING



Leaderboard

728x90px

MPU1 & MPU2

336x280px

MPU3 & MPU4

336x280px

FOR OTHER PRODUCTS SPECS,
please reach out to
Advertising Production at
ADPROD@GULFENERGYINFO.COM

MAGAZINE ADVERTISING RATES

ISSUED SEPTEMBER 1, 2019. EFFECTIVE JANUARY 1, 2020

2019 FOUR-COLOR WORLDWIDE

	1x	3x	6x	9x	12x	18x	24x	36x
2 PG Spread	\$23,080	\$22,480	\$21,860	\$21,365	\$21,045	\$20,700	\$20,575	\$20,390
PG	\$12,820	\$12,490	\$12,140	\$11,870	\$11,690	\$11,500	\$11,430	\$11,325
2/3 PG	\$10,160	\$9,860	\$9,635	\$9,435	\$9,325	\$9,160	\$9,110	\$9,040
1/2 PG	\$8,400	\$8,180	\$7,975	\$7,865	\$7,745	\$7,655	\$7,610	\$7,555
1/2 PG ISL	\$9,130	\$8,900	\$8,750	\$8,580	\$8,500	\$8,380	\$8,325	\$8,290
1/3 PG	\$5,065	\$4,895	\$4,800	\$4,675	\$4,605	\$4,535	\$4,495	\$4,475
1/4 PG	\$4,160	\$4,020	\$3,945	\$3,865	\$3,785	\$3,735	\$3,700	\$3,685



SPECIAL POSITION \$825

Geographical
Targeting Available

89%

of readers have acted after seeing an
advertisement and/or article in *World Oil*! ¹

67 mins.

average readership time per issue. ¹

¹World Oil, Signet Report, February 2019.

COVER RATES

Tip Cover (Half)	\$23,520
Second Magazine Cover	\$13,530
Fourth Magazine Cover	\$13,530

TECHTALK SPONSORED CONTENT ARTICLES

Two-Page Spread	\$9,410
Four-Page Spread	\$16,935

Publisher's Copy Protective Clause

To see the Publisher's Copy Protective Clause, please visit
GulfEnergyInfo.com/ProtectiveClause

Prices are in gross USD.

MAGAZINE ADVERTISING SPECS

AD PAGE DIMENSIONS

2 PG Spread, Bleed

AD SIZE: 16.75" x 11.24"
(425mm x 285mm)



1 PG Bleed

AD SIZE: 8.375" x 11.125"
(215mm x 285mm)



2/3 PG

AD SIZE: 4.625" x 10"
(120mm x 255mm)



1/2 PG Horizontal

AD SIZE: 7" x 4.875"
(180mm x 125mm)



1/2 PG Vertical

AD SIZE: 3.375" x 10"
(85mm x 255mm)



1/2 PG Island

AD SIZE: 4.625" x 7.5"
(120mm x 190mm)



1/3 PG Square

AD SIZE: 4.625" x 4.875"
(120mm x 125mm)



1/3 PG Vertical

AD SIZE: 2.25" x 10"
(55mm x 255mm)



1/4 PG

AD SIZE: 3.375" x 4.875"
(85mm x 125mm)



SPECIFICATIONS

1. Trim Size:

Overall trim size is 8.125" x 10.875"
(210 mm x 280 mm).

2. Ad Page Dimensions:

Fractional 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
Recommended Line Screen: 133 lines max

Density of Tone: Four-color solids should not exceed SWOP density of 260%.

4. Proofs:

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

5. Acceptable Digital Files:

Adobe Acrobat PDFs or Flattened CMYK, TIFF files, 300-dpi at actual size. Files should be submitted in CMYK format at 300-dpi, with all supporting graphic elements in CMYK format and all fonts used. Production charges will be incurred if files do not meet these acceptable digital file guidelines.

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

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

1. Electronic File Submission:

Email digital files Advertising Production at AdProd@GulfEnergyInfo.com

For files larger than 10MB, please contact Advertising Production directly for upload instructions.

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.

CONTACT INFORMATION

Vice President and Publisher

Andy McDowell
+1 (713) 520-4463
Andy.McDowell@WorldOil.com

Gulf Energy Information
2 Greenway Plaza, Ste 1020
Houston, TX 77046, USA

WorldOil.com

World Oil®

NORTH AMERICA

NORTH HOUSTON, NORTH CENTRAL TEXAS, FORT WORTH

Jim Watkins
+1 (713) 525-4632
Jim.Watkins@GulfEnergyInfo.com

WEST HOUSTON, CENTRAL TEXAS, NEW MEXICO

Brett Stephen
+1 (713) 525-4660
Brett.Stephen@GulfEnergyInfo.com

DALLAS, MIDWEST/CENTRAL U.S.

Josh Mayer
+1 (972) 816-6745
Josh.Mayer@GulfEnergyInfo.com

WESTERN U.S., BRITISH COLOMBIA

Rick Ayer
+1 (949) 366-9089
Rick.Ayer@GulfEnergyInfo.com

SOUTHWEST HOUSTON, SOUTH TEXAS, UPPER MIDWEST, ALBERTA

Nathan Frank
+1 (713) 525-4608
Nathan.Frank@GulfEnergyInfo.com

SOUTHEAST HOUSTON, GULF COAST & SOUTHEAST U.S.

Austin Milburn
+1 (713) 525-4626
Austin.Milburn@GulfEnergyInfo.com

NORTHEAST U.S., EASTERN CANADA

Merrie Lynch
+1 (617) 594-4943
Merrie.Lynch@GulfEnergyInfo.com

OUTSIDE NORTH AMERICA

AFRICA

Dele Olaoye
+1 (713) 240-4447
Africa@GulfEnergyInfo.com

BRAZIL

Evan Sponagle
Phone: +55 (21) 2512-2741
Mobile: +55 (21) 99925-3398
Evan.Sponagle@GulfEnergyInfo.com

CHINA, HONG KONG

Iris Yuen
China: +86 13802701367
Hong Kong: +852 69185500
China@GulfEnergyInfo.com

WESTERN EUROPE

Hamilton Pearman
+33 608 310 575
Hamilton.Pearman@GulfEnergyInfo.com

INDIA

Manav Kanwar
+91 (22) 2837 7070
India@GulfEnergyInfo.com

ITALY, EASTERN EUROPE

Riccardo R.C. Laureri
Office: +39 02 2362500
Mobile: +39 335 6962477
Riccardo.Laureri@GulfEnergyInfo.com

JAPAN

Yoshinori Ikeda
+81 (3) 3661-6138
Japan@GulfEnergyInfo.com

KOREA

YB Jeon
+82 (2) 755-3774
Korea@GulfEnergyInfo.com

RUSSIA, FSU

Lilia Fedotova
+7 (495) 628-10-33
Lilia.Fedotova@GulfEnergyInfo.com

UK, SCANDINAVIA, IRELAND, MIDDLE EAST

Sam Wibrew
+44 (0) 208 133 7678
Sam.Wibrew@GulfEnergyInfo.com

Neil Levett
+44 (0) 7774 290522
Neil.Levett@GulfEnergyInfo.com

NON-ADVERTISING

CORPORATE ACCESS/DATA

Harry Brookby
+1 (713) 520-4456
Harry.Brookby@EnergyWebAtlas.com

"It's an important technology information source."

"Excellent publication and guides a number of decisions and recommendations."

"Very useful and informative."

Selection of verbatim comments from February 2019 Signet Report.