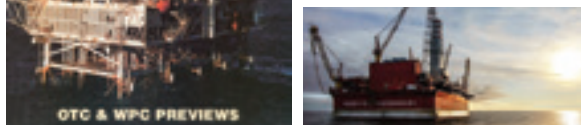
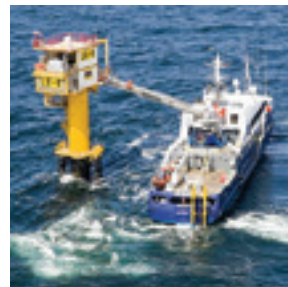


# World Oil®

Defining Conventional, Shale and Offshore Technology for Oil and Gas

WorldOil.com



A CENTURY OF EXCELLENCE

# 100<sup>th</sup>

## ANNIVERSARY

1916 • 2016

# A Century of Excellence

## 1916–2016

Andy McDowell  
Publisher, *World Oil*



<sup>1</sup>BPA Worldwide, June 2015 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 that they are targeting with their marketing dollars.

BPA 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.

<sup>2</sup>Publisher's own data.

<sup>3</sup>Source: App figures data as of September 13, 2015.

Dear Oil & Gas Marketer,

For 100 years, *World Oil* has delivered high-quality, technical content and news to the decision-makers in the upstream oil and gas industry. The editorial content of *World Oil* covers the exploration, drilling, completion and production segments of the worldwide oil and gas sector, both onshore and offshore.

In addition to monthly technical articles and case studies, *World Oil's* editorial team delivers worldwide oil and gas news, and statistical data around the clock through WorldOil.com and our 24+ e-newsletters every month. Our comprehensive, well-renowned, global forecast reports are highlighted in our February and September issues.

*World Oil* has a global circulation of more than 43,000<sup>1</sup> subscribers in 157 countries that are responsible for recommending, specifying, approving and purchasing oil and gas equipment and services.<sup>2</sup> The subscriber base is composed of company officials/management, engineers, geologists/geophysicists, geological and geophysical contractors, consulting engineering firms, financial institutions, service, supply and manufacturing companies.

More than 84% (36,285)<sup>1</sup> of *World Oil's* circulation is comprised of individuals employed by oil and gas operating companies (major integrated, independents and national/state owned). Another 13.8% (5,949)<sup>1</sup> of the circulation consists of individuals employed by drilling and workover contracting firms.

As a global media company, both Gulf Publishing Company and *World Oil* magazine strive to make improvements to benefit the reader and deliver content across multiple platforms. *World Oil's* digital edition is now distributed to over 39%<sup>1</sup> of our global audience. In addition, 10,286<sup>3</sup> individuals have downloaded the *World Oil* app. Our global audience grows daily through increased social media presence on Facebook, Twitter and LinkedIn.

As we celebrate our 100th anniversary, with the July 2016 issue of *World Oil*, it is important to remember that the *World Oil* brand continues to deliver high-quality content to key decision-makers in the upstream segment on a consistent, real-time basis. *World Oil* has been, and will continue to be, a major source of information for the worldwide oil and gas industry through 2016 and into the future.

I invite you to review all of the advertising and sponsorship options presented in this media planner. You will find a wide variety of brand awareness and lead generation opportunities listed that allow your messaging to reach the key decision makers in the upstream oil and gas industry.

We look forward to assisting your company with its integrated advertising campaigns to not only meet, but exceed your sales and marketing objectives for 2016.

Kind regards,

Andy McDowell, Publisher

# World Oil®



# 43,063<sup>1</sup>

## Total Circulation

**84.3%** (36,285)

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

**13.8%** (5,949)

Drilling and Workover Contractors

**1.1%** (493)

Service, Supply and Manufacturing Companies (including Service Companies in alliance with E&P Companies)

**0.8%** (336)

Government Agencies; Educational Institutions; Associations; Libraries; Financial, Insurance and Legal Institutions; Others allied to the Field; and Others paid

**41.5%** (17,938)

Engineers and Consultants

**37%** (16,017)

Company Officers and Managers

**9.4%** (4,064)

Geologists/Geophysicists

**6.5%** (2,802)

Superintendents/Foremen and Toolpushers

**2.6%** (1,114)

Company Copies and Other Operations Personnel; Governmental Agencies; Educational Institutions; Associations; Libraries; Financial, Insurance and Legal Institutions; Others allied to the Field; and Others paid

**1.9%** (825)

Purchasing Agents

**1.1%** (303)

Professionals at Service, Supply and Manufacturing Companies (Including Service Companies in an alliance with E&P Companies)

**40.3%** (17,363)

United States (17,357)/ U.S. Territories (6)

**18.1%** (7,787)

Europe/North Sea

**15.6%** (6,735)

Asia/Pacific

**7.2%** (3,088)

Middle East

**6.7%** (2,887)

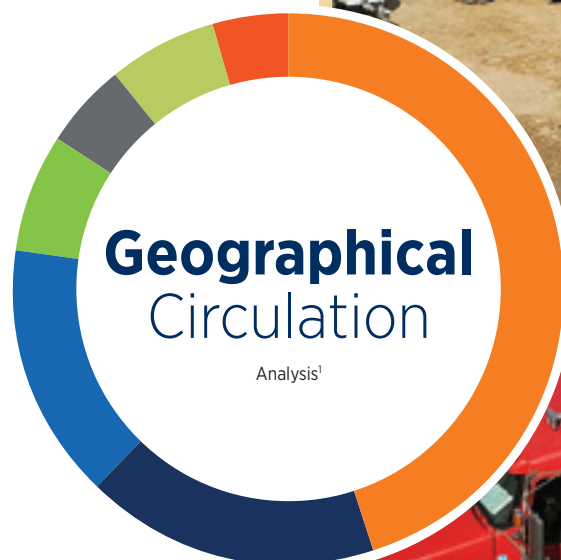
Africa

**6.2%** (2,679)

Mexico, Central and South America, and Caribbean

**5.9%** (2,524)

Canada



<sup>1</sup>BPA Worldwide, June 2015 statement.



# Meet the Staff



**Ron Higgins** is Vice President of Gulf Publishing Company. Ron is a graduate of the University of Houston, and He has been in the oil and gas publishing industry for over 44 years. His past experience includes working for a drilling contractor, an independent oil and gas company, and a major oilfield equipment manufacturer. He is a member of the SPE, IADC, IPAA, API and NOMADS.



**Andy McDowell** is Publisher of *World Oil*. Andy has been with Gulf Publishing Company for 10 years and has served as the magazine's Associate Publisher, Global Sales Manager, and District Manager during that time. Prior to working for Gulf Publishing Company, he spent one year in a management trainee program for Clear Channel Entertainment based in London, UK and Houston, TX. He is a graduate of Texas Christian University with a Bachelor of Business Administration degree in marketing.



**Pramod Kulkarni** is Editor of *World Oil*. He has over 40 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, SEG, AAPG and EAGE.



**Kurt Abraham** is Executive Editor of *World Oil*. He is responsible for day-to-day management of content, heading up forecasting, and developing new products. Kurt has 31 years of industry experience. He earned a BA degree in journalism and business administration from Texas A&M University. His experience includes all four major media, as well as a major trade association. He is a member of NOMADS, the IPAA Supply and Demand Committee, and Offshore Energy Center, and he serves as an expert commentator.



**Roger Jordan** is *World Oil's* Associate Editor. His duties include editing articles and contributing content for both WorldOil.com and the monthly print magazine. Roger graduated from Durham University, England, with a BS degree. Prior to joining the *World Oil* editorial staff, Roger worked as a Communications Officer for a non-profit organization based in the UK.



**Emily Snyder** is *World Oil's* New Editor. Her duties include editing articles and contributing content to WorldOil.com, as well as the monthly print magazine. Emily graduated from Shippensburg University of Pennsylvania with a BA degree in Communications/Journalism. Prior to joining *World Oil's* team of editors, Emily gained several years of editorial experience with a non-profit organization in the Washington DC metropolitan area.

## Contributing Editors



**Dr. Bill Pike**  
Energy  
Issues



**Dr. Anas  
F. Alhajji**  
Middle East



**Dr. Roger  
Bezdek**  
Washington



**Ron Bitto**  
Offshore



**David  
Blackmon**  
Regulatory  
Affairs



**Craig  
Fleming**  
Industry  
Data



**Don Francis**  
Production



**William  
(Bill) Head**  
Exploration



**Raj Kanwar**  
India



**Ian Lewis**  
EAME



**Dr. Jeffrey  
M. Moore**  
Asia-Pacific



**Mauro  
Nogarin**  
Latin  
America



**Dr. Øystein  
Noreng**  
North Sea



**Jim Redden**  
Drilling



**Dr. Jacques  
Sapir**  
FSU



**Eve Sprunt**  
Shale



# Join *World Oil* in Celebrating a Century of Excellence

The world has experienced a dramatic transformation during the last 100 years. We've progressed from telegrams to instagrams and manual typewriters to wearable PDAs. Through all the changes, there has been one constant: Gulf Publishing's *World Oil* magazine as the leading source of oilfield news and technology.

We started covering the industry in 1916 as *Gulf Coast Oil News*, reporting on the wildcats and completions in the newly discovered Goose Creek field along the Houston Ship Channel. The name was changed in 1918 to *Oil Weekly* as coverage extended to fields discovered in North Texas and Oklahoma. The publication became *World Oil* in 1947 to reflect the international expansion of the oil and gas industry. We invite everyone—companies with legacies stretching 100 years and more to newly formed enterprises—to join Gulf Publishing and *World Oil* in celebrating this century of successes.

Our 100-year anniversary coverage begins in the January 2016 issue and culminates with the 100th Anniversary issue in July 2016.

## Two ways to participate in the 100th Anniversary celebration

### A) Become a sponsor of the 100th Anniversary article series to be featured in January–July 2016

- Sponsorship includes:
  - 2 page spread advertisement in the July 100th Anniversary issue
  - Recognition as a 100th Anniversary sponsor in the January–June issues (6 total) with company logo on designed sponsor page
  - Acknowledgement and recognition as a sponsor at the 100th Anniversary celebration party to be held July, 2016 in Houston.
  - **Rate: \$16,880.00 gross USD\***

### B) Advertising opportunities available in January–June issues

- Advertisements will be available in these special 100th Anniversary celebration sections each month. Standard advertiser rates and frequency discounts apply
- If advertisers are currently running an ad in one of these issues, a second advertisement in this section would be offered at a discounted rate of
  - **Full page: \$6,285.00 gross USD**
  - **½ page: \$4,120.00 gross USD**

\*50% of sponsorship fee would be due no later than January 31, 2016.  
Remaining 50% of balance would be billed upon July 2016 issue publication.

## 100-Year Coverage

January 2016 ..... 1916–1940 (Early Years)

February 2016 ..... 1941–1950 (World War II Era)

March 2016 ..... 1951–1970 (Post-war Expansion)

April 2016 ..... 1971–1985 (OPEC Asserts Itself)

May 2016 ..... 1986–2000 (A Time of Rebuilding)

June 2016 ..... 2001–2016 (The Shale Era)

July 2016 ..... 1916–2016 (100th Anniversary Issue)

# Editorial Calendar 2016

## January

Ad Closing: December 15  
Material Deadline: December 22

## February

Ad Closing: January 15  
Material Deadline: January 22

## March

Ad Closing: February 13  
Material Deadline: February 22

### Issue Focus

Technology Topics  
Technical Case Histories

### Well Control and Intervention

- Blowout control
- Coiled tubing

### Safety Systems

- BOPs
- Containment: Surface and subsea

### Hydraulic Fracturing

### Casing Advances

### Seismic Applications

### Forecast/Review

- Our 90th annual, in-depth, global forecast and review
- E&P spending
- Worldwide drilling report
- Production and reserves
- Rig utilization
- Oil and gas pricing
- Canada & Mexico

### Directional Drilling

- Extended reach
- Multilaterals

### Decommissioning



### Managed Pressure Drilling

- Pore pressure
- Geomechanics

### Coiled Tubing Technology

- Drilling
- Logging
- Completions
- Intervention

### What's New in Formation Evaluation

- LWD/MWD
- Logging
- Core Analysis

### 100<sup>th</sup> Anniversary Issue Coverage

(1916–1938)  
Early Years

(1939–1950)  
World War II Era

(1951–1970)  
Post-War Expansion

Shaletech™  
Plays / Reports

Woodford

Marcellus / Utica

Shaletech™ Report

### Special Sections

Deepwater / Subsea

### Regional Outlook

Eastern Mediterranean

Southeast Asia / Australia

East Africa

### Bonus Distribution

*World Oil* Industry Forecast,  
North America and International  
SPE Hydraulic Fracturing Technology  
Conference

IADC/SPE Drilling Conference  
Gulf Publishing Company's Eastern  
Mediterranean Gas Conference (EMGC)  
CIPPE Beijing  
NACE Corrosion 2015  
OTC ASIA

SPE/Intervention & Coiled Tubing  
Association (ICoTA)  
American Association of Drilling  
Engineers (AADE)  
Gas Processors Association  
Annual Convention (GPA)  
AAPG / SEG ICE

### Editorial Webcasts

2016 Forecast

Artificial Lift Series



## April

Ad Closing: March 15  
Material Deadline: March 22

### OTC Issue

#### Technology at OTC

#### OTC Show Preview

#### Drilling Technology

- Rotary steerable drilling
- Multilaterals

#### Offshore Engineering & Construction

- Topsides
- Spars
- FPSOs
- Mooring systems

#### Flow Assurance

- Hydrates
- Paraffins
- Scale

#### Port Fourchon Special Report

## May

Ad Closing: April 15  
Material Deadline: April 22

### EOR/IOR

- Waterflood
- Natural gas injection
- CO<sub>2</sub> injection

#### What's New in Artificial Lift-Part 1

- Beam/rod pumping systems
- Linear lift systems
- Hydraulic piston and jet pumps

#### Well Testing

## June

Ad Closing: May 13  
Material Deadline: May 20

### Well Completion Technology

- Horizontal completions
- Multi-stage fracturing
- Extended reach and multilaterals

#### What's New in Artificial Lift-Part 2

- Plunger lift systems
- ESPs and PCs
- Gas lift
- Power-related technologies

#### Fluids Advances

(1971–1985)  
OPEC Asserts Itself

Canadian Shales

Deepwater / Subsea

Gulf of Mexico

Offshore Technology Conference (OTC)  
ShaleTech Canada

(1986–2000)  
A Time of Rebuilding

Permian Shales

Geological &  
Geophysical Technology

Latin America

Global Petroleum Show  
European Association of Geoscientists  
& Engineers (EAGE)  
American Association of Petroleum  
Geologists (AAPG)

(2001–2016)  
The Shale Era

Bakken / Three Forks

Deepwater / Subsea

Russia

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

Hydraulic Fracturing Forum

# Editorial Calendar 2016

	<b>July</b> Ad Closing: June 15 Material Deadline: June 22	<b>August</b> Ad Closing: July 15 Material Deadline: July 22	<b>September</b> Ad Closing: August 15 Material Deadline: August 22
<b>Issue Focus</b> Technology Topics Technical Case Histories	<b>100th Anniversary issue</b> <b>Offshore Advances</b> <ul style="list-style-type: none"> <li>• Subsea risers</li> <li>• Umbilicals</li> <li>• Well intervention</li> </ul> <b>Sand Control</b> <b>Gravel Packing</b> <b>Inflatable Packers</b> <b>Marine Seismic</b> <b>ONS Show Preview</b> 	<b>Oil Country Tubular Goods</b> <ul style="list-style-type: none"> <li>• Casing</li> <li>• Tubing</li> <li>• Expandables</li> <li>• Coiled tubing</li> </ul> <b>Drill Pipe</b> <b>North American Mid-Year Drilling Update</b> <b>Unconventional Resources</b> <ul style="list-style-type: none"> <li>• Oil sands</li> <li>• Heavy oil</li> <li>• SAGD</li> </ul>	<b>Advances in Exploration</b> <ul style="list-style-type: none"> <li>• Seismic</li> <li>• Gravity</li> <li>• Electromagnetics (EM)</li> <li>• Petrophysics</li> </ul> <b>Worldwide Drilling, Production and Reserves</b> <b>Automation and Control</b> <ul style="list-style-type: none"> <li>• Instrumentation</li> <li>• Real-time operations</li> <li>• Remote monitoring</li> <li>• Digital oilfield</li> </ul> <b>HPHT</b> <ul style="list-style-type: none"> <li>• Drilling and completions</li> <li>• Downhole tools</li> </ul> <b>Proppant Innovations</b>
<b>Shaletech™ Plays / Reports</b>	<b>Australia / China</b>	<b>Eagle Ford / Pearsall</b>	<b>Shaletech™ Report</b>
<b>Special Sections</b>		<b>Deepwater / Subsea</b>	<b>Geological &amp; Geophysical Technology</b>
<b>Regional Outlook</b>	<b>North Sea</b>	<b>West Africa</b>	<b>Middle East / North Africa</b>
<b>Bonus Distribution</b>	<b>Offshore Northern Seas</b>	<b>World Heavy Oil Congress</b>	Society of Exploration Geophysicists (SEG) Annual Exhibition World Oil's HPHT Drilling & Completions Conference SPE Annual Technical Conference & Exhibition Arctic Technology Conference
<b>Editorial Webcasts</b>			<b>Artificial Lift Series</b>



## October

Ad Closing: September 15  
Material Deadline: September 22

### Advances in Drilling

- Directional drilling
- Laterals
- Extended reach

### Reservoir Management

- Reserves assessment
- Reservoir simulation
- Permanent monitoring
- EOR/IOR

### What's New in Bit Design



## November

Ad Closing: October 14  
Material Deadline: October 21

### Advances in Production

- Production chemicals
- Acidizing
- Water management

### Subsea Production

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

### Coring Technology

### NOV Rig Census

Annual survey of U.S. drilling contractors' fleet status and key activity indicators

### World Oil Awards Review

### Tubing Technology

## December

Ad Closing: November 15  
Material Deadline: November 22

### Drilling Rig Innovations

- Land / offshore rig design
- New rig equipment
- Offshore newbuild report
- Riser technology

### Industry Leaders' Outlook for 2017

### Marine Construction

- Topsides
- Spars
- FPSOs
- Mooring systems

### HSE Technology

Niobrara

Argentina / Mexico

Haynesville

Deepwater / Subsea

Deepwater / Subsea

Permian Basin

Eastern Canada

China

IADC Annual General Meeting  
Independent Petroleum Association of America (IPAA) Annual Meeting  
Gulf Publishing Company's Women's Global Leadership Conference (WGLC)  
ADIPEC

Hydraulic Fracturing Forum

Sand Control

# WorldOil.com Display Advertising



## WorldOil.com

World Oil Online includes registrants across major integrated oil and gas companies, nationalized/state-owned oil companies, workover/drilling contractors, independents, engineering consulting firms, and service companies. Registrants include engineers and executives at ExxonMobil, Saudi Aramco, BP, Statoil, Shell, Chevron, Qatar Petroleum and many others.<sup>1</sup>

World Oil display advertising includes homepage, topic channel and run-of-site options. Three rotations are available in each position on the homepage. Run of site (ROS) provides advertisers the opportunity to maximize impression count.

### Homepage:

One of three rotations

- Leaderboard: \$3,465
- Skyscraper: \$2,940
- Top MPU: \$3,165
- 2nd MPU: \$2,145

### Run-of-Site:

High-impact, rich media options

- Push Down (exclusive): \$10,910
- Push Down (one of two rotations): \$6,780
- Page Peel (exclusive): \$8,560
- Page Peel (one of two rotations): \$5,310

### Run-of-site:

One of three rotations

- Leaderboard: \$4,440
- Top MPU: \$3,955
- 2nd MPU: \$3,490

### Interstitial:

Homepage only

- \$6,450 per week

## Online Advertising Specs

(Creative types: GIF, JPG/JPEG, PNG, JavaScript, Third party tags, HTML; File Size: Max 100KB; Maximum animation length: 15 secs; Max Video & Animation Frame Rate: 24fps)

**Push Down:** 970x90 px & 970x415 px (when expanded); 300x50 (mobile)

**Page Peel:** 800x600 px

**Interstitial:** 800x600 px

**Leaderboard:** 728x90 px; 300x50 (mobile)

**Skyscraper:** 160x600 px; 300x50 (mobile)

**Top MPU:** 300x250 px

**2nd MPU:** 300x250 px

## Channels:

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

Exclusive Placement	Leaderboard	Top MPU	2nd MPU	All 3 Positions
<b>Offshore</b>	\$3,120	\$2,640	\$2,060	\$7,430
<b>Deepwater</b>	\$2,355	\$2,080	\$1,840	\$5,960
<b>Subsea</b>	\$1,940	\$1,685	\$1,510	\$4,880
<b>Shale</b>	\$2,355	\$2,080	\$1,840	\$5,960
<b>Geology &amp; Geophysics</b>	\$2,160	\$1,900	\$1,730	\$5,500
<b>Drilling</b>	\$3,370	\$2,875	\$2,180	\$8,000
<b>Completions</b>	\$3,370	\$2,875	\$2,180	\$8,000
<b>Production</b>	\$2,270	\$2,000	\$1,820	\$5,785

(All pricing is Gross USD per month). Frequency rate discounts are available.

**328,000**<sup>2</sup>

Page views

**134,000**<sup>2</sup>

Unique Visitors

**101%**<sup>3</sup>

Increase in Uniques YOY

**61,300**<sup>3</sup>

Twitter Followers

**38,400+**<sup>3</sup>

Likes on Facebook

## Global Reach

## 2016 Lead Generation



### TechTalk

TechTalk is a new, sponsored content section of *World Oil*'s website. It allows marketers to connect directly with the *World Oil* audience. TechTalk sponsors can create content and participate in the conversation. Each TechTalk article is

produced and uploaded to the *World Oil* website by sponsors. Articles are placed on a custom micro-site, and sponsors receive all three ad spots (728x90, 300x250 & 300x250). Sponsors can place up to six TechTalk articles per month through direct access to the *World Oil* content management system. Along with placement on the homepage, TechTalk articles are promoted through e-newsletters and social media.

**TechTalk (standard sponsorship) - \$11,800**



### 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. Webcasts are promoted through print and online advertising and e-blasts, and the recording of the live event is posted on *World Oil* Online for 12 months. Sponsors receive registrant details and can access a real-time registrant link over the on-demand period. Premium packages are available that include video placement(s) and access to source files for additional sponsor promotion. **Webcast - (exclusive: \$18,530 - \$23,850) (co-sponsor: \$6,380)**

### World Oil Editorial Webcast Series:

- 2016 Forecast (February 2016)
- Artificial Lift Series (March 2016)
- Hydraulic Fracturing Forum (June 2016)
- Artificial Lift Series (September 2016)
- Hydraulic Fracturing Forum (September 2016)
- Sand Control (November 2016)



### White Papers

Put your best technical literature forward and get targeted leads back. Your company's technical literature or white paper is posted on *World Oil* Online and is promoted through email. Registrants are provided in an Excel worksheet.

**Whitepaper - \$4,530**

### Keyword Advertising

Choose keywords to target specific content and subject areas and align your message with related *World Oil* content. Article keywords can be hyperlinked to the web page of your choice, or more customized opportunities are available through mini-sites, videos and other advertisements. **Contact your representative.**

### Videos

Videos are posted on *World Oil* Online's homepage for one month and then archived for an additional year. Registration pages also can be added to capture registrant contact information. **Video - \$3,775**



### World Oil Mobile App/Digital Edition Sponsorship

*World Oil*'s digital edition reaches more than 15,458<sup>1</sup> subscribers, who prefer to receive the monthly issues via their computers or PDAs. The *World Oil* magazine mobile app is also available for download on iPad and iPhone.

**Please contact your sales rep for app and digital edition sponsorship info.**

### Corporate Access Programs

A corporate access program to *World Oil* is an effective way to provide your company access to leading technical content and industry data. These programs provide company-wide IP access to premium content, including an archive of magazine issues dating back more than ten years and our exclusive engineering data tables (casing tables and tubing tables, the drillbit classifier and fluids file) as well as technical supplements, technical articles, industry data and statistics, forecast data and more. For more information visit **WorldOil.com**, or contact *World Oil* at **+1 (713) 525-4626**.

<sup>1</sup>BPA Worldwide, June 2015 statement.

<sup>2</sup>Google Analytics: Six-month rolling average February-July 2015. Subject to Change.

<sup>3</sup>Google Analytics: Six-month rolling average February - July 2015 compared to February - July 2015



**World Oil e-newsletters** are a timely, targeted and effective way to advertise your product or service, announce a new technology, or pique interest in an upcoming event. The *World Oil* Daily News provides coverage of Tops News, Industry Trends and Company News to the inboxes of more than 52,000<sup>1</sup> global professionals each Monday-Friday. The monthly and bi-monthly e-newsletters provide in-depth coverage on important industry segments and reach a targeted audience.

# World Oil E-newsletters



**World Oil Daily News** (Delivered Daily Monday – Friday)  
Deliveries: 260,000<sup>1</sup> | Unique Open Rate: 20%<sup>2</sup>



**World Oil ShaleTech™ news** (Delivered Twice a Month)  
Deliveries: 28,000<sup>2</sup> | Open Rate: 18%<sup>3</sup>



**World Oil Geology & Geophysics news** (Monthly)  
Deliveries: 22,000<sup>2</sup> | Open Rate: 21%<sup>3</sup>



**World Oil Deepwater news** (Monthly)  
Deliveries: 29,000<sup>2</sup> | Open Rate: 20.7%<sup>3</sup>

**World Oil DAILY NEWS**  
AUGUST 12, 2015

**LEADERBOARD: 728x90**

**TOP NEWS**  
Shale oil output wanes as U.S. producers retreat in bear market  
WASHINGTON – The shale fields that propelled the U.S. energy boom are expected to take another step back next month as producers reduce costs in the midst of a bear market.  
[Read More](#)

Mariner jacket on its way to North Sea, Statoil says  
STAVANGER, Norway – The steel jacket for the Statoil-operated Mariner A platform on the UK Continental Shelf (UKCS) has left Spain's Dragageo yard and is now on its way to the North Sea.  
[Read More](#)

**Quick Links**  
See our  
Specials & Deals  
Newswire, Pressroom

**Commodity Prices**  
Henry Hub Natural Gas  
**\$2.844**  
West Texas Intermediate (WTI)  
**\$43.08**  
Brent Crude  
**\$49.18**  
[More Industry Data](#)

**TOP MPU: 300x250**

**INDUSTRY TRENDS**  
OPEC output reaches 3-year high as Iran pumps most since 2012  
VIENNA, Austria – OPEC pumped the most crude last month in more than three years as Iran restored output to the highest level since international sanctions were strengthened in 2012.  
[Read More](#)

IWCF launches online system for well control training  
MONTROSE, Scotland – The International Well Control Forum, the independent organization that sets international well control standards, has launched a new online administration system called FORUM, which will change the way well control training is managed.  
[Read More](#)

**SKYSCRAPER: 160x600**

**2ND MPU: 300x250**

**Weekly Rig Count Update**  
**884**  
U.S. Rotary Rigs  
18 rigs change from 2014  
**208**  
Canada Rotary Rigs  
27 rigs change from 2014

Exclusive Placement	Leaderboard	Skyscraper	Top MPU	2nd MPU
<b>World Oil Daily News</b> (Per Week)	\$4,110	\$3,080	\$3,245	\$2,585
<b>ShaleTech™ news</b> (Per Deployment)	\$2,415	\$2,010	\$2,205	\$1,675
<b>Geology &amp; Geophysics news</b> (Per Month)	\$1,925	\$1,620	\$1,770	\$1,365
<b>Deepwater news</b> (Per Month)	\$2,415	\$2,010	\$2,205	\$1,675

Frequency rate discounts are available.

<sup>1</sup> Publisher's own data.

<sup>2</sup> Publisher's Statement: Data are supplied by Pardot, email management system, from June–July 2015. Deliveries are for an average of five sends.

<sup>3</sup> Publisher's Statement: Data are supplied by Pardot, email management system, from June–July 2015



## Upcoming Events

**Gulf Publishing Company** and **World Oil Events** provide unique sponsorship and exhibit opportunities, where you can meet face-to-face with your global customers and prospects in a thought-provoking, collaborative environment. Numerous sponsorship opportunities are available and can even be customized to fit your specific needs.

>> For information about sponsoring or exhibiting, contact [Ron.Higgins@WorldOil.com](mailto:Ron.Higgins@WorldOil.com).

>> For information about speaking opportunities, contact [Melissa.Smith@GulfPub.com](mailto:Melissa.Smith@GulfPub.com) or [Megan.Roiz@Gulfpub.com](mailto:Megan.Roiz@Gulfpub.com).



### March 2016 / Nicosia, Cyprus

Eastern Mediterranean Gas Conference (EMGC) will provide attendees with the knowledge and insight necessary to successfully build business operations in this burgeoning region, where an estimated 40 Tcf of recoverable natural gas reserves have been discovered. [EMGasconference.com](http://EMGasconference.com)



### April 18–20, 2016 / Calgary, Alberta, Canada

To be held April 18–20, 2016 in Calgary, Alberta, Canada in conjunction with DMG Events, organizers of the Global Petroleum Show, ShaleTech™ Canada will provide attendees with a high-level forum to network and learn about the latest applications of new technology and advancements from leading operators and technology providers in shale energy. [ShaletechCanada.com](http://ShaletechCanada.com)



### April 4–6, 2016 / Houston, Texas

The inaugural Energy Supply Chain & Vendor Summit will cover all sectors of the oil and gas supply chain – upstream, midstream and downstream and the challenges and issues that are specific to each. Attendees will learn to maximize efficiencies, mine savings opportunities and reduce their environmental impact. The event will feature a one-day workshop, a two-day technical conference, and an exhibit floor. [OGsupplyChain.com](http://OGsupplyChain.com)



### July 2016 / Aberdeen, Scotland

To be held in Europe for the first time, the 13th iteration of the Women's Global Leadership Conference in Energy (WGLC) will focus on key industry-related issues like exploration, health/safety/environment, and economics, as well as professional development issues specific to women's leadership in oil and gas. [WGLConference.com/Europe](http://WGLConference.com/Europe)



### September 21–22, 2016 / Houston, Texas

World Oil's 11th HPHT Drilling, Completions and Production Conference will explore the unique challenges operators face on HPHT projects and the innovative solutions being developed to increase efficiency and reduce costs. Attendees will get valuable insight from real-world case histories and an intimate forum encouraging knowledge-sharing and networking in this important industry sector. The conference includes a two-day technical program, as well as an exhibit hall. [HPHTConference.com](http://HPHTConference.com)



### October 13, 2016 / Houston, Texas

The 15th annual World Oil Awards event recognizes and celebrates the industry's best achievements in 18 categories, covering the entire spectrum of the upstream oil and gas industry. Finalists are announced in September. Award winners are honored at an annual black-tie gala event to be held October 13 at the Houstonian Hotel Club and Spa. [WorldOil.com/Awards](http://WorldOil.com/Awards)



### November 1–2, 2016 / Houston, TX – Hyatt Downtown

Now in its 14th iteration, the Women's Global Leadership Conference in Energy (WGLC) is one of the largest women's events in the industry, and the only one that focuses on discussing key industry-related issues like exploration, health/safety/environment, and economics, as well as professional development issues specific to women's leadership in oil and gas. [WGLConference.com](http://WGLConference.com)



# Magazine Advertising 2016 Rates

Issued September 1, 2015. Effective January 1, 2016.

## 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

**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.

## 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 U.S. 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 #71: Worldwide Edition Rates, U.S. dollars

#### 2016 Four-Color Worldwide Rates

	1x	3x	6x	9x	12x	18x	24x	36x
<b>PG</b>	12,570	12,245	11,905	11,635	11,460	11,275	11,205	11,105
<b>½ PG</b>	9,960	9,670	9,445	9,250	9,140	8,980	8,930	8,865
<b>½ PG</b>	8,235	8,020	7,820	7,710	7,595	7,505	7,460	7,410
<b>½ PG ISL</b>	8,950	8,725	8,580	8,410	8,330	8,215	8,160	8,125
<b>¾ PG</b>	4,965	4,800	4,705	4,585	4,515	4,445	4,410	4,385
<b>¾ PG</b>	4,080	3,940	3,870	3,790	3,740	3,660	3,630	3,615

### b. Schedule #43: U.S./Canada U.S. dollars

#### 2016 Four-Color US/Canada Rates

	1x	3x	6x	9x	12x	18x	24x	36x
<b>PG</b>	8,885	8,695	8,495	8,305	8,185	8,075	8,010	7,950
<b>½ PG</b>	5,980	5,875	5,760	5,650	5,590	5,530	5,490	5,455
<b>½ PG ISL</b>	6,710	6,615	6,485	6,365	6,315	6,250	6,200	6,165

### b. Schedule #44: Outside U.S./Canada U.S. dollars

#### 2016 Four-Color Outside US/Canada Rates

	1x	3x	6x	9x	12x	18x	24x	36x
<b>PG</b>	9,030	8,830	8,620	8,440	8,325	8,210	8,125	8,080
<b>½ PG</b>	6,065	5,940	5,825	5,730	5,660	5,600	5,570	5,525
<b>½ PG ISL</b>	6,675	6,580	6,440	6,340	6,285	6,200	6,175	6,140

## 5. Special Position

Positioning: For any guaranteed special position, such as facing editorial, there is a \$825 Worldwide Edition premium, when available.

## 6. 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.

#### 2016 Cover Rates

	12 PGS	24+ PGS
<b>Second Magazine Cover</b>	13,200	12,570
<b>Fourth Magazine Cover</b>	13,200	12,570
<b>Special Section Covers:</b> Contact the Publisher		

## 7. 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.

**8. Classified Advertising:** Available in Worldwide Edition only.

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

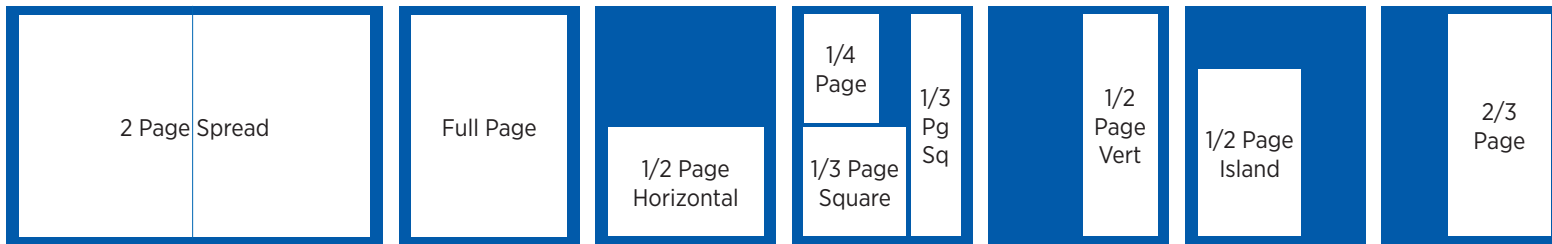
**b. Consecutive Insertions:** 10% discount on consecutive insertions.

## 9. Online Advertising

For current rates and information, please see pages 10-12 or contact your local sales representative.







## 10. 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.

## 11. 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 Specs

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	
<b>2-Page Spread, Bleed</b>	16.75 in.	(425 mm)	11.125 in.	(285 mm)
<b>2-Page Spread, Gutter Bleed</b>	16.5 in.	(420 mm)	10 in.	(255 mm)
<b>1 Page Standard</b>	7 in.	(180 mm)	10 in.	(255 mm)
<b>1 Page Bleed</b>	8.375 in.	(215 mm)	11.125 in.	(285 mm)
<b>¾ Page</b>	4.625 in.	(120 mm)	10 in.	(255 mm)
<b>½ Page Horizontal</b>	7 in.	(180 mm)	4.875 in.	(125 mm)
<b>½ Page Vertical</b>	3.375 in.	(85 mm)	10 in.	(255 mm)
<b>½ Page Island</b>	4.625 in.	(120 mm)	7.5 in.	(190 mm)
<b>⅓ Page Square</b>	4.625 in.	(120 mm)	4.875 in.	(125 mm)
<b>⅓ Page Vertical</b>	2.25 in.	(55 mm)	10 in.	(255 mm)
<b>¼ Page</b>	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:

**a.** From your Internet browser, go to <http://FTP.GulfPub.com>

**b.** Enter the following user name and password:

**User:** WOcustomer | **Password:** (insert your e-mail address)

**c.** Click on Login.

**d.** Click on the Upload button in the lower left corner of the browser window.

**e.** Click on Choose File in the Upload box that appears and navigate to your file.

**f.** Click on Upload.

**g.** Once your file has uploaded, click on Logout in the upper right corner of the browser window.

**h.** 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.



## North America Advertising Sales

2 Greenway Plaza, Suite 1020 // Houston, TX 77046 USA // WorldOil.com

### Ron Higgins

**TX, AL, FL, IA, IL, IN, GA, KY, MI, MN, TN, WI AND AUSTRALIA**

*Vice President*

Phone/Fax: +1 (713) 520-4406

Ron.Higgins@WorldOil.com

### Andy McDowell

*Publisher*

Phone/Fax: +1 (713) 520-4463

Andy.McDowell@WorldOil.com

### TX

Don DePugh

Phone/Fax: +1 (713) 520-4435

Don.DePugh@WorldOil.com

**TX, AR, AK, AZ, CA, CO, ID, KS, LA, MO, MS, MT, ND, NE, NM, NV, OK, OR, SD, UT, WA, WY AND WESTERN CANADA**

Bailey Simpson

Phone/Fax: +1 (713) 525-4660

Bailey.Simpson@WorldOil.com

**CT, DC, DE, MA, ME, NC, NH, NJ, NY, OH, MD, PA, RI, SC, VA, VT, WV AND EASTERN CANADA**

Merrie Lynch

Phone: +1 (617) 357-8190

Fax: +1 (617) 357-8194

Merrie.Lynch@GulfPub.com

### CLASSIFIED SALES

Gerry Mayer

Phone/Fax: +1 (972) 816-3534

Gerry.Mayer@GulfPub.com

### PRODUCT SALES

J'Nette Davis-Nichols

Phone: +1 (713) 520-4426

Fax: +1 (713) 525-4655

Jnette.Davis-Nichols@GulfPub.com

### CORPORATE ACCESS PROGRAM, DATA & SUBSCRIPTION SALES

J'Nette Davis-Nichols

Phone: +1 (713) 520-4426

Fax: +1 (713) 525-4655

Jnette.Davis-Nichols@GulfPub.com

### EVENT SALES

Melissa Smith

Phone/Fax: +1 (713) 520-4475

Melissa.Smith@GulfPub.com

GulfPub.com/Events

## Outside North America Advertising Sales

### BRAZIL—RIO DE JANEIRO

Marco Antonio Monteiro

Mobile: +55 21 99616-4347

Fax: +55 21 2240-5077

Brazil@GulfPub.com

### CHINA, HONG KONG

Iris Yuen

Phone: +86 13802701367

(China)

Cell: +852 69185500

(Hong Kong)

China@GulfPub.com

### FRANCE, GREECE, NORTH AFRICA, SPAIN, PORTUGAL, SOUTHERN BELGIUM, AUSTRIA, LUXEMBOURG, SWITZERLAND, GERMANY, MIDDLE EAST

Catherine Watkins

Phone: +33 (0) 1 30 47 92 51/Fax: +33 (0) 1 30 47 92 40

Catherine.Watkins@GulfPub.com

Jim Watkins

Phone: +33 (0) 1 30 47 92 51/Fax: +33 (0) 1 30 47 92 40

Cell: +33 (0) 6 76 35 11 52/Jim.Watkins@GulfPub.com

### JAPAN

Yoshinori Ikeda

Pacific Business Inc.

Phone: +81 (3) 3661-6138

Fax: +81 (3) 3661-6139

Japan@GulfPub.com

### INDIA

Manav Kanwar

Phone: +91-22-2837 7070/71/72

Fax: +91-22-2822 2803

India@GulfPub.com

### INDONESIA, MALAYSIA, SINGAPORE, THAILAND

Peggy Thay

Publicitas Singapore Pte Ltd

Phone: +65 6836 2272

Fax: +65 6297 7302

Singapore@GulfPub.com

### ITALY, EASTERN EUROPE

Fabio Potesta

Mediapoint &

Communications SRL

Phone: +39 (010) 570-4948

Fax: +39 (010) 553-0088

Fabio.Potesta@GulfPub.com

### KOREA

Young-Seoh Chinn

JES MEDIA, INC.

Phone: +82 (2) 481-3411/3

Fax: +82 (2) 481-3414

Korea@GulfPub.com

### RUSSIA, FSU

Lilia Fedotova

Anik International & Co., Ltd.

Phone/Fax: +7 (495) 628-10-33

Lilia.Fedotova@GulfPub.com

### UNITED KINGDOM, NETHERLANDS, NORTHERN BELGIUM, SCANDINAVIA

Michael Brown

Phone: +44 161 440 0854

Cell: +44 79866 34646

Michael.Brown@GulfPub.com