DEAR OIL AND GAS MARKETER

Thank you for considering World Oil for your 2018 marketing and advertising needs. For more than 100 years, World Oil has been THE essential source of technology and trends information for more than 40,000 executives, engineers, and other industry professionals in the global upstream, onshore and offshore oil and gas industry.

Included in this year’s media planner, you will find a wide variety of print and online opportunities, focusing on both brand awareness and lead generation. Used together, marketing plans can be customized to 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.

Additionally, clients benefit from the strength of our dedicated and esteemed editorial team, who have decades of combined experience, and who are committed to producing the finest technical publication in the industry, month after month, year after year. Bottom line: our commitment is to you—our clients!

We look forward to assisting your company with a successful, integrated marketing strategy with World Oil this year, to not only meet, but exceed, your objectives for 2018. We appreciate the opportunity to work with you and thank you in advance for your business.

Kind regards,

Andy McDowell
Publisher, World Oil
Vice President, Gulf Publishing Company
Andy.McDowell@WorldOil.com
+1 (713) 520-4463

In May 2017, Gulf Publishing Company (GPC)—publisher of World Oil—purchased Oildom Publishing Company of Texas. With this acquisition, GPC became the world’s largest, privately held publishing company, devoted exclusively to the international oil and gas industry, with the leading publication in each sector.

GAS PROCESSING
Gas Processing is the first publication devoted solely to technology and trends in the global gas processing industry. Gas Processing focuses on midstream gas processing, pipelines, LNG and GTL.
GasProcessingNews.com

HYDROCARBON PROCESSING
Hydrocarbon Processing has provided cutting-edge technical content and information for the international refining, petrochemical, gas processing and LNG industries since 1922.
HydrocarbonProcessing.com

PETROLEUM ECONOMIST
Petroleum Economist is the authority on energy economics and trends, offering high-level intelligence and opinions on the events and people shaping the global energy market.
Petroleum-Economist.com

Pipeline & Gas Journal
Pipeline & Gas Journal, published continually since 1859, focuses on the pipeline and natural gas distribution industry and covers all aspects of midstream infrastructure.
PGJOnline.com

Underground Construction serves the water, sewer, natural gas and telecom industries with the latest news, products, project case studies and regulatory updates relevant to the underground construction and rehabilitation industry.
UConOnline.com

“This is one complete magazine, which encompasses all offshore and oil and gas products and projects.”1

“I’ve used World Oil quite extensively in my work.”1

1Signet Report, February 2017
KURT ABRAHAM
Editor & Chief Forecaster, World Oil
+1 (713) 525-4601
Kurt.Abraham@WorldOil.com
Kurt Abraham has 33 years in the industry, and 34 years of media/publishing experience. He is a graduate of Texas A&M University and is a committee or board member at NOMADS, IPAA, Offshore Energy Center and Energy Advocates.

ANDY MCDOWELL
Publisher, World Oil
Vice President, Gulf Publishing Company
+1 (713) 520-4463
Andy.Mcdowell@WorldOil.com
Andy McDowell has 12 years of experience in oil and gas industry publishing, all at Gulf Publishing Company. He is a graduate of Texas Christian University and is a member of the SPE.

EMILY QUERUBIN
Associate Editor, World Oil
+1 (713) 525-4607
Emily.Querubin@WorldOil.com
Emily Querubin is responsible for a variety of news and features. She has more than seven years of editorial experience, and holds a BA degree in Communications/Journalism from Shippensburg University of Pennsylvania.

RON HIGGINS
Vice President, Gulf Publishing Company
+1 (713) 520-4406
Ron.Higgins@WorldOil.com
Ron Higgins has over 58 years of experience in the oil and gas industry. Ron is a graduate of the University of Houston, and a member of the SPE, IADC, API and NOMADS.

CRAIG FLEMING
Technical Editor, World Oil
+1 (713) 525-4642
Craig.Fleming@WorldOil.com
Craig Fleming has 36 years of experience in the oil and gas industry, working primarily as a corporate communicator in the service sector. He is a graduate of Oklahoma State University and a member of the SPE.

ALEX ENDRESS
News Editor, World Oil
+1 (713) 525-4633
Alex.Endress@WorldOil.com
Alex Endress procure and edits content for print and online, and researches data for World Oil’s drilling forecasts. He has more than four years of industry experience, and holds a Bachelor of Journalism from The University of Texas-Austin.

DR. BILL PIKE
Energy Issues

DR. ANAS F. ALHAJJI
Middle East

DR. ROGER BEZDEK
Washington

RON BITTO
Offshore

DAVID BLACKMON
Regulatory Affairs

DON FRANCIS
Production

WILLIAM (BILL) HEAD
Exploration

RAJ KANWAR
India

DR. JEFFREY M. MOORE
Asia-Pacific

MAURO NOGARIN
Latin America

DR. ØYSTEIN NORENG
North Sea

JIM REDDEN
Drilling

DR. JACQUES SAPIR
FSU

DR. EVE SPRUNT
Shale
TOTAL CIRCULATION

Business Circulation Analysis\(^1\)

- **83.9%**
  - (33,621) Major Integrated Oil/Gas Companies, National or State Oil/Gas Companies, Independent Producers and Consulting Engineering Firms

- **4.3%**
  - (1,726) Service, Supply and Manufacturing Companies (including Service Companies in alliance with E&P Companies)

- **11.1%**
  - (4,459) Drilling and Workover Contractors

- **11.1%**
  - (4,459) Drilling and Workover Contractors

- **0.7%**
  - (265) Government Agencies; Educational Institutions; Associations; Libraries; Financial, Insurance and Legal Institutions; Others allied to the Field; and Others paid

Occupational Circulation Analysis\(^1\)

- **43.1%**
  - (17,269) Engineers and Consultants

- **35.6%**
  - (14,271) Company Officers and Managers

- **7.8%**
  - (3,115) Geologists/Geophysicists

- **5.7%**
  - (2,301) Superintendents/Foremen and Toolpushers

- **3.3%**
  - (1,303) Company Copies and Other Operations Personnel; Govt. Agencies; Educational Institutions; Associations; Libraries; Financial, Insurance and Legal Institutions; Others allied to the Field; and Others paid

- **3.0%**
  - (1,222) Professionals at Service/Supply and Manufacturing Companies

- **1.5%**
  - (590) Purchasing Agents

Geographical Circulation Analysis\(^1\)

- **22,507**: North America

- **5,829**: Europe

- **2,500**: Asia and Asia-Pacific

- **5,299**: Asia and Asia-Pacific

- **2,064**: Africa

- **1,872**: Caribbean, Central America, South America

\(^1\)BPA Worldwide, June 2017 statement. \(^2\)World Oil Signet Report, February 2017. \(^3\)Publisher’s own data, as of August 2017.
World Oil Stats

**40,071**

TOTAL CIRCULATION

**156,277**

TOTAL READERSHIP
(based on a pass-along ratio of 3.9 readers per issue.)

**76 min.**

AVERAGE READING TIME PER ISSUE

World Oil Readers

Exclusive Readers

More than 40% of World Oil’s audience regularly (3 out of 4 issues) read the magazine vs. competitive publications.¹

Loyal Audience

World Oil’s readers have, on average, read the magazine for eight years, and 97% have read the publication for two years or more.²

ONLINE PRESENCE

WorldOil.com

**326,772**

AVERAGE PAGE VIEWS

**211,559**

AVERAGE USER SESSIONS

**131,551**

AVERAGE UNIQUE USERS

Social Media

**98,313**

FOLLOWERS

**71,207**

WORLD OIL LIKES

**14,439**

SHALETECH LIKES

**2,316**

FOLLOWERS

2018 MEDIA PLANNER
### 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue Focus</th>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Closing: December 15</td>
<td>Ad Closing: January 16</td>
<td>Ad Closing: February 15</td>
<td></td>
</tr>
<tr>
<td>Material Deadline: December 22</td>
<td>Material Deadline: January 23</td>
<td>Material Deadline: February 22</td>
<td></td>
</tr>
</tbody>
</table>

**Well Control and Intervention**
- Blowout control
- Coiled tubing
- OCS regulations

**Safety Systems**
- BOPs
- Containment: Surface and subsea

**Hydraulic Fracturing**

**Casing Technology**

**92nd Annual Forecast / Review**
- Global forecast and review
- E&P spending
- Worldwide drilling report
- Production
- Rig utilization
- Oil and gas pricing
- Canada & Mexico

**Directional Drilling**
- Extended reach
- Multi-laterals
- Horizontal

**Eastern Mediterranean Gas Conference (EMGC) Show Preview**

**Coiled Tubing Technology**
- Drilling
- Completions
- Intervention

**Managed Pressure Drilling**
- Pore pressure
- Geomechanics

**Offshore Engineering & Construction**
- Topsides
- Spars
- FPSOs
- Mooring systems

<table>
<thead>
<tr>
<th>Technology Topics</th>
<th>Technical Case Histories</th>
<th>Value-Added Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>ShaleTech™ Plays / Reports</td>
<td>Repeating Technologies</td>
<td>Bonus Distribution</td>
</tr>
<tr>
<td>Digital Transformation</td>
<td>Eastern Mediterranean</td>
<td>World Oil Industry Forecast, North America and International</td>
</tr>
<tr>
<td>Geological &amp; Geophysical Technology</td>
<td>Southeast Asia / Australia</td>
<td>SPE/Intervention &amp; Coiled Tubing Association (ICoTA)</td>
</tr>
<tr>
<td>Marcellus / Utica</td>
<td>East Africa</td>
<td>CIPPE Beijing</td>
</tr>
<tr>
<td>ShaleTech™ Practices &amp; Advances</td>
<td>SPE/Intervention &amp; Coiled Tubing Association (ICoTA)</td>
<td>IADC/SPE Drilling Conference</td>
</tr>
<tr>
<td>Deepwater / Subsea</td>
<td>American Association of Drilling Engineers (AADE)</td>
<td>Gulf Publishing Company’s Eastern Mediterranean Gas Conference (EMGC)</td>
</tr>
<tr>
<td>East Africa</td>
<td>MCE Deepwater Development (MCEDD)</td>
<td>CIPPE Beijing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OTC Asia</td>
</tr>
</tbody>
</table>

**Regional Outlook**
- Eastern Mediterranean
- Southeast Asia / Australia
- East Africa

**Benefits Distribution**
- World Oil Industry Forecast, North America and International
- SPE Hydraulic Fracturing Technology Conference (HFTC)
- Egypt Petroleum Show (EGYPS)

**Value-Added Features**
- Ad Effectiveness Study
(See pg. 10 for details)
### APRIL
Ad Closing: March 15  
Material Deadline: March 22

<table>
<thead>
<tr>
<th>OTC Issue</th>
<th>EOR/IOR</th>
<th>Well Completion Technology</th>
</tr>
</thead>
</table>
| TECHNOLOGY AT OTC | • Waterflood  
• Gas injection  
• Steam injection | • Horizontal completions  
• Open-hole completions  
• Multi-stage fracturing  
• Logging / Perforating |
| OTC SHOW PREVIEW | WHAT’S NEW IN ARTIFICIAL LIFT–PART 1 | WHAT’S NEW IN ARTIFICIAL LIFT–PART 2 |
| DRILLING TECHNOLOGY | • Horizontal completions  
• Open-hole completions  
• Multi-stage fracturing  
• Logging / Perforating | • Plunger lift systems  
• ESPs and PCPs  
• Gas lift  
• Power-related technologies |
| • Rotary steerable drilling  
• Multi-laterals | WHAT’S NEW IN FORMATION EVALUATION | FLOW ASSURANCE |
| WHAT’S NEW IN FORMATION EVALUATION | • Horizontal completions  
• Open-hole completions  
• Multi-stage fracturing  
• Logging / Perforating | • Hydrates  
• Paraffins  
• Scale |
| • LWD / MWD  
• Logging / Perforating  
• Core analysis | DECOMMISSIONING | DEEPWATER SUPPLY CHAIN BRAZIL SHOW PREVIEW (DSCB) |
| PORT FOURCHON SPECIAL REPORT | FLOW ASSURANCE | |

### MAY
Ad Closing: April 13  
Material Deadline: April 20

<table>
<thead>
<tr>
<th>Permian Basin</th>
<th>STACK/SCOOP</th>
<th>Bakken / Three Forks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Transformation</td>
<td>Geological &amp; Geophysical Technology</td>
<td>Deepwater / Subsea</td>
</tr>
<tr>
<td>Gulf of Mexico</td>
<td>Latin America</td>
<td>Russia</td>
</tr>
</tbody>
</table>
| Offshore Technology Conference (OTC)  
American Association of Petroleum Geologists (AAPG) | Global Petroleum Show (GPS)  
European Association of Geoscientists & Engineers (EAGE)  
Deepwater Supply Chain Brazil (DSCB) | World Gas Conference (WGC)  
Independent Petroleum Association of America (IPAA) Mid-year Meeting |

### JUNE
Ad Closing: May 11  
Material Deadline: May 18
# 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue Focus</th>
<th>Technology Topics</th>
<th>Technical Case Histories</th>
<th>Ad Effectiveness Study</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JULY</strong></td>
<td>Offshore Advances</td>
<td>• Rig automation</td>
<td>(See pg. 10 for details)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Subsea risers</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Well intervention</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>SAND CONTROL</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>UNCONVENTIONAL RESOURCES</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Tight gas</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Heavy oil</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• SAGD</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Oil sands</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>DECOMMISSIONING</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>ONS SHOW PREVIEW</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>SHALETech™ PERMIAN SHOW PREVIEW</strong></td>
<td></td>
</tr>
<tr>
<td><strong>AUGUST</strong></td>
<td>Permian Basin Technology</td>
<td>• Exploration</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Drilling</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Completions</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Production</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>DRILL PIPE</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>EXPANDABLE packERS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SEPTEMBER</strong></td>
<td>Oil Country Tubular Goods</td>
<td>• Casing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Tubing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Expandables</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Coiled tubing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>GLOBAL MID-YEAR DRILLING, PRODUCTION &amp; RESERVES UPDATE, PLUS MID-YEAR FORECAST</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>HPHT</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Drilling and completions</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Downhole tools</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Proppant Innovations</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>HPHT DRILLING, COMPLETIONS AND PRODUCTION CONFERENCE</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ShaleTech™ Plays / Reports</th>
<th>Eagle Ford / Pearsall</th>
<th>ShaleTech™ Practices &amp; Advances</th>
<th>Argentina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recurring Features</td>
<td>Digital Transformation</td>
<td>Deepwater / Subsea</td>
<td>Geological &amp; Geophysical Technology</td>
</tr>
<tr>
<td>Regional Outlook</td>
<td>Offshore Western Europe</td>
<td>West Africa</td>
<td>India</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>URTeC</td>
<td>ShaleTech™ Permian</td>
<td>SPE Annual Technical Conference &amp; Exhibition (ATCE)</td>
</tr>
<tr>
<td></td>
<td>Offshore Northern Seas (ONS)</td>
<td></td>
<td>Society of Exploration Geophysicists (SEG) Annual Exhibition</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>World Oil HPHT Drilling, Completions and Production Conference</td>
</tr>
</tbody>
</table>

*Ad Effectiveness Study* (See pg. 10 for details)
<table>
<thead>
<tr>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad Closing:</strong> September 14</td>
<td><strong>Ad Closing:</strong> October 12</td>
<td><strong>Ad Closing:</strong> November 13</td>
</tr>
<tr>
<td><strong>Material Deadline:</strong> September 21</td>
<td><strong>Material Deadline:</strong> October 19</td>
<td><strong>Material Deadline:</strong> November 20</td>
</tr>
</tbody>
</table>

### Advances in Drilling
- Directional drilling
- Lateral
- Extended reach
- Automation & control

### RESERVOIR MANAGEMENT
- Reserves assessment
- Reservoir simulation
- Permanent monitoring

### DRILL BIT INNOVATIONS

### Advances in Production
- Production chemicals
- Acidizing
- Scale / paraffin control
- Water management
- Automation & control

### SUBSEA PRODUCTION
- Wellheads / Manifolds / Umbilicals
- Multi-phase pumping
- Subsea separation & compression
- Tiebacks
- Flow assurance

### RESERVOIR MANAGEMENT
- Reserves assessment
- Reservoir simulation
- Permanent monitoring

### TUBING TECHNOLOGY

### WORLD OIL AWARDS REVIEW

### Niobrara / Uinta

### Digital Transformation

### Middle East / North Africa

### ADIPEC

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

### ShaleTech™ Practices & Advances

### Geological & Geophysical Technology

### Arctic

### Haynesville

### Deepwater / Subsea

### Permian Basin

### Industry Leaders’ Outlook for 2019

### HSE TECHNOLOGY
**BUILD BRAND AWARENESS**

Advertising with *World Oil* provides multiple opportunities to build your company’s brand and generate leads for your company. Tell us your marketing objectives, and we’ll design a custom campaign to help you achieve your goals.

As a printed publication, *World Oil* has been an important resource to technology decision-makers in the global upstream oil and gas industry for more than 100 years, and we have been leading the industry in the digital deployment of technical content for many years.

Print advertising, web banner advertising and e-Newsletter advertising are excellent channels for building your company’s brand. Leverage the strong global audience and *World Oil*’s community of digital subscribers to increase brand awareness for your company, product or service.

**Magazine Advertising**

Print advertising is an excellent way to build brand awareness for your company, product or service. According to a February 2017 SIGNET Study, *World Oil* readers spend, on average, 1 hour and 16 minutes reading each issue of the magazine. And this same study determined that the average number of pass-along readers is 3.9 per issue. Therefore, your company’s advertisement garners high visibility among *World Oil* readers.

**Display Advertising**

*WorldOil.com* display advertising helps you:

- Heighten brand awareness and name recognition with premium digital advertising positions
- Positions include: Home Page and Run of Site
- CPM options available to address large campaigns
- Drive traffic to your company’s website
- Target specific messages to a select audience

**Digital Edition Sponsorship**

- More than 12,6861 digital editions sent monthly
- Multiple advertising and sponsorship opportunities
- Custom bundle packages available—contact your sales representative for details and pricing

**Keyword/Contextual Advertising**

Associating your brand with an industry application, technology or even a particular region of the world is an excellent way to increase your company’s brand awareness. *World Oil* offers companies the opportunity to buy keywords exclusively for a campaign, and feature custom display advertisements or videos on *WorldOil.com* for a period of at least one month. For details about customized options, please contact your *World Oil* sales representative.

**World Oil Blog**

*World Oil* launched a blog in April 2017, focusing on the digital transformation taking place across the upstream industry. This and other exclusive sponsorship opportunities are available. Contact your *World Oil* representative for details.

**World Oil App Sponsorship**

- Get 24/7 access to the current issue and all the editions from the last four years
- Contact your sales representatives for details and pricing

---

1 BPA Worldwide, June 2017 statement.
3 BPA Worldwide, June 2017 statement. Based on 55,069 average per occurrence (Monday–Friday).
4 Publisher’s data. Data averages are supplied by Pardot, an email management system, for distributions between July 2016 through June 2017.

---

Visit WorldOil.com/Signet for details

---

Get Audience Feedback on the Effectiveness of Your Print Advertisement

The objective of the SIGNET AdEffect Study is to provide advertisers with feedback on the effectiveness of the ads that appeared in a particular issue of *World Oil*. In 2018, *World Oil* will feature three different AdEffect studies: February, July and October.

Visit WorldOil.com/Signet for details
ADVERTISING OPPORTUNITIES

e-Newsletters: Digital Banner Advertising
Opportunities are available in targeted e-Newsletters and briefings published each month.

World Oil Daily News
• Delivered Monday – Friday
• Delivered to 275,345 recipients each week
• 23.1% unique open rate
• Four ad positions available: leaderboard, skyscraper, MPU1 and MPU2

ShaleTech News
• Delivered 1st Thursday of the month (once a month)
• Delivered to 28,700 subscribers per deployment
• 21.9% unique open rate
• Four ad positions available: leaderboard, skyscraper, MPU1 and MPU2

ShaleTech Permian News (NEW!)
World Oil is launching a new e-Newsletter in October 2017. The newsletter will focus exclusively on the Permian basin and explore the latest trends, techniques and technology employed in the region.
• Delivered 3rd Thursday of the month (once a month)
• Delivered to 28,700 subscribers per deployment
• Expected unique open rate of 21.9% (based on Shale e-Newsletter deployments)
• Four ad positions available: leaderboard, skyscraper, MPU1 and MPU2

Geology & Geophysics News
• Delivered 2nd Thursday of the month (once a month)
• Delivered to 18,000 subscribers per deployment
• 23% unique open rate
• Four ad positions available: leaderboard, skyscraper, MPU1 and MPU2

Digital Transformation: Optimization, Efficiency, Automation
• Delivers 3rd Wednesday of the month (once a month)
• Delivered to 37,000 subscribers per month
• 23.4% unique open rate
• Three ad positions available: Leaderboard, MPU1 and MPU2

Deepwater Intelligence
Launching October 2017, this briefing will focus on project updates, technological developments, policy affecting deepwater developments and include MCEDD news and updates.
• Delivered 4th Thursday of the month (once a month)
• Delivered to 59,100 subscribers a month
• Expected unique open rate of 22% (based on prior year’s Deepwater e-newsletter deployments)
• Four ad positions available: leaderboard, skyscraper, MPU1 and MPU2
GENERATE **QUALIFIED LEADS**

**Target Decision-Makers and Generate New Leads**

Take advantage of the many advertising channels that *World Oil* offers to generate specific leads for your company, product or service. In any high-performing company, high-quality leads are essential to the partnership between marketing and sales. *World Oil* is an excellent partner in the lead generation process. We provide many unique opportunities that can help generate qualified new leads for your company, product or service. At the heart of our lead generation strategy is your ability to leverage a more than 100-year-old brand, and our global audience of executives and technology decision-makers.

**TechTalk/Sponsored Content**

TechTalk is *World Oil*’s native advertising platform that allows companies to leverage WorldOil.com, to connect directly with the brand’s audience.

**TechTalk Premium:** 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 also receive three display ads on the TechTalk page of WorldOil.com. Sponsors may upload an unlimited number of articles via *World Oil*’s secure and web-based TechTalk content management system. Along with placement on the *World Oil* homepage, TechTalk articles are promoted by the *World Oil* staff through e-Newsletters and social media.

**TechTalk Lite:** Companies looking to initiate a conversation can also utilize TechTalk for bespoke, low-volume programs. This option is ideal for companies without the resources to produce multiple articles, but it still allows companies and brands to reach *World Oil*’s audience. TechTalk Lite programs, which can range from a single article to a series, are also promoted through *World Oil*’s website, e-Newsletters and social media channels.

**Online Videos**

So much of today’s oilfield technology needs an associated video to help your target audience visualize the functionality, and understand the features and benefits. Videos are a great way to explain your technology to WorldOil.com subscribers. Client-provided videos are listed online and appear as a “featured video” on the homepage of WorldOil.com for one month. Videos are archived on the website for 12 months in *World Oil*’s media center. Additionally, registration pages can be added to the videos, giving companies a new leads list.

**Deep Dive Videos**

Deep Dive provides a more in-depth analysis of the challenges and solutions presented in the technical articles published by *World Oil*. Once *World Oil*’s editorial team has selected an article for publication, *World Oil* can produce an interview-style video examining the challenges presented in the article. The video, which will feature the article’s author(s) and a *World Oil* editor/moderator, will be promoted on WorldOil.com, and viewers will complete a registration form prior to viewing.

**White Papers**

White Papers enable companies by helping them establish or enhance their thought-leadership position in the market. These highly credible marketing tools help you present your company’s best technical information, and showcase it to the *World Oil* audience, while generating high-quality leads for your company.

**Webcasts**

Custom webcasts provide companies with a focused way to connect with their target audience via a web-based presentation organized by *World Oil*. Live webcasts are usually one (1) hour, and all webcasts are archived for on-demand access, via WorldOil.com, for 12 months. For companies, there are two webcast strategies to consider.

**Strategy 1:** Sponsor-specific webcasts managed by *World Oil* (2018 topics to be confirmed).

**Strategy 2:** Be the content provider for an exclusive webcast. One of the benefits to exclusively sponsoring or hosting a *World Oil* webcast is the ability to control the content and invite the speaker(s). *World Oil* creates a marketing plan for each webcast to increase awareness and registrants. That plan may include promotion on the homepage of WorldOil.com; online banner and e-Newsletter advertising on WorldOil.com, targeted e-blasts; and a ½-page ad promoting the webcast in *World Oil*.

**Custom e-Newsletters**

*World Oil*’s custom e-Newsletters provide targeted advertising opportunities for you to reach a target audience with a specific message. Each custom e-Newsletter includes up to six client-provided articles and three display advertisements in a co-branded e-Newsletter that is delivered to a targeted list of *World Oil* subscribers, based on the input provided by the sponsor.
ENHANCE YOUR E&P KNOWLEDGE

World Oil Custom Maps

World Oil produces high-quality maps for the upstream oil and gas industry. Produced in partnership with Petroleum Economist Cartographic, the maps contain a high level of detail, making them ideal reference tools, and are suitable for display in an office or boardroom. Each World Oil map is open to multiple sponsors; however, exclusive, single-sponsor maps also can be drafted for those looking to leave a lasting impression upon their clients. Three World Oil maps are scheduled to be produced in 2018: SCOOP/STACK (April), North American Shale: Break-even Prices (August) and Permian Basin (December).

Image shown reflects the detail and scope of the North American Shale: Break-even Prices map (June 2017). Standard ad slots are estimated at 5.25 in. by 2.25 in. However, custom advertising options are available. Contact your sales representative for details and pricing information.

World Oil Forecast and Data

Now in its 92nd year, 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 industry report includes projections for spending, activity, production, and an analysis of political factors impacting the U.S. and international oil and gas industry. The forecast will appear in the February 2018 issue of World Oil, with expanded analysis and data available on WorldOil.com as part of our full-data access plan.

The forecast includes:

- E&P spending projections
- Active producing oil/gas wells
- U.S. drilling forecast
- Canadian outlook
- U.S. rig count
- International drilling
- U.S. oil production
- International oil production

Forecast Breakfast Series

The World Oil team will present the 2018 forecast at a series of breakfasts in Houston, on Jan. 26, and the proposed cities of Rotterdam, Paris, Calgary and Milan in February. Ensure that your organization is a part of this important series of industry events. Table reservations and single seats are available. Sponsorships are also available and can be combined with the World Oil Forecast & Data webcast. To reserve your table or secure your sponsorship, please visit WorldOil.com/ForecastBreakfast.

Corporate Access Site License/Full Data Access Programs

A corporate access, site-license program provides your corporation with convenient, 24/7 access to WorldOil.com, the upstream industry’s most powerful and innovative online source of technical content, case studies, industry data, forecast information and reference materials. For more information, contact J’Nette Davis-Nichols, Jnette.Davis-Nichols@GulfPub.com, +1 (713) 520-4426.
For 101 years, World Oil has provided companies in the upstream E&P industry with a venue to market, promote, showcase and feature their technological innovations. World Oil’s events division provides an opportunity for our clients to make this experience more personal, and to have unique face-time opportunities with executives, technology experts and key decision-makers from operating companies.

### January/February 2018, Multiple Venues

Now in its 92nd year, World Oil’s forecast is the upstream industry’s most trusted source of data related to U.S. and international E&P activity. World Oil’s editors and staff will be presenting the 2018 forecast at a series of breakfasts in Houston, Paris, Milan and Calgary. [WorldOil.com/ForecastBreakfast](http://WorldOil.com/ForecastBreakfast)

### March 21–22, 2018, Nicosia, Cyprus

The fifth Eastern Mediterranean Gas Conference (EMGC) provides attendees with the latest information on the region’s developing natural gas industry, as well as access to new business partners. [EMGasConference.com](http://EMGasConference.com)

### April 9–11, 2018, Milan, Italy

As a joint venture partner with Quest Offshore, World Oil is proud to partner in MCE Deepwater Development 2018. Now in its 15th year, the conference will be hosted in Milan, Italy, with a high-level, industry-leading technical program. [MCEDD.com](http://MCEDD.com)

### June 11–13, 2018, Rio de Janeiro, Brazil

Gulf Publishing and Quest Offshore are hosting the inaugural Global Offshore Brazil Summit in Rio de Janeiro, Brazil, in June. Supported by ABESPetro, the Global Offshore Brazil Summit will be organized as a series of interactive panel sessions with a series of presentations immediately followed by interactive panel discussions. [GlobalOffshoreBrazil.com](http://GlobalOffshoreBrazil.com)

### October 11, 2018, Houston, Texas

The World Oil Awards recognize and honor the latest technological innovations and the brightest innovators in the upstream E&P sector. Companies may submit free nominations for their technologies and/or employees. Nominations are reviewed, and finalists are voted on by an advisory board comprising industry experts. All finalists are recognized, and winners are announced at an elegant black-tie gala, held at the Houstonian Hotel Club & Spa in Houston. [WorldOil.com/Awards](http://WorldOil.com/Awards)

### October 30–31, 2018, Houston, Texas

World Oil’s 13th HPHT Drilling, Completions and Production Conference will explore the unique challenges that oil and gas producers face on high-pressure, high-temperature projects, and innovative solutions to increase efficiency and reduce costs. The conference includes a two-day technical program and exhibition, giving attendees access to valuable insights from real-world case histories. The intimate forum environment encourages knowledge-sharing and networking for leaders in this important industry sector. [HPHTConference.com](http://HPHTConference.com)

### December 5–6, 2018, Houston, Texas

The shale resurgence shows no signs of slowing down. From the relatively new SCOOP/STACK plays in Oklahoma, to renewed interest in the Bakken, Marcellus and Eagle Ford shales, to the Permian Basin—the largest producing area in the U.S.—shale continues to be the prime driver behind the U.S. becoming a force in shaping the world’s oil and gas markets. The 2018 edition of ShaleTech will bring together operators, service providers, government officials and innovators to address a wide range of topics, including water management, digital infrastructure, hydraulic fracturing, completion optimization and drilling efficiencies. [ShaleTechConference.com](http://ShaleTechConference.com)
As the oil and gas industry’s leading publisher, Gulf Publishing is uniquely positioned to provide cutting-edge business and technical conferences for the oil and gas industry.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Date</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pipeline &amp; Gas Journal</td>
<td>April 3, 2018</td>
<td>Pipeline-Opportunities.com</td>
</tr>
<tr>
<td>Hydrocarbon Processing</td>
<td>June 5–6, 2018</td>
<td>HPIRPC.com/Europe</td>
</tr>
<tr>
<td>Hydrocarbon Processing</td>
<td>August 30, 2018</td>
<td>HydrocarbonProcessing.com/Awards</td>
</tr>
<tr>
<td>Hydrocarbon Processing</td>
<td>September 25–26, 2018</td>
<td>HPIRPC.com/Americas</td>
</tr>
<tr>
<td>Gas Processing</td>
<td>October 25, 2018</td>
<td>GasProcessingConference.com</td>
</tr>
<tr>
<td>Petroleum Economist</td>
<td>October 2018</td>
<td>Petroleum-Economist.com/Events</td>
</tr>
<tr>
<td>Women's Global Leadership</td>
<td>November 2018</td>
<td>WGLConference.com</td>
</tr>
<tr>
<td>Petroleum Economist</td>
<td>November 2018</td>
<td>Petroleum-Economist.com/Events</td>
</tr>
</tbody>
</table>

How to participate in *World Oil* and Gulf Publishing events?

- **Attend**
  - WorldOil.com/Events
  - HydrocarbonProcessing.com/Events
  - Petroleum-Economist.com/Events
  - Pipeline-Opportunities.com

- **Speak**
  - Myron Malek, Events Manager – Upstream,
    - +1 (713) 520-4470, Myron.Malek@GulfPub.com

- **Exhibit**
  - Hortensia ‘Tish’ Barroso,
    - Business Development Manager,
    - +1 (713) 520-4404
    - Hortensia.Barroso@GulfPub.com

- **Sponsor**
  - Hortensia ‘Tish’ Barroso,
    - Business Development Manager,
    - +1 (713) 520-4404
    - Hortensia.Barroso@GulfPub.com
## WorldOil.com Display Advertising

<table>
<thead>
<tr>
<th>Advertising Format</th>
<th>WorldOil.com Homepage (1 of 3 rotations)</th>
<th>Run-of-site (High-impact, rich media options)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$3,465</td>
<td>Push Down (exclusive) $10,910</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$2,940</td>
<td>Push Down (1 of 2 rotations) $6,780</td>
</tr>
<tr>
<td>MPU1</td>
<td>$3,165</td>
<td>Page Peel (exclusive) $8,560</td>
</tr>
<tr>
<td>MPU2</td>
<td>$2,145</td>
<td>Page Peel (1 of 2 rotations) $5,310</td>
</tr>
<tr>
<td>Interstitial</td>
<td>$7,050</td>
<td>Interstitial (Homepage only) $6,450 per week</td>
</tr>
</tbody>
</table>

### World Oil E-Newsletters/Briefings

<table>
<thead>
<tr>
<th>E-Newsletters/Briefings</th>
<th>Leaderboard</th>
<th>Skyscraper</th>
<th>MPU1</th>
<th>MPU2</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Oil Daily News (Per Week)</td>
<td>$4,110</td>
<td>$3,080</td>
<td>$3,245</td>
<td>$2,585</td>
</tr>
<tr>
<td>ShaleTech™ News (Per Month)</td>
<td>$2,415</td>
<td>$2,010</td>
<td>$2,205</td>
<td>$1,675</td>
</tr>
<tr>
<td>ShaleTech™ Permian News (Per Month)</td>
<td>$2,415</td>
<td>$2,010</td>
<td>$2,205</td>
<td>$1,675</td>
</tr>
<tr>
<td>Geology &amp; Geophysics News (Per Month)</td>
<td>$1,925</td>
<td>$1,620</td>
<td>$1,770</td>
<td>$1,365</td>
</tr>
<tr>
<td>Deepwater Intelligence (Per Month)</td>
<td>$2,415</td>
<td>$2,010</td>
<td>$2,205</td>
<td>$1,675</td>
</tr>
<tr>
<td>Digital Transformation (Per Month)</td>
<td>$2,415</td>
<td>$2,010</td>
<td>$2,205</td>
<td>$1,675</td>
</tr>
</tbody>
</table>

## Additional Online Opportunities

<table>
<thead>
<tr>
<th>Advertising Format</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword Advertising / Contextual Advertising (1-5 words)</td>
<td>$900 per word, per month</td>
</tr>
<tr>
<td>Keyword Advertising / Contextual Advertising (6-10 words)</td>
<td>$750 per word, per month</td>
</tr>
<tr>
<td>Keyword Advertising / Contextual Advertising (10+ words)</td>
<td>$600 per word, per month</td>
</tr>
<tr>
<td>World Oil App Sponsorships</td>
<td>$2,500 per month</td>
</tr>
<tr>
<td>Digital Edition Sponsorships</td>
<td>Upgrades to advertisements in the digital edition are available. Pricing starts at $750 per upgrade</td>
</tr>
</tbody>
</table>

## World Oil Lead Generation

<table>
<thead>
<tr>
<th>Lead Generation Format</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Papers</td>
<td>Pricing starts at $4,530 per white paper</td>
</tr>
<tr>
<td>Webcasts</td>
<td>One of multi sponsors: $6,380</td>
</tr>
<tr>
<td>TechTalk</td>
<td>Single-sponsored (exclusive sponsorship): Pricing starts at $18,530</td>
</tr>
<tr>
<td>Online Videos</td>
<td>Premium: Unlimited articles. Pricing starts at $11,800 per month</td>
</tr>
<tr>
<td>Deep Dive</td>
<td>Lite: Variety of article packages. Pricing starts at $3,850 per month</td>
</tr>
<tr>
<td>Blog Sponsorship</td>
<td>Contact your rep for more information</td>
</tr>
</tbody>
</table>

All pricing is gross. Frequency ad discounts are available for multiple placements or months.
DIGITAL PRODUCT SPECS

WorldOil.com Display Advertising

<table>
<thead>
<tr>
<th>Creative Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Push Down</td>
<td>970x90 px &amp; 970x415 px (when expanded); 300x50 (mobile)</td>
</tr>
<tr>
<td>Page Peel</td>
<td>800x600 px</td>
</tr>
<tr>
<td>Interstitial</td>
<td>800x600 px</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90 px; 300x50 (mobile)</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160x600 px; 300x250 (mobile)</td>
</tr>
<tr>
<td>MPU 1</td>
<td>300x250 px</td>
</tr>
<tr>
<td>MPU 2</td>
<td>300x250 px</td>
</tr>
</tbody>
</table>

Creative Types: .GIF, .JPG, .PNG, Java Script, Third party tags, HTML; File Size: Max 100KB; Maximum Animation Length: 15 sec; Max Video & Animation Frame Rate: 24fps

World Oil e-Newsletters

Creative material for e-Newsletters should be submitted as a .GIF or .JPG file, only. Include URL for where the display ad should direct to.

Ad Page Dimensions

Creative material for e-Newsletters should be submitted as a .GIF or .JPG file, only. Include URL for where the display ad should direct to.

White Papers

- Title of White Paper
- White Paper in .PDF format
- Sponsor’s logo in .EPS format
- Summary of White Paper (approximately 75 words), for marketing purposes.

Webcasts (Multi)

- Company logo in .EPS format
- 50-word company description
- Three custom questions to be asked on the registration page
- Presentation slides
- Additional items can be discussed/finalized in the kick-off call with World Oil’s marketing team

Webcasts (Single)

- Company logo in .EPS format
- 50-word company description
- Date and time of the webcast
- Title of the webcast
- Speaker name(s), bio(s) and headshot(s) in .GIF or .JPG formats

TechTalk / Sponsored Content

- Company logo in .EPS format
- 50-word company description
- Three advertisements (728x90, 300x250 and 300x250)
- Once access to the TechTalk Content Management System (CMS) has been set-up, sponsor is able to upload content via the CMS 24/7

Online Videos

Videos can be up to 15 minutes in length (maximum) and may be submitted in the following formats: .MOV, .MPEG4, .MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, WebM.

Custom e-Newsletters

- Company logo
- Six articles in Microsoft Word format
- Three advertisements (728x90, 336x280 and 336x280) – files types are same as normal e-newsletters (.GIF or .JPG plus the URL(s))

Digital Edition Sponsorships

Ad size is 550x480 px; File types accepted are .GIF or .JPG, plus the URL where display ad should direct to.

World Oil App Sponsorships

Ad sizes needed are 768x50, 1024x32, 320x50, 480x32 px; File types accepted are .GIF or .JPG, plus the URL where display ad should direct to.
### 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 U.S. 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.

b. Frequency:

- **B. Schedule #72**: Worldwide Edition Rates, U.S. dollars

<table>
<thead>
<tr>
<th>Frequency Rate</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>PG</td>
<td>12,570</td>
<td>12,245</td>
<td>11,905</td>
<td>11,635</td>
<td>11,460</td>
<td>11,275</td>
<td>11,205</td>
<td>11,105</td>
</tr>
<tr>
<td>1⁄4 PG</td>
<td>9,960</td>
<td>9,670</td>
<td>9,445</td>
<td>9,250</td>
<td>9,140</td>
<td>8,980</td>
<td>8,930</td>
<td>8,865</td>
</tr>
<tr>
<td>1⁄2 PG</td>
<td>8,235</td>
<td>8,020</td>
<td>7,820</td>
<td>7,710</td>
<td>7,595</td>
<td>7,505</td>
<td>7,460</td>
<td>7,410</td>
</tr>
<tr>
<td>1⁄3 PG</td>
<td>6,900</td>
<td>6,720</td>
<td>6,560</td>
<td>6,420</td>
<td>6,300</td>
<td>6,210</td>
<td>6,165</td>
<td>6,125</td>
</tr>
<tr>
<td>1⁄2 PG ISL</td>
<td>8,950</td>
<td>8,725</td>
<td>8,580</td>
<td>8,410</td>
<td>8,330</td>
<td>8,215</td>
<td>8,160</td>
<td>8,125</td>
</tr>
<tr>
<td>1⁄3 PG ISL</td>
<td>6,950</td>
<td>6,780</td>
<td>6,640</td>
<td>6,520</td>
<td>6,410</td>
<td>6,315</td>
<td>6,260</td>
<td>6,215</td>
</tr>
<tr>
<td>1⁄4 PG ISL</td>
<td>4,080</td>
<td>3,940</td>
<td>3,870</td>
<td>3,790</td>
<td>3,740</td>
<td>3,660</td>
<td>3,630</td>
<td>3,615</td>
</tr>
</tbody>
</table>

### 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. The closing dates for scheduling and printing material can be found on the editorial calendar underneath each 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 #72**: Worldwide Edition Rates, U.S. dollars

<table>
<thead>
<tr>
<th>Frequency Rate</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>PG</td>
<td>12,570</td>
<td>12,245</td>
<td>11,905</td>
<td>11,635</td>
<td>11,460</td>
<td>11,275</td>
<td>11,205</td>
<td>11,105</td>
</tr>
<tr>
<td>1⁄4 PG</td>
<td>9,960</td>
<td>9,670</td>
<td>9,445</td>
<td>9,250</td>
<td>9,140</td>
<td>8,980</td>
<td>8,930</td>
<td>8,865</td>
</tr>
<tr>
<td>1⁄2 PG</td>
<td>8,235</td>
<td>8,020</td>
<td>7,820</td>
<td>7,710</td>
<td>7,595</td>
<td>7,505</td>
<td>7,460</td>
<td>7,410</td>
</tr>
<tr>
<td>1⁄3 PG</td>
<td>6,900</td>
<td>6,720</td>
<td>6,560</td>
<td>6,420</td>
<td>6,300</td>
<td>6,210</td>
<td>6,165</td>
<td>6,125</td>
</tr>
<tr>
<td>1⁄2 PG ISL</td>
<td>8,950</td>
<td>8,725</td>
<td>8,580</td>
<td>8,410</td>
<td>8,330</td>
<td>8,215</td>
<td>8,160</td>
<td>8,125</td>
</tr>
<tr>
<td>1⁄3 PG ISL</td>
<td>6,950</td>
<td>6,780</td>
<td>6,640</td>
<td>6,520</td>
<td>6,410</td>
<td>6,315</td>
<td>6,260</td>
<td>6,215</td>
</tr>
<tr>
<td>1⁄4 PG ISL</td>
<td>4,080</td>
<td>3,940</td>
<td>3,870</td>
<td>3,790</td>
<td>3,740</td>
<td>3,660</td>
<td>3,630</td>
<td>3,615</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Frequency Rate</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>PG</td>
<td>8,885</td>
<td>8,695</td>
<td>8,495</td>
<td>8,305</td>
<td>8,185</td>
<td>8,075</td>
<td>8,010</td>
<td>7,950</td>
</tr>
<tr>
<td>1⁄4 PG</td>
<td>5,980</td>
<td>5,785</td>
<td>5,670</td>
<td>5,650</td>
<td>5,600</td>
<td>5,530</td>
<td>5,500</td>
<td>5,455</td>
</tr>
<tr>
<td>1⁄2 PG ISL</td>
<td>6,710</td>
<td>6,615</td>
<td>6,685</td>
<td>6,365</td>
<td>6,315</td>
<td>6,250</td>
<td>6,200</td>
<td>6,165</td>
</tr>
</tbody>
</table>

#### b. Schedule #45:
Outside U.S./Canada, U.S. dollars

<table>
<thead>
<tr>
<th>Frequency Rate</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>PG</td>
<td>9,030</td>
<td>8,830</td>
<td>8,620</td>
<td>8,440</td>
<td>8,325</td>
<td>8,210</td>
<td>8,125</td>
<td>8,080</td>
</tr>
<tr>
<td>1⁄4 PG</td>
<td>6,065</td>
<td>5,940</td>
<td>5,825</td>
<td>5,730</td>
<td>5,660</td>
<td>5,600</td>
<td>5,570</td>
<td>5,525</td>
</tr>
<tr>
<td>1⁄2 PG ISL</td>
<td>6,675</td>
<td>6,580</td>
<td>6,440</td>
<td>6,340</td>
<td>6,285</td>
<td>6,200</td>
<td>6,175</td>
<td>6,140</td>
</tr>
</tbody>
</table>

### 5. Special Position

**Positioning:** For any guaranteed special position, such as facing editorial, there is a $225 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.

#### 2018 Cover Rates

<table>
<thead>
<tr>
<th>Cover Type</th>
<th>12 PGS</th>
<th>24+ PGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Magazine Cover</td>
<td>13,200</td>
<td>12,570</td>
</tr>
<tr>
<td>Fourth Magazine Cover</td>
<td>13,200</td>
<td>12,570</td>
</tr>
<tr>
<td>Special Section Covers</td>
<td>Contact the Publisher</td>
<td></td>
</tr>
</tbody>
</table>

### 7. Inserts

#### a. Standard Inserts:
When furnished ready for binding, inserts take earned four-color 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 page 16 or contact your local sales representative.

### 10. Map Rates

Full color ads on World Oil maps are $6,000 (gross). Each map contains eight to ten individual ad slots (approximately 5.25 in. by 2.25 in.) Exclusive/custom map sponsorship opportunities are available upon request. Please contact your account representative for more information.

### 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, Petroleum Economist, Hydrocarbon Processing, Pipeline & Gas Journal and/or Gas Processing. One-quarter page is the minimum 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 that are scheduled in the International Editions, in the Worldwide Edition, as well.
**MAGAZINE ADVERTISING SPECS**

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

**2. Ad Page Dimensions:**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 PG Spread, Bleed</td>
<td>16.75 in.</td>
<td>11.125 in.</td>
</tr>
<tr>
<td>16.75 in. (425 mm)</td>
<td>11.125 in. (285 mm)</td>
<td></td>
</tr>
<tr>
<td>2 PG Spread, Gutter Bleed</td>
<td>16.5 in.</td>
<td>10 in.</td>
</tr>
<tr>
<td>16.5 in. (420 mm)</td>
<td>10 in. (255 mm)</td>
<td></td>
</tr>
<tr>
<td>1 PG Standard</td>
<td>8.375 in.</td>
<td>11.125 in.</td>
</tr>
<tr>
<td>8.375 in. (215 mm)</td>
<td>11.125 in. (285 mm)</td>
<td></td>
</tr>
<tr>
<td>½ PG</td>
<td>4.625 in.</td>
<td>10 in.</td>
</tr>
<tr>
<td>4.625 in. (120 mm)</td>
<td>10 in. (255 mm)</td>
<td></td>
</tr>
<tr>
<td>½ PG Horizontal</td>
<td>7 in.</td>
<td>4.875 in.</td>
</tr>
<tr>
<td>7 in. (180 mm)</td>
<td>4.875 in. (125 mm)</td>
<td></td>
</tr>
<tr>
<td>¼ PG</td>
<td>3.375 in.</td>
<td>10 in.</td>
</tr>
<tr>
<td>3.375 in. (85 mm)</td>
<td>10 in. (255 mm)</td>
<td></td>
</tr>
<tr>
<td>⅛ PG Island</td>
<td>4.625 in.</td>
<td>7.5 in.</td>
</tr>
<tr>
<td>4.625 in. (120 mm)</td>
<td>7.5 in. (190 mm)</td>
<td></td>
</tr>
<tr>
<td>⅛ PG Square</td>
<td>2.25 in.</td>
<td>10 in.</td>
</tr>
<tr>
<td>2.25 in. (55 mm)</td>
<td>10 in. (255 mm)</td>
<td></td>
</tr>
<tr>
<td>¼ PG</td>
<td>3.375 in.</td>
<td>10 in.</td>
</tr>
<tr>
<td>3.375 in. (85 mm)</td>
<td>10 in. (255 mm)</td>
<td></td>
</tr>
</tbody>
</table>

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.

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

**1. Electronic File Submissions:**
Email digital files to Cheryl Willis, Advertising Production Manager at Cheryl.Willis@GulfPub.com

For files larger than 10MB, please contact Cheryl Willis 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.