

# World Oil<sup>®</sup>

## 2010 MEDIA PLANNER



# Editorial Integrity and Commitment to Technical Excellence



and methods for finding and producing oil and gas. Each issue features regular columns by the editors as well as operator-oriented technical articles and invaluable industry data.

## WORLD OIL DELIVERS TECHNICAL EXCELLENCE THAT NO OTHER PUBLICATION DOES

Covering upstream oil and gas, *World Oil* offers a one-stop resource.

- A monthly magazine with in-depth technical articles
- Our readers look to us for information they can use to improve their companies' operations and their own professional job skills
- *World Oil's* circulation includes readers that are responsible for recommending, specifying, approving and purchasing oilfield equipment and services.

## QUALITY

*World Oil* was founded in 1916, and is published monthly by Gulf Publishing Company. Its editorial content covers the exploration, drilling, completion, production, financial and other related upstream segments of the worldwide oil and gas industry, both onshore and offshore.

## EDITORIAL EXCELLENCE

*World Oil* is responsible for delivering the latest in the exploration, drilling, completion and production sectors of the offshore and onshore oil and gas industry to its more than 37,000 subscribers worldwide.<sup>1</sup> Driven by a top-flight editorial team, and more than 93 years of editorial coverage, *World Oil* is renowned for its commitment to technical excellence, providing insights

into the industry's innovations

## INNOVATION

*World Oil* presents innovative multimedia features and timely news. A thriving online community, custom web channels and other interactive options are just some of the advertising opportunities available.

## EVOLUTION

While increasing our investment in our digital products, we continue to develop the print readership and target upstream decision makers around the globe.

Whether you're looking to build your brand, develop sales leads or promote your products, *World Oil* offers you the platform to reach a global network of professionals engaged in exploration, drilling, completion and production activities.

## OUR COMMITMENT TO YOUR SUCCESS

2009 was a successful year for Gulf Publishing Company in a difficult economic environment. In 2009 we diversified our product portfolio to help increase your marketing performance, and we plan to continue in 2010.

*World Oil* offers advertisers and sponsors several features to reach upstream buying influences, including:

- Reaching over 37,300 subscribers<sup>1</sup>
- Official publisher of the OTC Show Newspaper
- Official media sponsor for Offshore Northern Seas Conference and Exhibition 2010
- *World Oil's* Weekly Roundup e-Newsletter
- World Oil Online: [www.WorldOil.com](http://www.WorldOil.com)
  - Channels for Topics and Geographic Regions
  - Custom Channels
  - Webcasts
  - Podcasts
  - Videos
- Targeted Conferences and Events
- Technical Publications and Handbooks
- Market Research

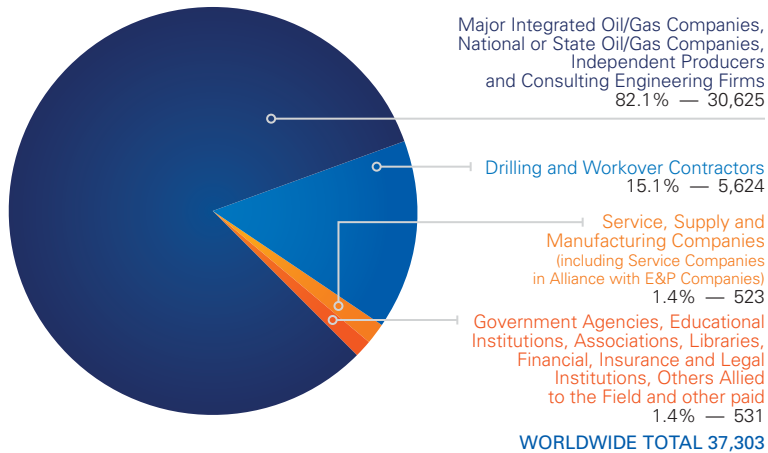


<sup>1</sup> BPA Worldwide, June 2009 statement. *World Oil* uses the BPA Worldwide audit service to ensure the accuracy and quality of our circulation numbers. This third-party information enables our advertisers to verify that we are truly delivering the market they are targeting with their marketing dollars.

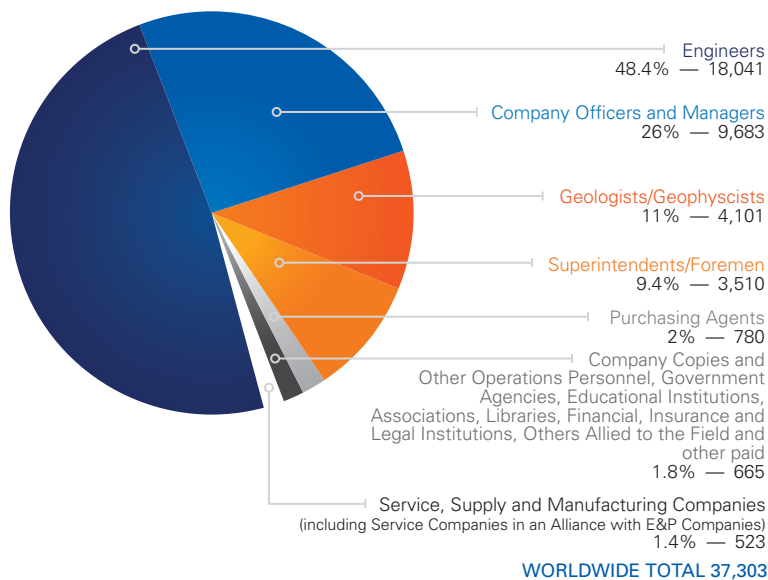
BPA Worldwide is an independent, not-for-profit organization that audits the circulation of business publications like *World Oil*. Each year, we open our records to BPA auditors, who examine the circulation files to make sure they are correct and current.

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.

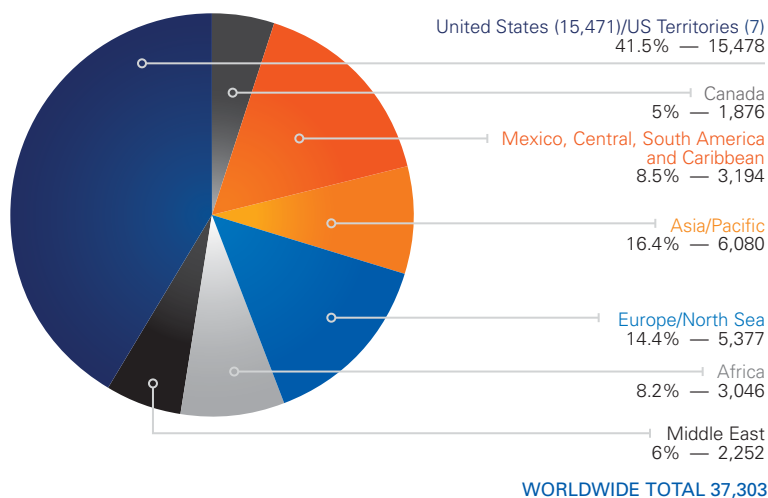
## Business Circulation Analysis<sup>1</sup>



## Occupational Circulation Analysis<sup>1</sup>



## Geographical Circulation Analysis<sup>1</sup>



## PRINT ADVERTISING OPTIONS

### Tip-Ins and Inserts

Maximize your ad's impact by presenting your message among *World Oil* content. Incorporate your marketing material into our magazine by affixing a tip-in with quick-release glue or binding in an insert.

### Polybag Outserts

Attract attention to your message by polybagging your marketing material with our magazine. Distribute a booklet, brochure, CD-ROM or promotional marketing offer to our readership.

### Sponsored Supplement

Speak directly to *World Oil's* audience in the editorial-like environment of a custom sponsored supplement.

### Display Advertising

A print advertisement in *World Oil* is one of the most effective ways of getting your message in front of our highly proactive and qualified audience. Sizes range from two-page spreads to quarter-page placements.

### Digital Edition

Take your advertising to a new level with interactive possibilities. Reinforce your ad with animation, surveys and email inquiries. Sponsorship opportunities are also available.

## ONLINE ADVERTISING OPTIONS

### Webcasts

Our webcasts enable you to expand your marketing reach for a lower incremental cost than with other channels. Delivering a face and a voice of a presenter or a panel together with text, graphics and audio or streaming video over the internet allows you to deliver your message and extend your brand.

### Podcasts

A podcast is an engaging way to add value to your marketing plan while pushing content to your customers who want to hear what you have to say. Through audio interviews, news segments, round-table discussions, lectures ... the possibilities are endless.

### Online Advertising

There is no better way on the web to reach upstream decision-makers for operational and technical information to improve profitability, safety and end-product quality with just a click of a button. Ads of various sizes are available on the main page and on other key areas of the website, with pricing to meet your budget. (Call your representative for specs.)

### E-Newsletters

Reach key decision makers and future leaders of the upstream industry in an impactful way. Advertise your product or service, announce a new technology, recruit future employees or pique interest in an upcoming event through an e-newsletter sponsorship or banner placement.

### White Paper Sponsorship

Share your knowledge. Have customer content written and designed by *World Oil* editors and hosted on World Oil Online for one year. Or post your own white papers. Receive detailed contact information from visitors who download the white papers. Design a marketing program around your white papers to receive real ROI every day.

## DIGITAL SPONSORSHIP OPTIONS

### Online Technical Data Sponsorship

Bring focus to your company's technical data with an online sponsorship. It will provide a visual reminder to customers that your company is the premier supplier for the upstream industry.

### Data Product and Handbook Sponsorship

Complement your innovative knowledge by sponsoring our data products and handbooks. Adding your company logo highlights your brand and endorses your technical integrity.

### World Oil Site License

Open up many resources for your company to utilize at their fingertips, providing access to any section of World Oil Online, including magazine archives, the WO Datahub, our Energy InfoCenter and more!

# Broad-Ranging and In-Depth Editorial Experience



Higgins

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



Kulkarni

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



Cohen

**DAVID MICHAEL COHEN** is the Managing Editor of *World Oil*. He is responsible primarily for placing, editing and writing technical articles in *World Oil*. He also writes the "What's New in Production" column. David earned a BS degree in print journalism from Texas State University—San Marcos, with coursework in mechanical engineering. His experience includes reporting assignments with the *San Antonio Express-News* and the *Fort Worth Star-Telegram*.



Benton

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



Langley

**DIANE LANGLEY**, Technology Editor of *World Oil*, has worked in the energy sector in editorial and marketing communications roles. Her experience includes communications writing/editing for such companies as Schlumberger, Weatherford and M-I SWACO. She holds a BA degree in journalism from The University of Houston.

## CONTRIBUTING EDITORS



Abrantes

**Dayse Abrantes**  
Contributing Editor,  
Latin America



Alhaji

**Dr. Anas F. Alhaji**  
Contributing Editor,  
Middle East



Bezdek

**Roger Bezdek**  
Contributing Editor,  
Washington



Liner

**Dr. Christopher Liner**  
Contributing Editor,  
Exploration



Mokhtab

**Saeid Mokhtab**,  
Contributing Editor,  
LNG



Moore

**Jeffrey M. Moore**  
Contributing Editor,  
Asia-Pacific



Noreng

**Dr. Øystein Noreng**,  
Contributing Editor,  
North Sea



Redden

**Jim Redden**  
Contributing Editor,  
Drilling



Sapir

**Jacques Sapir**  
Contributing Editor,  
Former Soviet Union



Terrell

**Henry D. Terrell**  
Contributing News  
Editor

# Digital Media Products

*World Oil* offers a number of digital advertising options, providing interactive ways to reach customers and increase traffic to your website. When you advertise on our website or in our e-newsletters, you will receive advertising reports that allow you to track the effectiveness of your ads.

## WORLD OIL ONLINE

Online advertising now serves an important role when building an overall branding campaign. World Oil Online advertisers have consistently enjoyed excellent results and are successfully achieving awareness and buyer interest for their products and services. Let the strength of *World Oil's* brand identity enhance and add value to your online communications.

World Oil Online also hosts several custom digital products including editorial sponsorships, white paper sponsorships, online video, podcasts and more. Contact your local sales representative for more details.

## E-NEWSLETTERS

The *World Oil* e-newsletters are a cost-effective means of reaching key decision makers and future leaders of the upstream oil and gas market. E-newsletters are a great way to advertise your product or service, announce a new technology, recruit future employees or pique interest in an upcoming event through an exclusive sponsorship or banner placement.

The *World Oil* Weekly Roundup e-newsletter is distributed at the beginning of the week to over 37,000<sup>2</sup> *World Oil* subscribers and registered users of World Oil Online, and features the best news and information published on World Oil Online. Vertical, monthly e-newsletters on specific industry topics and regions covered on World Oil Online are available for sponsorship. Please contact your sales representative for more details.

<sup>2</sup>Source: Data supplied by publisher's internal system, EMS.

## 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 broadcast of your content or content created by the *World Oil* editors and is advertised in the magazine, through online ads and in targeted email blasts. The recording of the live event is posted on World Oil Online for twelve months. The sponsor will receive the complete list of registered viewers.

## WHITE PAPERS

White papers are a great way to establish your company as an industry thought leader by sharing your knowledge with the upstream oil and gas industry. Content can be provided by the sponsor or developed by the *World Oil* editorial staff. The paper is posted on World Oil Online for twelve months, and you receive detailed contact information from visitors who download the white paper.

## PODCASTS

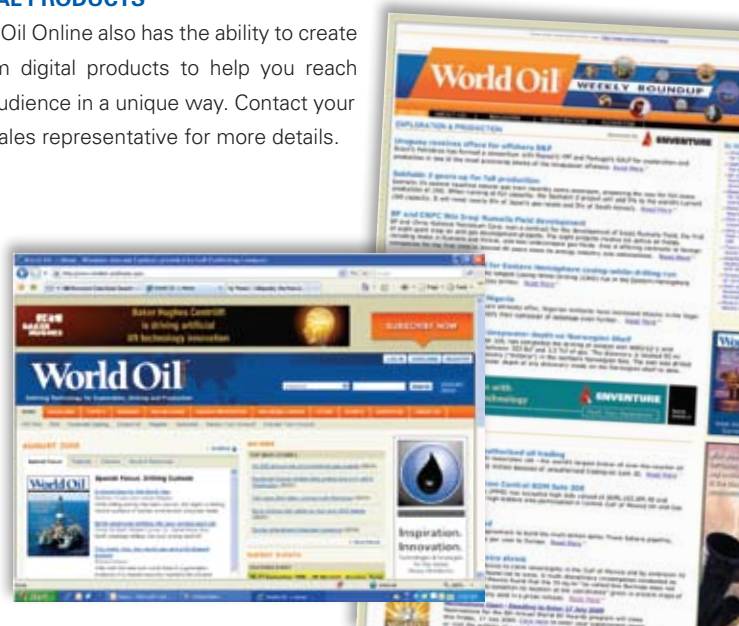
Podcasts bring your marketing message to a listener's desktop computer, headset or portable MP3 player and are an ideal way to promote product launches, research findings, industry innovation, case studies, education and training. Content can be provided by the sponsor or developed by the *World Oil* editorial staff. The recording is posted on World Oil Online for twelve months. We can also add a registration page to your podcast and provide you with the complete list of registered listeners.

## VIDEO POSTING

Posting your informational or promotional video on World Oil Online can enhance your message's reach and duration. This is an effective way to get added value out of animations and at the same time reach all the right people. Your video is posted on World Oil Online for twelve months, and you receive detailed contact information on viewers.

## ADDITIONAL DIGITAL PRODUCTS

World Oil Online also has the ability to create custom digital products to help you reach your audience in a unique way. Contact your local sales representative for more details.



# EDITORIAL CALENDAR

## January

AD CLOSING: DEC 1  
MATERIAL DEADLINE: DEC 10

### WELL CONTROL AND INTERVENTION

- Blowout control
- Coiled tubing
- Snubbing

### GEOPHYSICAL TECHNIQUES

### LATIN AMERICAN REGIONAL REPORT

- Deepwater Brazil
- Mexico
- Argentina

### TUBING INNOVATIONS

## February

AD CLOSING: JAN 8  
MATERIAL DEADLINE: JAN 15

### FORECAST/REVIEW

- Our 84th annual, in-depth industry global analysis
- World drilling report
  - Oil and gas production and reserves data
  - Matt Simmons' forecast
  - Rig utilization
  - E&P spending

### NORTH AMERICAN GAS OUTLOOK

- Conventional
- Unconventional

### HIGH PRESSURE/HIGH TEMPERATURE

- Drilling and completions
- Downhole tools

### WORLD LNG REPORT

## March

AD CLOSING: FEB 1  
MATERIAL DEADLINE: FEB 10

### MANAGED PRESSURE AND UNDERBALANCED DRILLING

- Pore pressure
- Geomechanics

### COILED TUBING TECHNOLOGY

### PRODUCTION TECHNOLOGY, ARTIFICIAL LIFT: Part 1

- Rod pumping
- Gas lift systems
- Progressive cavity pumps

### GEOLOGICAL AND GEOPHYSICAL APPLICATIONS

*Signet Research Readership Study*

## April

AD CLOSING: MAR 1  
MATERIAL DEADLINE: MAR 10

### OTC ISSUE DRILLING TECHNOLOGY (OFFSHORE/ONSHORE)

- Steerable drilling
- Multilaterals

### FLOATING STRUCTURES AND MOORINGS

### TECHNOLOGY FROM EUROPE

- New technologies
- Interviews with industry leaders

### PRODUCTION TECHNOLOGY, ARTIFICIAL LIFT: Part 2

- Electric submersible pump systems

## May

AD CLOSING: APR 1  
MATERIAL DEADLINE: APR 12

### INTELLIGENT WELL COMPLETIONS

### BAKKEN RESOURCE DEVELOPMENT

### EXPLORING WITH ELECTROMAGNETICS

### ADVANCES IN SEISMIC

### THE EXPANDING ROLE OF NATIONAL OIL COMPANIES

AD READERSHIP STUDY EDITION

OFFSHORE FOCUS

Deepwater Technology

Subsea Operations

Deepwater Technology/  
Gulf of Mexico

Subsea Operations

Deepwater Technology

SPECIAL SECTIONS

New Exploration, Drilling and Production Testing

Produced Water Report

New Exploration, Drilling and Production Testing  
Produced Water Report

TARGETED SUPPLEMENTS

Shale Gas Economics  
Upstream/Midstream/  
Downstream Software Reference

OTC Show Newspaper

BONUS DISTRIBUTION

IADC/SPE Drilling Conference (New Orleans)

NAPE 2010

Produced Water Society Seminar

World Oil Industry Forecasts, North America and International

SPE/Intervention & Coiled Tubing Association (ICOTA)

American Association of Petroleum Geologists (AAPG)

American Association of Drilling Engineers (AADE)

Offshore Technology Conference (OTC)

Southwestern Petroleum Short Course (SWPSC)

Global Petroleum Show (Calgary)

European Association of Geoscientists & Engineers (EAGE)

TARGETED DISTRIBUTION

**LIST RENTAL:** Direct mail lists, which are updated daily, are available on a rental basis. Targeted recipients can be subdivided by industry segment, job type, region, purchasing responsibility and more. Please contact Lists@GulfPub.com.

**SINGLE-SPONSORED SUBSCRIPTIONS:** Targeted subscribers are available for advertising representative

## June

AD CLOSING: MAY 3  
MATERIAL DEADLINE: MAY 10

### DRILLING AND WELL COMPLETION TECHNOLOGY

- Horizontal drilling
- Extended reach

### DRILLING, COMPLETION AND WORKOVER FLUIDS

Annual reference guide lists fluids and additives, their functions and suppliers

### EXPLORATION

- Acquisition methods

### REJUVENATING BROWNFIELDS

## July

AD CLOSING: JUNE 1  
MATERIAL DEADLINE: JUNE 10

### OFFSHORE REPORT MARINE SEISMIC

### NORTH SEA REGIONAL REPORT

### OIL COUNTRY TUBULAR GOODS

- Tubulars/drill pipe
- Expandable technology

### COMPLETION TECHNOLOGY

- Cementing
- Well stimulation/fracturing and acidizing
- Fluids and proppants

### ARCTIC OPERATIONS

*Signet Research Readership Study*

## August

AD CLOSING: JULY 1  
MATERIAL DEADLINE: JULY 12

### NORTH AMERICAN DRILLING OUTLOOK

- US/Gulf of Mexico
- Canada
- Mexico

### COALBED METHANE DRILLING REPORT

Survey of US and Canadian wells drilled plus a forecast of future activity

### UNCONVENTIONAL RESOURCES

- Shale gas
- Oil sands/heavy oil

### SAND CONTROL

## September

AD CLOSING: AUG 2  
MATERIAL DEADLINE: AUG 10

### ADVANCES IN EXPLORATION

**DRILL BIT CLASSIFIER**  
Annual reference guide lists bits by formation type, application and manufacturer

### WORLD RESERVES

### WEST AFRICA REGIONAL REPORT

### AUTOMATION AND CONTROL

## October

AD CLOSING: SEPT 1  
MATERIAL DEADLINE: SEPT 10

### ADVANCES IN DRILLING

### RESERVOIR CHARACTERIZATION

- Well logs
- Seismic
- Production history matching

### UNCONVENTIONAL RESOURCE TECHNOLOGY

- Shale gas
- Coalbed methane
- Oil sands/heavy oil

### NEW BIT DESIGNS

*Signet Research Readership Study*

## November

AD CLOSING: OCT 1  
MATERIAL DEADLINE: OCT 11

### ADVANCES IN PRODUCTION

### REED-HYCALOG RIG CENSUS

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

### OFFSHORE CONSTRUCTION

### INFORMATION TECHNOLOGY ISSUES

### FLOW ASSURANCE WORLD OIL AWARDS

## December

AD CLOSING: NOV 1  
MATERIAL DEADLINE: NOV 10

### DRILLING RIG ADVANCES

- Land/offshore
- Domestic/international
- Offshore newbuild report

### INDUSTRY LEADERS' EXPECTATIONS FOR 2011

### RUSSIA REGIONAL REPORT

### ENVIRONMENTAL TECHNOLOGIES

- Fluids
- Drilling/cuttings
- Waste management
- Seismic regulations

Subsea Operations	Deepwater Technology	Subsea Operations	Deepwater Technology	Subsea Operations	Deepwater Technology	Subsea Operations
Produced Water Report	New Exploration, Drilling and Production Testing	Produced Water Report		New Exploration, Drilling and Production Testing Produced Water Report		Produced Water Report
Multistage Fracturing			Upstream/Midstream/Downstream Software Reference	Multiphase Pumping and Measuring		
	Offshore Northern Seas (Stavanger)	SPE Annual Exhibition (Florence, Italy)	Society of Exploration Geologists (SEG) Annual Exhibition	ISA EXPO Permian Basin International Oil Show (PBIOS)  IPAA Abu Dhabi International Petroleum Exhibition & Conference (ADIPEC)  IADC Annual General Meeting (San Antonio)	World Oil Awards Gala  Gulf Publishing Company's Women's Global Leadership Conference	

# Editorial Products & Events

*World Oil* offers several ancillary products serving different segments of the upstream oil and gas industry, including foreign-language editions, conference newspapers, events and more.

## 2010 OFFICIAL OTC SHOW NEWSPAPER

Gulf Publishing Company will again publish the official OTC Show Newspaper for the Offshore Technology Conference (OTC), the offshore industry's premier oil and gas event. More than 67,000 attendees visited OTC in 2009.<sup>3</sup> Ensure that your company's message is delivered to this year's attendees and drive traffic to your stand each day of the exhibition and conference by advertising in the only official OTC Show Newspaper.

## UPSTREAM/MIDSTREAM/DOWNSTREAM SOFTWARE REFERENCE

Now in its seventh year, this biannual guide, published in the Spring and Fall, is the most cost-effective means of communicating your software's capabilities to software and technology buyers worldwide. Listings and advertisements are also featured in a searchable online database. Visit [www.GulfPub.com/GPC](http://www.GulfPub.com/GPC).

## TECHNICAL HANDBOOKS

*World Oil* will publish the *Modern Fracturing Practices for Oil and Gas Wells* technical handbook in 2010. This technical handbook is part of a continuing series of handbooks used extensively for training programs and operations worldwide. These handbooks focus on best practices and leading-edge technologies. Limited sponsorship opportunities are available.

## REACH THE CHINA AND RUSSIA MARKETS

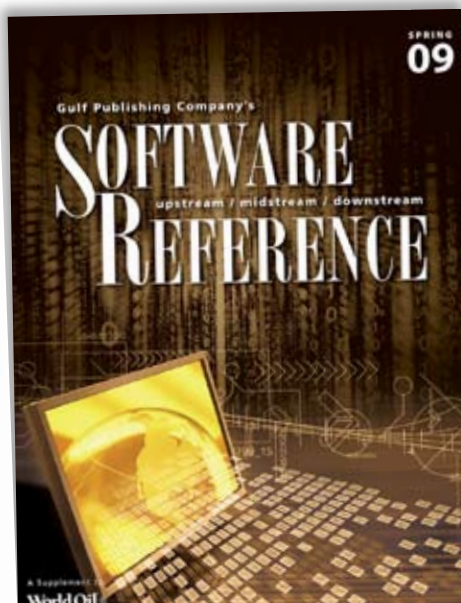
Conduct targeted advertising in native languages through Gulf Publishing Company's joint-venture regional publications. *World Petroleum Industry*, published in Chinese, is distributed to approximately 10,000 Chinese oil and gas professionals. Translation of ads is provided at no extra charge. *Oil and Gas Technology*, launched in the early 1980s, is published 12 times a year in Russian.

## WORLD OIL EVENTS—DELIVER YOUR PROSPECTS IN PERSON

*World Oil* organizes numerous conferences and events throughout the year, providing access to the latest technology and forecast information. In addition, through Gulf Publishing Company, we offer companies the opportunity to sponsor events customized to the needs of your clients. Managed by our expert events team, each event is promoted to an audience of more than 37,000 *World Oil* subscribers. For more information, call +1 (713) 520-4450 or email [Events@GulfPub.com](mailto:Events@GulfPub.com). For our latest listing of events, visit [www.GulfPub.com/Events](http://www.GulfPub.com/Events).

Take part in the ninth annual *World Oil* Awards, a recognition of the best technology and innovations in the industry, and support the next generation of industry leaders. Visit [Awards.WorldOil.com](http://Awards.WorldOil.com) for up-to-date sponsorship and event information on this annual awards program.

<sup>3</sup>Source: Official OTC conference website [www.OTCnet.org](http://www.OTCnet.org).





# Data Products

World Oil magazine publishes the most inclusive collection of resources and products for the upstream oil and gas industry. Our historical value, attention to technical detail, and worldwide coverage make us the leading source for customers and decision makers in the upstream community.

## OFFSHORE RIG DATA BASE

Since 1970, World Oil magazine has delivered the Offshore Rig Directory to key decision makers in the offshore industry. This valuable online reference is enhanced to contain even more useful data that is important to offshore suppliers and operators worldwide. New and improved, our database is updated to bring you the most detailed rig fleet information. Advertising opportunities are available.

## E-BOOK COLLECTIONS

World Oil and Gulf Publishing Company offer the most valuable in-depth articles on key topics affecting the upstream community. Get information on the topics that affect you with our new collection of e-articles customized to provide the critical information that fits your business exactly. Compiled of articles from World Oil and additional selected chapters from Gulf Publishing Company books, the e-collections can be purchased online from World Oil Online or GulfPub.com. Sponsorships are available for these technical reference collections.

## WORLD OIL FORECAST REPORT

For over 40 years, the World Oil Forecast has been one of the most well-known and trusted products from Gulf Publishing Company. Compiled biannually by the World Oil staff, it features critical activity information concerning worldwide drilling, production and reserves for the current year as well as a forecast for the forthcoming year. Look for the new updated information at the next World Oil Forecast Breakfast in January

2010, along with the report's release in February 2010. Advertising and sponsorship opportunities are available. To find out more, check out World Oil Online or consult the publisher.

## WORLD OIL TECHNICAL SUPPLEMENTS

World Oil brings you the most comprehensive upstream equipment listings. Our supplemental data featuring drill bits, casing and tubing connections, drilling fluid system classifications and more provides the most extensive supplier listings to purchasers with buying power. Now these supplements can be purchased online in digital format and searched on our user-friendly interface, courtesy of World Oil Online. Look for these updated reference tools coming in 2010. Sponsorship and advertising opportunities are available, so check with your local sales representative.

## WORLD OIL HANDBOOKS

Gulf Publishing Company and World Oil magazine have teamed up with the International Association of Drilling Contractors (IADC) to publish a complete encyclopedia of drilling handbooks. The Gulf Drilling Series features handbooks on various niche drilling topics, technology, equipment and best practices. Topics include casing and liners, managed pressure drilling and well cementing. This series is a must-have for university curricula and in-house training facilities alike. Sponsorship opportunities are available, so contact your sales representative for more details. To purchase the handbooks, visit either World Oil Online or GulfPub.com for more information.



### North American drilling: We wuz wrong (sort of)

United States by Robert C. Davis, Canada by Robert C. Davis, Mexico by Dr. Daniel Arreola-Rios, Mexico City

**Midyear revision, 2009 US drilling forecast**

Drilling Method	2008	2009	2010	2011	2012	2013	2014	2015
Total	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200
Onshore	800	800	800	800	800	800	800	800
Offshore	400	400	400	400	400	400	400	400

### Oil and gas production continues sideways

**Oil and gas production continues sideways**

Crude and condensate production in the US is expected to remain flat at 5.5 million bbl per day in 2009, with a slight increase to 5.6 million bbl per day in 2010. Natural gas production is expected to increase from 65 billion cu ft per day in 2008 to 68 billion cu ft per day in 2010.

Country	2008	2009	2010	2011	2012	2013	2014	2015
USA	5.5	5.5	5.6	5.6	5.6	5.6	5.6	5.6
Canada	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Mexico	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5

### World Oil MARINE DRILLING RIG DIRECTORY

**World Oil MARINE DRILLING RIG DIRECTORY**

2008

Rig Name	Company	Location	Status
Alpha	Shell	North Sea	Operating
Beta	BP	North Sea	Operating
Gamma	ExxonMobil	North Sea	Operating

# RATE INFORMATION

Issued September 1, 2009. Effective January 1, 2010.

## 1. GENERAL RATE POLICY

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

## 2. COMMISSION & CASH DISCOUNT

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

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

## 3. ISSUANCE & CLOSING

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

## 4. GENERAL ADVERTISING RATES & SPACE UNITS

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

**b. Schedule #65: Worldwide Edition Rates, US dollars**

2010 FOUR-COLOR WORLDWIDE RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	11,170	10,880	10,575	10,335	10,185	10,020	9,955	9,865
3/4 PG	8,850	8,590	8,395	8,220	8,120	7,980	7,935	7,875
1/2 PG	7,315	7,130	6,945	6,850	6,750	6,670	6,630	6,585
1/2 PG ISL	7,950	7,755	7,620	7,470	7,400	7,300	7,250	7,220
1/4 PG	4,415	4,265	4,185	4,075	4,010	3,950	3,925	3,900
1/4 PG	3,625	3,500	3,440	3,365	3,320	3,255	3,225	3,210

2010 BLACK-AND-WHITE WORLDWIDE RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	8,770	8,480	8,180	7,935	7,790	7,625	7,560	7,465
3/4 PG	6,450	6,190	6,000	5,825	5,720	5,585	5,540	5,475
1/2 PG	4,915	4,735	4,550	4,450	4,355	4,275	4,235	4,185
1/2 PG ISL	5,555	5,360	5,220	5,075	5,005	4,900	4,855	4,825
1/4 PG	3,515	3,365	3,285	3,175	3,110	3,050	3,025	3,000
1/4 PG	2,750	2,625	2,565	2,490	2,445	2,380	2,350	2,335

2010 FOUR-COLOR OUTSIDE US/CANADA RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	8,025	7,845	7,660	7,500	7,395	7,295	7,220	7,180
1/2 PG	5,385	5,280	5,180	5,090	5,035	4,975	4,945	4,905
1/2 PG ISL	5,935	5,845	5,720	5,635	5,580	5,515	5,490	5,455

2010 BLACK-AND-WHITE OUTSIDE US/CANADA RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	6,010	5,825	5,640	5,485	5,375	5,275	5,200	5,160
1/2 PG	3,365	3,260	3,160	3,070	3,015	2,955	2,925	2,885
1/2 PG ISL	3,915	3,825	3,700	3,615	3,560	3,495	3,470	3,435

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

## 5. COLOR RATES (other than black)

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

2010 BLACK PLUS	per PG or Fraction		per Spread	
	WW Ed.	Intl. Ed.	WW Ed.	Intl. Ed.
1 process color	885	760	1,225	1,130
2 process colors	1,535	1,345	2,225	1,955
4/C process	2,395	2,020	3,570	3,050
Matched colors (per color)	990	925	1,425	1,315

## 6. SPECIAL POSITION

**Positioning:** For any guaranteed special position, such as facing editorial, there is a \$750 Worldwide Edition premium, when available.

## 7. COVER RATES (Non-cancelable)

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

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

2010 COVER RATES		
	12 PGS	24+ PGS
Second Cover	11,730	11,170
Third Cover	11,220	10,965
Fourth Cover	11,730	11,170

Special Section Covers: Contact the Publisher

## 8. INSERTS

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

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

## 9. CLASSIFIED ADVERTISING

Available in Worldwide Edition only.

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

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

## 10. ONLINE ADVERTISING

For current rates and information, please visit [www.WorldOil.com](http://www.WorldOil.com) or contact your local sales representative.

## 11. COMBINATION FREQUENCY RATES

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

## 12. PUBLISHER'S COPY PROTECTIVE CLAUSE

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

**b.** 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.** Advertising material not called for after one year will be destroyed unless the Publisher receives other instructions in writing.

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

## MAGAZINE PRODUCTION SPECIFICATIONS

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

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

**2. Ad Page Dimensions:**

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

Fraction ads with bleeds are available; please contact our Advertising Production Department at +1 (713) 525-4633 for dimensions.

NOTE: Ads scaled to other publications will be centered in the space nearest to size and proportion.

**3. General Requirements:**

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

**Binding Method:** Perfect (jog to head)

**Colors Available:** Four-color process; matched colors

**Color Rotation:** Yellow, magenta, cyan, black

**Recommended Line Screen:** 133 lines maximum

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

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

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

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

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

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

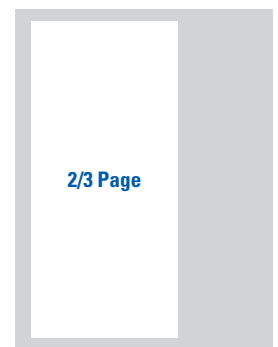
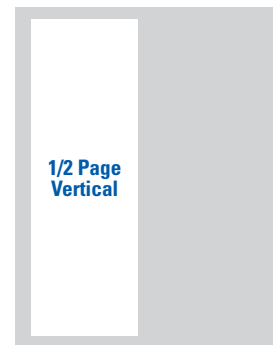
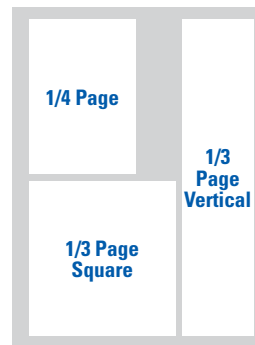
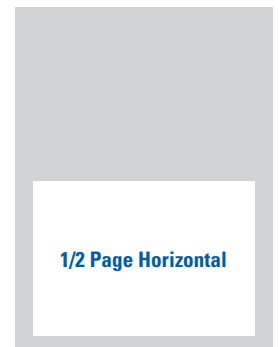
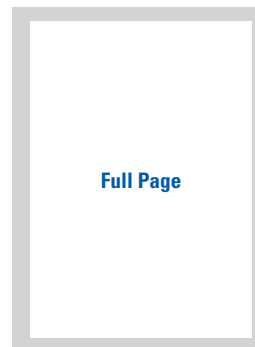
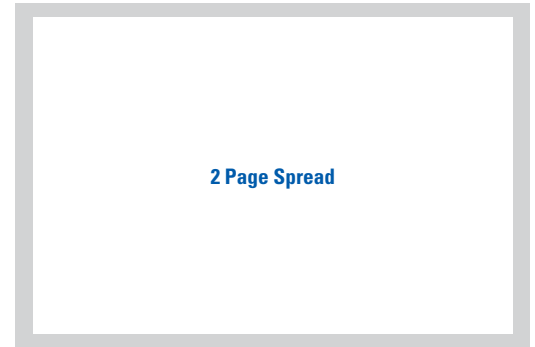
## MATERIAL SUBMISSION DETAILS

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

**1. Electronic File Submissions:**

- a. From your Internet browser, go to <http://ftp.gulfpub.com>.
- b. Enter the following user name and password:  
User: WOCustomer  
Password: (insert your email 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. Email 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.



## SEND MATERIALS TO:

**FTP information:** <http://ftp.gulfpub.com>

**E-mail:**  
Cheryl.Willis@GulfPub.com

**Mail to:**  
Advertising Production  
*World Oil*  
2 Greenway Plaza, Suite 1020  
Houston, Texas 77046

# World Oil®

## Ron Higgins, Publisher

Email: Ron.Higgins@WorldOil.com

## Houston Office

2 Greenway Plaza, Suite 1020  
Houston, Texas 77046 USA  
Phone: +1 (713) 529-4301  
Fax: +1 (713) 520-4433

## NORTH AMERICA ADVERTISING SALES

### LA, MS, TX

#### Don DePugh

Houston Office (address above)  
Phone: +1 (713) 520-4435  
Fax: +1 (713) 520-4495  
Email: Don.DePugh@WorldOil.com

### AR, KS, MO, OK, TX

#### Morgan Mascio

Houston Office (address above)  
Phone: +1 (713) 525-4660  
Fax: +1 (713) 525-4655  
Email: Morgan.Mascio@WorldOil.com

### AK, AL, AZ, CA, CO, DC, DE, FL, GA, IA, ID, IL, IN, KY, MD, MI, MN, MT, NC, ND, NE, NM, NV, OH, OR, SC, SD, TN, TX, UT, VA, WA, WI, WV, WY and WESTERN CANADA

#### Andy McDowell

Houston Office (address above)  
Phone: +1 (713) 520-4463  
Fax: +1 (713) 525-4655  
Email: Andy.McDowell@WorldOil.com

### CT, MA, ME, NH, NJ, NY, PA, RI, VT and EASTERN CANADA

#### Merrie Lynch

20 Park Plaza, Suite 517  
Boston, MA 02116  
Phone: +1 (617) 357-8190  
Fax: +1 (617) 357-8194  
Email: Merrie.Lynch@GulfPub.com

## Classified Sales

### J'Nette Davis-Nichols

Houston Office (address above)  
Phone: +1 (713) 520-4426  
Fax: +1 (713) 525-4655  
Email: Jnette.Davis@GulfPub.com

## Reprint Sales

### Cheryl Willis

Houston Office (address above)  
Phone: +1 (713) 525-4633  
Fax: +1 (713) 525-4615  
Email: Cheryl.Willis@GulfPub.com

## OUTSIDE NORTH AMERICA ADVERTISING SALES

### AUSTRALIA

#### Brian Arnold

4 Peggs Place, Leeming 6149  
Perth, Western Australia, Australia  
Phone: +61 (8) 9332-9839  
Fax: +61 (8) 9313-6442  
Email: Australia@GulfPub.com

### BRAZIL

#### Alfred Bilyk

Brazmedia  
Rua General Jardim, 633 Cj 61  
01223 011 São Paulo SP, Brazil  
Phone: +55 (11) 3875-6777  
Fax: +55 (11) 3875-7255  
Email: Brazil@GulfPub.com

### ITALY, EASTERN EUROPE

#### Fabio Potesta

Mediapoint & Communications SRL  
Corte Lambruschini-Corso Buenos Aires, 8  
5° Piano-Interno 7, 16129 Genova, Italy  
Phone: +39 (010) 570-4948  
Fax: +39 (010) 553-0088  
Email: Fabio.Potesta@GulfPub.com

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

#### Catherine Watkins

Ohana, 30 rue Paul Vaillant Couturier  
78114 Magny-les-Hameaux, France  
Phone: +33 (0) 1 30 47 92 51  
Fax: +33 (0) 1 30 47 92 40  
Email: Catherine.Watkins@GulfPub.com

### RUSSIA, FSU

#### Lilia Fedotova

Anik International & Co. Ltd.  
10/2, Build.1, Bolshoy Kharitonovskii Lane  
103062 Moscow, Russia  
Phone: +7 (495) 628-10-33  
Mobile: +7 (916) 913-87-37  
Email: Lilia.Fedotova@GulfPub.com

### JAPAN

#### Yoshinori Ikeda

Pacific Business Inc.  
Matsuda Bldg., 2-4-6  
Nihonbashi Kayabacho  
Chuo-Ku, Tokyo 103-0025, Japan  
Phone: +81 (3) 3661-6138  
Fax: +81 (3) 3661-6139  
Email: Japan@GulfPub.com

### KOREA

#### Joong Hyon Kwon

JES MEDIA, INC.  
#10-107 Jinjoo Apt.  
2nd Fl., JINSEUNG Bldg.  
267-1, Myungil-Dong  
Kangdong-Gu  
Seoul 134-070 Korea  
Phone: +82(2) 481-3411  
Fax: +82(2) 481-3414  
Email: Korea@GulfPub.com

### INDONESIA, MALAYSIA, SINGAPORE, THAILAND

#### Peggy Thy

Publicitas Singapore Pte Ltd  
72 Bendemeer Road  
#02-20 The Luzerne  
Singapore 339941  
Phone: +65 6836-2272  
Fax: +65 6297-7302  
Email: Singapore@GulfPub.com

### PAKISTAN

#### S. E. Ahmed

Intermedia Communications  
G.P.O. Box 18020  
B-138 Block D North Nazimabad  
Karachi-74700, Pakistan  
Phone: +92 (21) 663-4795  
Fax: +92 (21) 663-4795

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

#### Peter Gilmore

Peter Gilmore Associates  
57 Keyes House  
Dolphin Square  
London SW1V 3NA  
United Kingdom  
Phone: +44 (20) 7834 5559  
Fax: +44 (20) 7834 0600  
Email: Peter.Gilmore@GulfPub.com

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