

PUMPING UP TAPS



**What will it take to get northern Alaska
oil production to 1 million barrels a day?**

Advertising Rates & Specifications

Pumping up TAPS is a full color, slick magazine.

Size	Price	Width	Height
Full page bleed	\$2,195	8 1/4"	10 3/4"
Full page	\$2,195	7 1/2"	9 1/2"
1/2 page vert.	\$1,525	3 5/8"	9 1/2"
1/2 page hz.	\$1,525	7 1/2"	4 11/16"
1/2 page isl.	\$1,675	4 15/16"	7 1/8"
1/3 page hz.	\$1,080	7 1/2"	3 3/16"
1/3 page sq.	\$1,080	4 15/16"	4 13/16"
1/4 page	\$820	3 5/8"	4 11/16"
1/6 page sq.	\$720	3 5/8"	3 1/16"
1/6 page hz.	\$720	4 15/16"	2 3/8"
1/8 page	\$590	3 5/8"	2 1/4"
1/12 page	\$440	1 3/4"	3 1/16"

The above rates are for black and white ads. Add \$200 per single processed color; add \$400 for full color. The trim size for full page bleed is 8" x 10.5".

DEADLINE: Ad placements are due by November 23, 2011; camera-ready ad copy is due by November 30, 2011.

NON-PROFIT ADS: 30% off open rates

PRODUCTION SPECIFICATIONS: Ads should be submitted electronically (with a proof). Files must be at least 300 dpi. The image should be the same size as the space reserved. We prefer EPS files with fonts outlined but also take PDF, JPEG and TIFF files. We'll also accept Quark files as long as all art and fonts are included. If you send a laser printout to be scanned by our production department, it must be high quality with a resolution of at least 600 dpi and screen resolution of 85 lpi. No photo copies, color copies or inkjet printouts will be accepted.

PRODUCTION CHARGES:
(for ads that are not camera-ready) \$80 per hour

GENERAL INFORMATION: We reserve the right to reject any advertising that we deem misleading or objectionable. Approved advertising agencies will be granted a 15% commission.



Where and when could the oil come from to increase throughput in the trans-Alaska pipeline to 1 million barrels a day?

Petroleum News "Pumping up TAPS" magazine targets Alaska lawmakers. It will be released just before the next legislative session on Jan. 6 at the 2012 Meet Alaska conference. The magazine, which will also be mailed to legislators' homes and Juneau offices, will examine the sources of oil in northern Alaska, and what it will take to get them into production in a timely manner, beginning with stepping up production in legacy fields, which provide the quickest way to stem the decline.

Best to worst case scenarios will be included, along with articles about each source that describe the challenges it faces logistically, economically and technically.

To advertise in Pumping up TAPS, please contact:

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