

Coming from



Featured in BRBR: ExxonMobil's challenging Point Thomson project.

WHERE YOU WANT TO BE

Big Risk, Bigger Rewards magazine is designed to attract both new operators to Alaska and encourage investment in existing Alaska projects. If you're an oil company, Big Risk, Bigger Rewards is an opportunity to tout your Alaska projects and success to potential investors. If you provide services, supplies or equipment to Alaska's energy industry, advertising in this magazine is an opportunity to tell oil and gas companies entering the state what you can do for them.

ATTRACT NEW BUSINESS TO YOUR COMPANY



ADVERTISING RATES & SPECIFICATIONS

Big Risk, Bigger Rewards will be a full color, slick magazine.

Size	Price	Width	Height
Full page bleed	\$2,095	8 1/4"	10 3/4"
Full page	\$2,095	7 1/2"	9 1/2"
1/2 page vert.	\$1,455	3 5/8"	9 1/2"
1/2 page hz.	\$1,455	7 1/2"	4 11/16"
1/2 page isl.	\$1,595	4 15/16"	7 1/8"
1/3 page hz.	\$1,030	7 1/2"	3 3/16"
1/3 page sq.	\$1,030	4 15/16"	4 13/16"
1/4 page	\$780	3 5/8"	4 11/16"
1/6 page sq.	\$685	3 5/8"	3 1/16"
1/6 page hz.	\$685	4 15/16"	2 3/8"
1/8 page	\$560	3 5/8"	2 1/4"
1/12 page	\$420	1 3/4"	3 1/16"

DEADLINE: Big Risk, Bigger Rewards ad placements are due by January 8, 2010; camera-ready ad copy is due by January 14, 2010

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: \$80 per hour

GENERAL INFORMATION: We reserve the right to reject ads. Agencies receive a 15% commission.

The above rates are for black and white ads. Add \$150 per single processed color; add \$400 for full color. The trim size for full page bleed is 8" x 10 1/2".



BE IN THE RIGHT PLACE

Reader exposure. Big Risk, Bigger Rewards mission is to sell Alaska outside the state—at U.S. and Canada 2010 events heavily attended by landmen, geologists, investors, and oil company business development executives, such as the annual North American Prospect Expo in Houston, known as NAPE, where BRBR will first be released. NAPE was created to provide a marketplace for the buying, selling and trading of oil and gas prospects. In 2008 it had 15,708 attendees. Next, the magazine will be distributed at OTC, North America's largest oil and gas event.

Advertiser exposure. BRBR will have five sections for you to choose from. Their descriptions are as follows: 1. What Alaska has to offer oil and gas companies and investors; 2. Features on ExxonMobil's challenging Point Thomson project, ConocoPhillips and Anadarko's successful Colville River (Alpine) unit, and the Armstrong/Pioneer/Eni story; 3. Advice for new operators, including the wisdom of using local contractors; 4. Alaska's geology and exploration trends.

To secure a good position in this full color magazine, contact:

Susan Crane
ph 907-770-5592 | fx 907-522-9583
scrane@petroleumnews.com

Bonnie Yonker
ph 425-483-9705 | fx 425-486-7371
byonker@petroleumnews.com

PETROLEUM NEWSPAPERS OF ALASKA LLC (PNA)
Main: 907.522.9469

Fax: (907) 522-9583 • www.PetroleumNews.com
P.O. Box 231647 • Anchorage, Alaska 99523-1647

