



# The Explorers



Oil & gas companies investing in Alaska's future



The Explorers, an annual publication from Petroleum News

# Advertising Rates & Specifications

*The Explorers 2016 is a full color, slick magazine.*

Size	Price	Width	Height
Full page bleed	\$2,305	8 1/4"	10 3/4"
Full page	\$2,305	7 1/2"	9 1/2"
1/2 page vert.	\$1,600	3 5/8"	9 1/2"
1/2 page hz.	\$1,600	7 1/2"	4 11/16"
1/2 page isl.	\$1,760	4 15/16"	7 1/8"
1/3 page hz.	\$1,135	7 1/2"	3 3/16"
1/3 page sq.	\$1,135	4 15/16"	4 13/16"
1/4 page	\$860	3 5/8"	4 11/16"
1/6 page sq.	\$755	3 5/8"	3 1/16"
1/6 page hz.	\$755	4 15/16"	2 3/8"
1/8 page	\$620	3 5/8"	2 1/4"
1/12 page	\$440	1 3/4"	3 1/16"

**DEADLINE:** Ad placement due March 25, 2016; Camera ready April 1, 2016

**NON-PROFIT ADS:** 30% off open rates

**PRODUCTION SPECIFICATIONS:** Ads should be submitted electronically. Files must be at least 300 dpi. The image should be the same size as the space reserved. We prefer PDFs but we'll also accept, EPS files with fonts outlined, JPEG and TIFF files. All layers and transparencies must be flattened in submitted material. We'll also accept Quark and InDesign files as long as all art and fonts are included.

**PRODUCTION CHARGES:**  
(for ads that are not camera-ready) \$40 flat rate

**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.

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".



The Explorers 2016 magazine will be released as part of a Petroleum News subscription on May 22. Total distribution is expected to reach more than 21,000 copies from the Petroleum News subscribers, Petroleum News' web site and conferences in Alaska and around the globe.

To advertise in The Explorers 2016 edition, please contact:

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