



# The Explorers



Oil & gas  
companies  
investing in  
Alaska's future

The Explorers, an annual  
publication from Petroleum News



# Advertising Rates & Specifications

*The Explorers 2017 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 April 14, 2017; Camera ready April 21, 2017

**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 2017 Explorers magazine this year includes a section devoted to the 40th anniversary of the trans-Alaska oil pipeline, which made exploration in northern Alaska possible. Explorers featured in the 2017 edition are (but not limited to) Accumulate Energy, Ahtna, Armstrong, ASRC Exploration, BlueCrest, Caelus, ConocoPhillips, Doyon, Furie, Great Bear and Hilcorp.

The magazine will be released at the Alaska Oil & Gas Association's Conference and Trade Show on May 31, 2017 at the Denaina Convention Center in Anchorage, AK. It will also be distributed to all Petroleum News subscribers (including lawmakers) and conferences and trade shows throughout the year.

To advertise in The Explorers 2017 edition, please contact:

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