



# The Explorers

Oil & gas  
companies  
investing in  
Alaska's future

The Explorers, an annual  
publication from Petroleum News

# Advertising Rates & Specifications

*The Explorers 2018 is a full color, slick magazine.*

Size	Price	Width	Height
Full page bleed	\$2,705	8 1/4"	10 3/4"
Full page	\$2,705	7 1/2"	9 1/2"
1/2 page vert.	\$2,000	3 5/8"	9 1/2"
1/2 page hz.	\$2,000	7 1/2"	4 11/16"
1/2 page isl.	\$2,160	4 15/16"	7 1/8"
1/3 page hz.	\$1,535	7 1/2"	3 3/16"
1/3 page sq.	\$1,535	4 15/16"	4 13/16"
1/4 page	\$1,260	3 5/8"	4 11/16"
1/6 page sq.	\$1,155	3 5/8"	3 1/16"
1/6 page hz.	\$1,155	4 15/16"	2 3/8"
1/8 page	\$1,020	3 5/8"	2 1/4"
1/12 page	\$840	1 3/4"	3 1/16"

The above rates are for full color ads. Deduct \$400 for black and white ads and \$200 per single processed color.

The trim size for full page bleed is 8" x 10.5".

**DEADLINE:** Ad placement due April 6, 2018; Camera ready April 13, 2018

**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.



Explorers featured in the 2018 edition are (but not limited to) Accumulate Energy, Ahtna, Armstrong, ASRC Exploration, BlueCrest, Caelus, ConocoPhillips, Doyon, Furie, Glacier and Hilcorp.

The magazine will be released in the May 27, 2018, issue and at the Alaska Oil & Gas Association's Conference and Trade Show on May 31 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 2018 edition, please contact:

Marti Reeve  
Phone: (907) 522-9469  
Fax: (907) 522-9583  
mreeve@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

