





The Explorers

2009



Oil & gas
companies
investing in
Alaska's future



The Explorers, an annual publication
from Petroleum News

Advertising Rates & Specifications

The Explorers is 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"

The above rates are for black and white ads. Add \$150 per single processed color; add \$400 for full color.

DEADLINE: Ad placements are due by September 28, 2009; camera-ready ad copy is due by October 8, 2009.

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.



The Explorers 2009 magazine will be released at the annual Resource Development Council for Alaska (RDC) conference in November. Total distribution is expected to reach more than 21,000 copies from Petroleum News subscribers, Petroleum News' web site, the RDC conference and other conferences in Alaska and around the globe.

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