

THE PERFECT FIT. NOT ONLY ON PAPER.



ONLINE ADVERTISING RATES AND INFORMATION

PETROLEUM NEWS ONLINE ADVERTISING

There are several benefits to advertising online. One major advantage is being able to publish information that is not constrained by geography or time. Another benefit is the efficiency of web advertising. You can change your content quickly and easily, as well as include a live link to your website, which gives a potential customer more information about your organization and helps generate traffic for your site.

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www.petroleumnews.com

MAXIMIZE YOUR POTENTIAL.

WEB ADVERTISING IS EFFECTIVE

Digital marketing on the Internet is fast becoming one of the most effective methods to promote products and services. According to the Internet Advertising Bureau (IAB), U.S. internet ad revenues reached record-breaking \$49.5B in 2014, a 16% increase over landmark 2013 numbers. The internet is the number one research tool used by consumers in this digital media era. One hundred percent of white-collar professionals surveyed said they used computers and e-mail during the typical workday, and 94% said they used internet browsers.

On average, in 2014 Petroleum News' website had 23,500 unique visitors every month, 650,000 pages viewed, and more than 2.2 million hits. In 2015 these numbers are increasing every month. Placing your ad on Petroleum News' website means you will capture the attention of people involved in, or interested in, Alaska and northern Canada's oil and gas industry, as well as a growing international readership focused on exploration and production activities in the Arctic.

Medium

Large

Small



AFFORDABLE PRICES

Frequency	Small 200px x 105px	Medium 200px x 210px	Large 200px x 315px
3 months	\$419/month	\$629/month	\$734/month
6 months	\$399/month	\$599/month	\$699/month
12 months	\$379/month	\$569/month	\$664/month

TO ADVERTISE PLEASE CONTACT:

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