

The Producers

Oil & gas
companies
investing in
Alaska's future



The Producers, an annual
publication from Petroleum News

Advertising Rates & Specifications

The Producers 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" |

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".

DEADLINE: Ad placement due November 17, 2017; Camera ready due November 24, 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 Producers magazine will be released at the annual Meet Alaska Tradeshow and Conference in Anchorage in January 2018. It will be distributed to several conferences, as well as sent to all Petroleum News subscribers (including lawmakers) as part of the December 31, 2017 issue.

To advertise in The Producers 2017, please contact:

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