

# NORTHERN EXPOSURE

## Petroleum News marketing & advertising brochure

**Petroleum News**  
 Vol. 28, No. 24 • www.petroleumnews.com • A weekly oil & gas newspaper based in Anchorage, Alaska • Week of September 23, 2013 • \$3.00

**This week's Mining News**

**MINING**  
 Bringing the windward

**HEA signs gas deal with Furiar**

**Aurora plans Hamo-area wells**

**ADGGC looks at Milne Pt changes**

**An exciting time**  
 Quirk's talks of ExxonMobil's commitment to both Point Thomson, AR2NG

**New Deep Creek pad**  
 Hillyer project includes one-to-two gas explorations with new drilling pad

**Breakthrough or breakdown?**  
 BC government sets to table constitutional deal with First Nations leaders

**Petroleum News**  
 Vol. 28, No. 27 • www.petroleumnews.com • A weekly oil & gas newspaper based in Anchorage, Alaska • Week of September 30, 2013 • \$3.00

**This week's Mining News**

**MINING**  
 Royal Gold up again

**Fairbanks gas finalists selected**

**Kitchen Lights continues on track**

**Russian ship near Shell drilling**

**Modules arrive**  
 Massive production facilities delivered to barges to the Point Thomson pad

**Shaky LNG outlook**  
 Combustion engine's viability of alternative gas for new global projects

**Fed unit work planned**  
 Hillyer seeks to bring 2 Cook Inlet units back on production, upgrade others

**Petroleum News**  
 Vol. 28, No. 26 • www.petroleumnews.com • A weekly oil & gas newspaper based in Anchorage, Alaska • Week of September 16, 2013 • \$3.00

**This week's Mining News**

**MINING**  
 Work up in North

**Point Thomson plan**  
 ExxonMobil signs for a major gas production field development near

**Question of volumes**  
 Prudhoe Bay investor enters into the gas offshore case for AR2NG project

**50% Conoco cuts to hit Alaska**

**Alaska advancing Tynock syn gas plans**

**Quitting headlong dive**  
 Alaska bids away from results decision this year plus a 4 of a kind of 2016



## Petroleum News Delivers

You've heard that newspaper and magazine ads "create awareness" and tell the marketplace you're a player. That's especially true when you advertise in a publication that has become an industry institution — like Petroleum News.

**But creating awareness isn't all Petroleum News does for you. We go "beyond advertising" to market your business.**

For example, Petroleum News' contracted advertisers are included in the Arctic Oil & Gas Directory, a full color magazine that companies in Alaska turn to when they are ready to purchase goods and services. Twice a year the directory gives you the chance to promote your business through articles, briefs, photos, and listings describing what you have to offer. There's more. You would also be included in Petroleum News' weekly list of service and supply companies doing business in the region — and receive additional exposure in spotlights and news briefs (Oil Patch Bits) adjacent to the list. Plus you'd be listed in co-op ads congratulating companies on field start-ups and welcoming new execs.

And many of our contracted advertisers qualify for free Q&A profiles in the Arctic Oil & Gas Directory and electronic ads on our web site, [www.petroleumnews.com](http://www.petroleumnews.com).

**So how do you become a contracted advertiser and get more exposure for your business? Start by turning the page...**

# Becoming a contracted advertiser

To become a Petroleum News 'contracted advertiser' and gain the valuable marketing benefits described above you simply have to agree to run 12 ads of any size over a 12-month period. In return we'll give you this additional marketing exposure:

## Exposure in the weekly Petroleum News

- You make the List
- Your employees are spotlighted
- Your news gets in Oil Patch Bits

### OIL PATCH BITS

**Schaeffler centers in on bearing replacement in video**  
 Service technicians, a changing distribution of industrial maintenance repair and operation replacement parts, is pleased to announce the release of another MHI2020 video. The goal of the video series is to provide solutions to common issues that arise with their practical applications.

**Y-Tech Services Inc. awarded BLM contract**  
 Y-Tech Services Inc., a subsidiary of Alaska Holdings LLC, has been awarded the MHI-603 rotary wing aircraft level maintenance support services contract for the United States Coast Guard's 9th Air Squadron.

**Companies involved in Alaska and northern Canada's oil and gas industry**

ADVERTISER	PAGE AD APPEARS	ADVERTISER	PAGE AD APPEARS	ADVERTISER	PAGE AD APPEARS
ADM	A	Delta Leasing	22	Hudson Alaska Drilling	N-P
ADM Environment	A	DETROITICS	21	IMMIX Well Services	N-P
Air Liquide	A	Distaltech Corp	21	Nature Conservancy The	N-P
Alaska Clean Base (ACB)	A	Dynex Drilling	21	NEI Road Technology	N-P
		Drone Limited	21		
		Phonix Industrial Services	21		

### BUSINESS SPOTLIGHT

**Companies involved in Alaska and northern Canada's oil and gas industry**

ADVERTISER	PAGE AD APPEARS	ADVERTISER	PAGE AD APPEARS	ADVERTISER	PAGE AD APPEARS
ADM	A	Delta Leasing	22	Hudson Alaska Drilling	N-P
ADM Environment	A	DETROITICS	21	IMMIX Well Services	N-P
Air Liquide	A	Distaltech Corp	21	Nature Conservancy The	N-P
Alaska Clean Base (ACB)	A	Dynex Drilling	21	NEI Road Technology	N-P
		Drone Limited	21		
		Phonix Industrial Services	21		

## Exposure in the semiannual Arctic Oil & Gas Directory

### COMPANY LIST

**Arctic Oil & Gas Directory**

**In the field with GeoFORCE AI**  
 UAF Program brings remote geology in line, simplifying high school data from the North Slope to pursue UAFW program

**Vigor Fab delivers Harley Marine's newest AK barge**  
 Vigor Fab has delivered Harley Marine's newest Arctic service barge, the "Zarya". The 170-foot-long barge is built for the Arctic region and is designed to be used in the harsh conditions of the North Slope.

**Global Drilling & Salvage Inc.**  
 Global Drilling & Salvage Inc. has been awarded a contract to provide drilling and salvaging services in the Arctic region.

**CH2M HILL announces Climate**  
 CH2M HILL has announced a new climate change program that will focus on reducing greenhouse gas emissions and promoting sustainable development.

- Your news gets featured
- Company photos promote your business
- You're included in the buyer's guide

### LISTINGS SECTION

## Exposure in co-op ads for your customers

As a contracted advertiser your company would be listed in the co-op ads that run at least 12 times a year in Petroleum News, congratulating oil companies for new discoveries, field start-ups, entering Alaska, and welcoming new oil company presidents or managers to the state.

### CO-OP ADVERTISEMENTS

**welcome**

**Mr. Furie**

**Congratulations on a successful**

**Congratulations Furie on the completion of Kitchen Lights platform!**

Mr. Furie, we congratulate you on the successful completion of the Kitchen Lights platform. This is a significant achievement for your company and the state.

## If your annual contract exceeds \$7,100

**We'll profile your company** We'll have our writers work with you on a two-page Q&A company profile that will appear in the Arctic Oil & Gas Directory. Afterwards, you can frame it or use it as a company brochure or flyer.

**We'll give you free online advertising** When Petroleum News readers click on articles each week they will see your ad, which will appear in rotation on the current story pages. The size of your annual contract determines the size of your online ad.



## Doing business in Alaska or Western Canada's Arctic? Don't be left out of Petroleum News.

Petroleum News is a weekly oil and gas newspaper based in Anchorage, Alaska, that is distributed in both a traditional print format and online as an eBook. As of January 10, 2014 paid readership was 24,450 using a conservative multiple of three readers per issue, but excluding newsstand, conference copies and thousands of web hits each week from individuals not signed up as paid subscribers.

The newspaper's primary news coverage area is Alaska and Western Canada's Arctic, on and offshore.

Core readership is in Alaska, where Petroleum News captures 95% of the professionals and executives in the oil and gas industry, along with about 70% of the executives in related government, transportation and construction sectors.

The newspaper's secondary audience is in western and northern Canada, where Petroleum News is best known for its coverage of Arctic exploration and the proposed Mackenzie gas pipeline project.

## Why Petroleum News is best for you

The edge Petroleum News has over other publications is the excellence and timeliness of its news, 90% of which is generated by a cadre of experienced writers — versus reprinting wire services stories or industry puff pieces.

Our writers scout for news the old-fashioned way — digging

through agency files, scrutinizing SEC filings, and developing contacts within oil companies — because industry executives want the latest, most insightful news. They don't have time to waste on dated information reprocessed to fit an editorial calendar compiled months earlier.

### Conferences = MORE EXPOSURE

Conference distribution gives advertisers more exposure. Ask our sales representatives for the schedule of local, national and international conferences Petroleum News will be distributed at in the next year. It is updated monthly for your convenience.

### Why is no editorial calendar better for you?

Because your ad has a better chance of getting noticed in a newspaper that is being read. The alternative is placing ads in publications that surround your message with stale, repackaged 'news' designed to hook advertisers, not readers.

## More exposure from Mining News

Every week North of 60 Mining News is part of Petroleum News. It primarily covers Alaska. Our research tells us that our subscribers read both newspapers but if you want to be sure your message is reaching the mining industry you can ask to have some of your ads placed in North of 60 Mining News. Ask our salespeople for more information.

## Add a hotlink to your ad

A hotlink to your web site can be placed in your ad in Petroleum News' online edition at no extra charge. Email [tkearney@petroleumnews.com](mailto:tkearney@petroleumnews.com) for details.

## Contact Information

### Petroleum News

Petroleum Newspapers of Alaska (PNA)

P.O. Box 231647

Anchorage, Alaska 99523

Main phone: 907.522.9469

www.petroleumnews.com

### Susan Crane, advertising director

Direct phone: 907.770.5592

Fax: 907.522.9583

Email: [scrane@petroleumnews.com](mailto:scrane@petroleumnews.com)

## General information & specs

**Effective date:** Rates effective January 1, 2016

**Frequency:** Petroleum News is a weekly, full color, tabloid newspaper; publication date is Sunday, but is posted at [www.PetroleumNews.com](http://www.PetroleumNews.com) the Friday before.

**Deadline:** Space reservation deadline is 12 days prior to the Sunday publication date; ad copy is due 10 days prior to publication date.

**Non-profit and political ads:** 30% off open rates

**Printing/mechanical specifications:** Petroleum News is printed on 32# re-brite stock using an 85-line screen. The page trim size is 11 1/2" x 17."

**Inserts accepted:** Ask our salespeople for details.

**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:** \$80 flat fee (for ads that are not camera-ready)

**Placement:** You are given the opportunity to request placement in a specific section of Petroleum News. We will make every attempt to meet your request but cannot guarantee placement unless you secure it with a 10% surcharge.

**Reserve right to reject ads:** We reserve the right to reject any advertising we deem objectionable.

**Advertising agencies:** Approved advertising agencies will receive a 15% discount on the net price.

## Advertising Rates

SIZE	1X RATE	6X RATE	12X RATE	26X RATE	52X RATE
Full Page	\$1,945	\$1,850	\$1,750	\$1,655	\$1,555
1/2 Page	\$1,340	\$1,275	\$1,210	\$1,140	\$1,070
1/3 Page	\$1,025	\$975	\$925	\$870	\$820
1/4 Page	\$720	\$685	\$650	\$610	\$575
1/8 Page	\$515	\$490	\$465	\$440	\$410
1/12 Page	\$395	\$375	\$355	\$335	\$315
Banner	\$335	\$320	\$300	\$285	\$270

Add \$200 per additional process or spot color.

Add \$400 for four-color process.

## Advertising Dimensions

SIZE	WIDTH	HEIGHT
Full page	9.818" (4 col)	15.25"
1/2 pg (island)	7.3" (3 col)	10"
1/2 pg (horiz)	9.818" (4 col)	7.5"
1/2 pg (vert)	4.818" (2 col)	15.25"
1/3 pg (horiz)	9.818" (4 col)	5"
1/3 pg (square)	7.3" (3 col)	7.25"
1/4 pg (horiz)	9.818" (4 col)	4"
1/4 pg (vert)	4.818" (2 col)	7.5"
1/4 pg (square)	7.3" (3 col)	5"
1/8 pg (horiz)	7.3" (3 col)	2.5"
1/8 pg (vert)	2.3" (1 col)	7"
1/8 pg (square)	4.818" (2 col)	3.75"
1/12 pg (horiz)	4.818" (2 col)	2.5"
1/12 pg (vert)	2.3" (1 col)	5"
Banner (horiz)	4.818" (2 col)	1.75"
Banner (vert)	2.3" (1 col)	3"