

NORTHERN EXPOSURE

Petroleum News marketing & advertising brochure



Petroleum News
A weekly oil & gas magazine based in Anchorage, Alaska
Week of July 8, 2008 \$3.00

Petroleum Club hosts book signing
ACMP under scrutiny
State asks court to review program to address concerns about ACMP's operations

Sheffield to lead AOGA for 2009; Craig Baber named 'Top 50'
Triangular makes Anchorage debut
Oil Patch Bits

Galvin on mediation
McGee warns regulators; Revenue chief says Alaska first has to have problem

DEFINITION, NOT MEDIATION, PLEASE
A definition of the word "mediation" and what it means in the context of the oil and gas industry. The word "mediation" is often used in a variety of contexts, but it always refers to the process of resolving a dispute between two or more parties. In the oil and gas industry, mediation is often used to resolve disputes between landowners and oil and gas companies. It is a process that is often used to resolve disputes between landowners and oil and gas companies. It is a process that is often used to resolve disputes between landowners and oil and gas companies.



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Week of April 20, 2008 \$3.00

Exploration moves
State of Alaska asks for comments on test exploration lease proposals

Indigenous Russian hunters take lessons from Alaska history; Ahmanson sees stint with Shell as beneficial
Oil Patch Bits

Foreign takeover blocked
Canada block Minerals first purchase; signals policy shift for foreign acquisition

Finally, a jack-up rig for CI
A jack-up rig is a type of offshore oil and gas platform. It is a platform that is supported by legs that can be raised and lowered. This allows the platform to be moved to different depths of water. Jack-up rigs are used in shallow to medium depths of water. They are used to drill for oil and gas. They are also used to produce oil and gas. Jack-up rigs are used in a variety of environments. They are used in both onshore and offshore environments. They are used in a variety of environments. They are used in both onshore and offshore environments.



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A weekly oil & gas magazine based in Anchorage, Alaska
Week of February 18, 2008 \$3.00

Chukchi high five
Spectacular geology draws major to Chukchi

Chukchi Sea 'next step'
Nemco's leasehold bids seems with bid's EN in Alaska OCS lease sale

Pondering Arctic gas riddle
Prospect of giant gas fields opens up new lease sale; North Slope program

Oil Patch Bits
A column of short news items related to the oil and gas industry. It covers a variety of topics, including new discoveries, regulatory changes, and industry news. It is a popular feature among readers of the magazine.



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 Petroleum Directory, a full color magazine that companies in Alaska and Canada's Arctic turn to when they are ready to purchase goods and services. Twice a year the Petroleum Directory gives you the chance to promote your business through articles, briefs, standalone photos, and listings that describe what you have to offer. There's more. As a contracted advertiser 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 the form of spotlights and news briefs (Oil Patch Bits column) adjacent to the list.

And many of our contracted advertisers qualify for free Q&A profiles in the Petroleum Directory and electronic ads on our web site, www.petroleumnews.com.

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

If you're doing business in Alaska or Canada's Arctic, you can't afford to 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 July 11, 2008 paid readership was 20,625 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 Canada's Arctic, on and offshore. But in "Our Arctic Neighbors" section, Petroleum News features oil and gas news from other parts of the Arctic, including Greenland, Russia and Norway.

Core readership is in Alaska, where Petroleum News captures 99.9% 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 and Greenland, where Petroleum News is best known for its coverage of Arctic exploration and the proposed Mackenzie gas pipeline project.

In 2007 Petroleum News began expanding its readership to executives in Russia and Norway's Arctic oil and gas

industry, on and offshore, taking advantage of a growing interest in northern transportation, technology and politics — and the fact Alaska was a pioneer in the development of Arctic technology for the world's first on and offshore oil fields.

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

Once a month North of 60 Mining News is inserted in Petroleum News. It primarily covers Alaska and northern and western Canada. Our research tells us that our subscribers read both publications, 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 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

Theresa Collins, marketing director

Direct phone: 907.770.3506

Fax: 907.522.9583

Email: tcollins@petroleumnews.com

General information & specs

Effective date: Rates effective July 15, 2008

Frequency: Petroleum News is a weekly, full color, tabloid newspaper; publication date is Sunday, but is posted at 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 (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: \$60 per hour (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	\$1,850	\$1,755	\$1,665	\$1,575	\$1,480
1/2 Page	\$1,275	\$1,205	\$1,145	\$1,080	\$1,020
1/3 Page	\$975	\$925	\$880	\$835	\$785
1/4 Page	\$685	\$650	\$615	\$575	\$545
1/8 Page	\$490	\$470	\$440	\$420	\$400
1/12 Page	\$375	\$360	\$345	\$325	\$305
Banner	\$320	\$305	\$290	\$270	\$255

Add \$150 per additional process or spot color.

Add \$400 for four-color process.

Advertising Dimensions

SIZE	WIDTH	HEIGHT
Full page	9 13/16" (4 col)	15 1/4"
1/2 pg (island)	7 5/16" (3 col)	10"
1/2 pg (horiz)	9 13/16" (4 col)	7 1/2"
1/2 pg (vert)	4 13/16" (2 col)	15 1/4"
1/3 pg (square)	7 5/16" (3 col)	7 1/4"
1/4 pg (horiz)	9 13/16" (4 col)	4"
1/4 pg (vert)	4 13/16" (2 col)	7 1/2"
1/4 pg (square)	7 5/16" (3 col)	5"
1/8 pg (horiz)	7 5/16" (3 col)	2 1/2"
1/8 pg (vert)	2 5/16" (1 col)	7"
1/8 pg (square)	4 13/16" (2 col)	3 3/4"
1/12 pg (horiz)	4 13/16" (2 col)	2 1/2"
1/12 pg (vert)	2 5/16" (1 col)	5"
Banner (horiz)	4 13/16" (2 col)	1 3/4"
Banner (vert)	2 5/16" (1 col)	3"