

expanding horizons



ADVERTISING

Susan Crane • 907.770.5592
scrane@petroleumnews.com

Bonnie Yonker • 425.483.9705
byonker@petroleumnews.com



International Readership for Alaska Rates

Petroleum News is a weekly oil and gas newspaper based in Anchorage, Alaska. Its primary news coverage area is Alaska and northern Canada. Petroleum News also reports on major North American and international events of interest to its northern readers such as Gulf of Mexico discoveries, LNG activities and oil sands developments, which has resulted in thousands of new readers from around the world.

Another extra: mining industry readers

In addition to reaching 95% of the oil and gas industry in Alaska and thousands of readers in Canada, the Lower 48 and elsewhere in the world, Petroleum News advertisers get exposure to Alaska's mining industry. Once a month a publication called Mining News is inserted in Petroleum News. It is the only privately published mining publication in Alaska. To subscribe to Mining News, you have to take Petroleum News as well, which periodically carries articles of interest to miners simply because some of the issues faced by the petroleum industry also challenge the mining industry. We have not surveyed our mining readers to find out how many are reading Petroleum News, but it's safe to assume a percentage of them are doing so. If you want to be sure your message is reaching both industries, you can divide your advertising contract between the two publications, although if you qualify for a Company Profile (see premier benefits on page 5) you have to choose which directory you want it in — the Petroleum Directory, a slick magazine enclosed in Petroleum News once per quarter, or the Mining Directory that is part of Mining News each month.

General Information

Frequency

Petroleum News is a weekly 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 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 are accepted

Call 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 (for ads that are not camera-ready)

\$40 per hour

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.

General information

We reserve the right to reject any advertising we deem objectionable. Approved advertising agencies will receive a 15% discount on the net price. Email scrane@PetroleumNews.com to see if your agency qualifies.

Advertising Rates & Ad Sizes

DISPLAY ADVERTISING RATES

SIZE	1x	6x	12x	26x	52x
Full page	\$1,680	\$1,595	\$1,510	\$1,430	\$1,345
1/2 page	1,155	1,095	1,040	980	925
1/3 page	885	840	800	755	710
1/4 page	620	590	555	520	495
1/8 page	445	425	400	380	360
1/12 page	340	325	310	295	275
Banner	290	275	260	245	230

Add \$150 per additional color. Add \$400 for four-color process.
Rates effective January 1, 2006

For more information, contact:

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byonker@petroleumnews.com

Fax: (907) 522-9583 • www.PetroleumNews.com
P.O. Box 231651 • Anchorage, Alaska 99523-1651

AD SIZES

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



Basic Benefits Package

If you place a minimum of twelve ads per year you qualify for these benefits during that year:



Listings in the quarterly Petroleum Directory magazine. The directory, a buyers' guide, "belongs" to our contracted advertisers. Additionally, you can place your news in the Company News section of the Petroleum Directory.



Placement of at least two of your standalone photos in the Petroleum Directory.



A listing in the weekly Advertisers' Index and an annual Business Spotlight in Petroleum News.



A hotlink to your web site can be placed in your ad in Petroleum News' online edition.

Premier Benefits Package

If your annual advertising contract in Petroleum News exceeds \$6,600 you qualify for these benefits:



Your Company Profile

Qualified Petroleum News advertisers get a Q&A company profile in the Petroleum Directory. Unlike the news section of Petroleum News, the Petroleum Directory “belongs” to our advertisers. You will have the opportunity to edit your full page profile before it goes to press — and you will own it after it’s printed. We will give you an electronic copy of your profile to use as a company marketing brochure or however you see fit.

Web Site Advertising

Qualified Petroleum News advertisers get a web ad of their choice on our web site. Currently, Petroleum News averages more than 25,000 unique visitors to www.PetroleumNews.com per month. Your ad will appear in rotation within Petroleum News’ current online stories, giving you the additional targeted exposure that only Petroleum News can provide.



*Restrictions and conditions apply. Contact your sales representative for more details.

What constitutes an annual contract?

Placement of at least twelve display ads in Petroleum News in a one-year period. Advertisements in annual magazines published by Petroleum News do not count toward a twelve-time placement.