

The Explorers

Oil & gas
companies
investing in
Alaska's future



The Explorers, an annual
publication from Petroleum News

Advertising Rates & Specifications

The Explorers 2023 is a full color, slick magazine.

Size	Price	Width	Height
Full page bleed	\$2,975	8 1/4"	10 3/4"
Full page	\$2,975	7 1/2"	9 1/2"
1/2 page vert.	\$2,195	3 5/8"	9 1/2"
1/2 page hz.	\$2,195	7 1/2"	4 11/16"
1/2 page isl.	\$2,195	4 15/16"	7 1/8"
1/3 page hz.	\$1,670	7 1/2"	3 3/16"
1/3 page sq.	\$1,670	4 15/16"	4 13/16"
1/4 page	\$1,385	3 5/8"	4 11/16"
1/6 page sq.	\$1,270	3 5/8"	3 1/16"
1/6 page hz.	\$1,270	4 15/16"	2 3/8"
1/8 page	\$1,120	3 5/8"	2 1/4"
1/12 page	\$924	1 3/4"	3 1/16"

The above rates are for full color ads. Deduct \$400 for black and white ads and \$200 per single processed color.

The trim size for full page bleed is 8" x 10.5".

DEADLINE: Ad placement due April 24, 2023;
Camera ready May 5, 2023

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.



Explorers featured in the 2023 edition are (but not limited to) Hilcorp, ConocoPhillips, Jade Energy, Pantheon and 88 Energy.

The magazine will be released in the June 11, 2023 issue and at the Alaska Oil & Gas Association's Conference and Trade Show on August 30, 2023, at the Denaina Convention Center in Anchorage, AK. The magazine will also be at the Unconventional Resources Technology Conference on June 13, 2023, at the Colorado Convention Center in Denver, CO, as well as, distributed to all Petroleum News subscribers (including lawmakers) and additional conferences and trade shows throughout the year.

To advertise in The Explorers 2023 edition, please contact:

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