

The background image shows an industrial oil rig at night. A tall, yellow, tapered structure rises into a dark blue sky. White steam or smoke billows from the base of the rig. In the foreground, there are several vehicles: a red truck with a crane on the left, a red pickup truck in the center, and a white truck with 'Worley' on the side on the right. A large white tent is also visible. The scene is illuminated by bright artificial lights.

The Explorers

Oil & gas companies
investing in
Alaska's future

The Explorers, an annual
publication from Petroleum News

Advertising Rates & Specifications

The Explorers 2026 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 21, 2026; camera ready due May 1, 2026

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 not camera-ready) \$100 flat fee (with up to 2 edits. \$25 for each additional change.)

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 2026 edition are (but not limited to) Hilcorp, ConocoPhillips, 88 Energy, Armstrong/Lagniappe, Glacier/Savant, Great Bear, and Jade Energy.

The magazine will be released in the June 7, 2026 issue, and at the Alaska Oil & Gas Association's Conference and Trade Show on August 26, 2026, at the Dena'ina Convention Center in Anchorage, AK.

To advertise in The Explorers 2026 edition, please contact:

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