



The Bakken Explorers



*Extending the Bakken:
It just keeps getting better*



The Bakken Explorers,
an annual publication
from Petroleum News Bakken

Advertising Rates & Specifications

The Bakken Explorers 2015 is a full-color, slick magazine.

Size	Price	Width	Height
Full page bleed	\$2,305	8 1/4"	10 3/4"
Full page	\$2,305	7 1/2"	9 1/2"
1/2 page vert.	\$1,600	3 5/8"	9 1/2"
1/2 page hz.	\$1,600	7 1/2"	4 11/16"
1/2 page isl.	\$1,760	4 15/16"	7 1/8"
1/3 page hz.	\$1,135	7 1/2"	3 3/16"
1/3 page sq.	\$1,135	4 15/16"	4 13/16"
1/4 page	\$860	3 5/8"	4 11/16"
1/6 page sq.	\$755	3 5/8"	3 1/16"
1/6 page hz.	\$755	4 15/16"	2 3/8"
1/8 page	\$620	3 5/8"	2 1/4"
1/12 page	\$440	1 3/4"	3 1/16"

The above rates are for black and white ads. Add \$200 per single processed color; add \$400 for full color. The trim size for full page bleed is 8" x 10.5."

DEADLINE: April edition ad placements are due by March 13, 2015; camera-ready copy is due by March 20.

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. 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.

AGENCIES: Approved advertising agencies will be granted a 15% commission.

GENERAL INFORMATION: We reserve the right to reject any advertising that we deem misleading or objectionable.



The Bakken just keeps getting better

Extending the Bakken petroleum system's recoverable reserves is being done in three ways: 1. Exploring laterally by testing the fringes of the known Bakken petroleum system in the Williston Basin; 2. Exploring vertically by evaluating relatively unproduced zones within the Bakken petroleum system, such as the upper Bakken shale and the lower benches of the Three Forks, and; 3. Developing and utilizing new exploration and production technology and techniques. The Bakken Explorers features those E&P companies in the Williston Basin working to do two or more of those things. The Bakken Explorers magazine will be released at the 23rd annual Williston Basin Petroleum conference in April. It will be distributed to several conferences, as well as sent to all Petroleum News Bakken subscribers.

To salute Bakken explorers, please contact:

Marti Reeve,
Advertising manager
ph 907-522-9469 | fx 907-522-9583
mreeve@petroleumnews.com

Petroleum News Bakken
Main: 907.522.9469

Fax: (907) 522-9583 • www.PetroleumNewsBakken.com
P.O. Box 231647 • Anchorage, Alaska 99523-1647

