

# NORTHERN EXPOSURE

Petroleum News marketing & advertising brochure

**Petroleum news**

Vol 21 No 5 • November 2014 • A month of big energy headlines in February, March, April and May 2015

**Stetson named director of Alaska Division of Oil and Gas**

Stetson, who has worked for the state for 15 years, will be responsible for overseeing the division's operations and managing the state's oil and gas resources. He will also be responsible for the division's budget and for overseeing the division's staff.

**Hilcorp conducts geophysical survey in federal waters off Cook Inlet**

Hilcorp has been awarded a contract by the U.S. Department of the Interior to conduct a geophysical survey in federal waters off Cook Inlet. The survey will be conducted in the area of the proposed Cook Inlet pipeline and will provide valuable information about the geology of the area.

**State has Murfreesboro, Petro Star 80K findings not for comment**

The State of Alaska has received two reports from the Murfreesboro and Petro Star 80K projects. The reports contain findings that the state is not commenting on at this time.

**Cook Inlet Energy submits PDRs for Redoubt, West Melville River**

Cook Inlet Energy has submitted Preliminary Development Reports (PDRs) for the Redoubt and West Melville River projects. The PDRs contain information about the projects and the company's plans for development.

**The Explorers**

Oil & gas companies investing in Alaska's future

The Explorers is a quarterly publication that provides information about the oil and gas industry in Alaska. It includes articles about exploration and production, as well as information about the state's energy resources.

**Petroleum news**

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**Alaska investigation harks on 80K policies? Alliance elects board**

The Alaska Alliance for Energy Development has elected a new board of directors. The board will be responsible for overseeing the alliance's operations and managing its resources.

**Drilling Bear 1**

ConocoPhillips starts first test well on its new test well of Alaska. The well is located in the North Slope of Alaska and is expected to produce oil and gas.

**Willow construction on**

Willow construction is well under way on the North Slope of Alaska. The project is expected to be completed in 2015 and will provide a significant increase in oil and gas production.

**Hydrate testing on NS**

DNV confirms participation in an international project to evaluate production of hydrate-bearing gas. The project will involve testing hydrate-bearing gas in the North Slope of Alaska.

## 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 Arctic Oil & Gas Directory, a full color magazine that companies in Alaska turn to when they are ready to purchase goods and services. The Arctic Oil & Gas Directory gives you the chance to promote your business through articles, briefs, photos, and listings describing what you have to offer. There's more. 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 spotlights and news briefs (Oil Patch Bits) adjacent to the list. Plus you'd be listed in co-op ads congratulating companies on discoveries, field start-ups, welcoming new execs, etc.

And many of our contracted advertisers qualify for free Q&A profiles in the Arctic Oil & Gas Directory and electronic ads on our web site, [www.petroleumnews.com](http://www.petroleumnews.com).

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

# Becoming a contracted advertiser

To become a Petroleum News 'contracted advertiser' and gain the valuable marketing benefits described herein you simply have to agree to run 12 ads of any size over a 12-month period. In return we'll give you this additional marketing exposure:

## Exposure in the weekly Petroleum News

- You make the List
- Your employees are spotlighted
- Your news gets in Oil Patch Bits

### OIL PATCH BITS

#### Kalros patents solution aimed at aging oil fields

Kalros LLC, a subsidiary of KBR, has developed and patented a new technology that aims to increase oil production and development in the North Slope of Alaska. KBR's new technology is designed to increase oil production in mature oil fields by using a combination of chemical and mechanical methods, or an in-situ production solution to produce high-quality oil.

Kalros was designed in response to the low price of oil and provides Kalros Energy with an option for developing oil reserves on the fringes of existing oil fields or other undeveloped areas.

Alaska is being increasingly impacted by low oil prices and Kalros LLC is confident that this approach is a valuable Arctic development tool for increasing production and operating costs in the oil and gas industry. KBR's new technology is designed to increase oil production in mature oil fields by using a combination of chemical and mechanical methods, or an in-situ production solution to produce high-quality oil.

Kalros will be showcasing its technology at the 2012 Arctic Alaska Resource Conference, scheduled for Nov. 15-16 at the Denali Convention Center in Anchorage.

#### Lynden Air Cargo answers the call for emergency aid

Lynden Air Cargo said Monday that it answered the call on Sept. 11 to provide relief for Hurricane Irene. The company's fleet of Boeing 747-400 aircraft was deployed to the Caribbean and South America to provide relief for the victims of the hurricane.

Lynden Air Cargo has been providing relief for the victims of the hurricane since Sept. 11. The company's fleet of Boeing 747-400 aircraft was deployed to the Caribbean and South America to provide relief for the victims of the hurricane.

#### Companies involved in Alaska and northern Canada's oil and gas industry

ADVERTISER PAGE AD APPEARS ADVERTISER PAGE AD APPEARS ADVERTISER PAGE AD APPEARS

### COMPANY LIST

#### Oil Patch Bits

Oil Patch Bits is a weekly feature in Petroleum News that highlights the latest news and developments in the oil and gas industry. It includes articles on new discoveries, technological advancements, and industry trends.

#### Companies involved in Alaska and northern Canada's oil and gas industry

ADVERTISER PAGE AD APPEARS ADVERTISER PAGE AD APPEARS ADVERTISER PAGE AD APPEARS

## Exposure in the Arctic Oil & Gas Directory

#### Arctic Oil & Gas Directory

The Arctic Oil & Gas Directory is a comprehensive resource for the oil and gas industry in the Arctic region. It provides detailed information on companies, projects, and resources in the region.

#### News Items

News Items are short articles that provide updates on the latest news and developments in the oil and gas industry. They cover a wide range of topics, including new discoveries, technological advancements, and industry trends.

#### Photo Features

Photo Features are large, high-quality photographs that showcase the beauty and resources of the Arctic region. They provide a visual representation of the oil and gas industry in the Arctic.

### PHOTO FEATURES

## Exposure in co-op ads for your customers

As a contracted advertiser your company would be listed in the co-op ads that run at least 10 times a year in Petroleum News, congratulating oil companies for new discoveries, field start-ups, entering Alaska, and welcoming new oil company presidents or managers to the state.

### CO-OP ADVERTISEMENTS

#### Congratulations

Congratulations on the test results from your Oxytech product test results of the National Field.

#### Congratulations

Congratulations on the test results from your Oxytech product test results of the National Field.

- Your news gets featured
- Company photos promote your business
- You're included in the buyer's guide

### LISTINGS SECTION



## If your annual contract exceeds \$7,100

**We'll profile your company** We'll have our writers work with you on a two-page Q&A company profile that will appear in the Arctic Oil & Gas Directory. Afterwards, you can frame it or use it as a company brochure or flyer.

**We'll give you free online advertising.** When Petroleum News readers click on articles each week they will see your ad, which will appear in rotation on the current story pages. The size of your annual contract determines the size of your online ad.



## Doing business in Alaska or Canada's Arctic? Don't 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 and in Html.

The newspaper's primary news coverage area is Alaska's oil and gas industry. Core readership is in Alaska, where Petroleum News captures 95% of the professionals and executives in the oil and gas industry, along with approximately 70% of the executives in related government, transportation and construction sectors.

The newspaper's secondary audience is in the Lower 48 states, Canada and Europe, targeting individuals whose companies or agencies are involved in Alaska.

## 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.

### 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.

### 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.

### 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 [production@petroleumnews.com](mailto:production@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](http://www.petroleumnews.com)

## General information & specs

**Effective date:** Rates effective January 1, 2023

**Frequency:** Petroleum News is a weekly, full color, tabloid newspaper; publication date is Sunday, but it is posted at [www.PetroleumNews.com](http://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, political and legal ads:** 30% off open rates.

**Printing/mechanical specifications:** Petroleum News is printed on 27# newsprint stock using an 85-line screen. The page trim size is 11 1/2" x 16."

**Inserts accepted:** Ask our salespeople for details.

**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:** \$80 flat fee (for ads 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.



[petroleumnews.com](http://petroleumnews.com)

## Advertising Contact

**Susan Crane, Advertising Director**

Phone: 907.250.9769

Email: [scrane@petroleumnews.com](mailto:scrane@petroleumnews.com)

## Advertising Rates

SIZE	1X RATE	6X RATE	12X RATE	26X RATE	52X RATE
Full Page	\$2,045	\$1,945	\$1,840	\$1,735	\$1,635
1/2 Page	\$1,475	\$1,395	\$1,330	\$1,255	\$1,175
1/3 Page	\$1,130	\$1,075	\$1,015	\$960	\$895
1/4 Page	\$790	\$755	\$715	\$670	\$635
1/8 Page	\$585	\$555	\$530	\$510	\$495
1/12 Page	\$490	\$470	\$440	\$395	\$365
Banner	\$395	\$380	\$360	\$340	\$320

Add \$200 per additional process or spot color.

Add \$400 for four-color process.

## Advertising Dimensions

SIZE	WIDTH	HEIGHT
Full page	9.818" (4 col)	15.25"
1/2 pg (island)	7.3" (3 col)	10"
1/2 pg (horiz)	9.818" (4 col)	7.5"
1/2 pg (vert)	4.818" (2 col)	15.25"
1/3 pg (horiz)	9.818" (4 col)	5"
1/3 pg (square)	7.3" (3 col)	7.25"
1/4 pg (horiz)	9.818" (4 col)	4"
1/4 pg (vert)	4.818" (2 col)	7.5"
1/4 pg (square)	7.3" (3 col)	5"
1/8 pg (horiz)	7.3" (3 col)	2.5"
1/8 pg (vert)	2.3" (1 col)	7"
1/8 pg (square)	4.818" (2 col)	3.75"
1/12 pg (horiz)	4.818" (2 col)	2.5"
1/12 pg (vert)	2.3" (1 col)	5"
Banner (horiz)	4.818" (2 col)	1.75"
Banner (vert)	2.3" (1 col)	3"