

NORTHERN EXPOSURE

Petroleum News marketing & advertising brochure



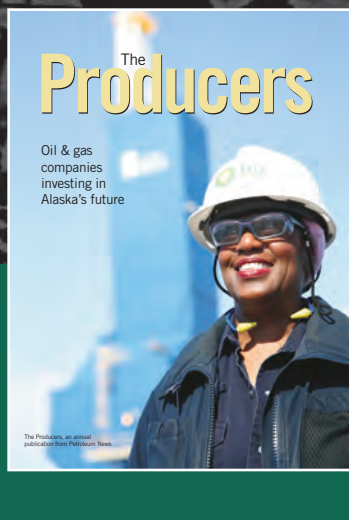
Petroleum news

Oil Search/Kennecott deal might close sooner; Steve Quinn visits new venture; BP's Dudley rumored to have met with Tillerson

Utility merger needs RGA approval

CIL: Dogon partner at Nevada

\$60 oil for '18, '19
EIA sees oil price falling; US crude hitting record \$5.3 million bpd this year



The Producers

Oil & gas companies investing in Alaska's future

Exploration underway

Lease sales proposed

\$60 oil for '18, '19
EIA sees oil price falling; US crude hitting record \$5.3 million bpd this year



Petroleum news

A slight increase in ANS output

It's holding steady

Mackenzie project dumped

A down and up year

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.

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

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:**

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

[illegible]

COMPANY LIST

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

– Going ‘beyond advertising’ to market your business –

[illegible]

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

7 LISTINGS SECTION

[illegible]

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. As of September 1, 2017 paid readership was 21,000 using a conservative multiple of three readers per issue, but excluding newsstand, conference copies and thousands of web hits each week from individuals not signed up as paid subscribers.

The newspaper's primary news coverage area is Alaska and Canada's Arctic, on and offshore.

Core readership is in Alaska, where Petroleum News captures 95% of the professionals and executives in the oil and gas industry, along with about 70% of the executives in related government, transportation and construction sectors.

The newspaper's secondary audience is in Canada's Arctic, where Petroleum News is best known for its coverage of Arctic exploration.

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.

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.

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.

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 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

General information & specs

Effective date: Rates effective January 1, 2018

Frequency: Petroleum News is a weekly, full color, tabloid newspaper; publication date is Sunday, but it is posted at 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

Advertising Rates

| SIZE | 1X RATE | 6X RATE | 12X RATE | 26X RATE | 52X RATE |
|-----------|---------|---------|----------|----------|----------|
| Full Page | \$1,945 | \$1,850 | \$1,750 | \$1,655 | \$1,555 |
| 1/2 Page | \$1,340 | \$1,275 | \$1,210 | \$1,140 | \$1,070 |
| 1/3 Page | \$1,025 | \$975 | \$925 | \$870 | \$820 |
| 1/4 Page | \$720 | \$685 | \$650 | \$610 | \$575 |
| 1/8 Page | \$515 | \$490 | \$465 | \$440 | \$410 |
| 1/12 Page | \$395 | \$375 | \$355 | \$335 | \$315 |
| Banner | \$335 | \$320 | \$300 | \$285 | \$270 |

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) | 14.5" |
| 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) | 14.5" |
| 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" |