

An aerial view of a large offshore oil and gas platform in the ocean. The platform is a complex of yellow and white structures, including a central derrick, various cranes, and living quarters. It is supported by several large, cylindrical legs. The water is a deep blue-grey color.

# The Producers

Oil & gas  
companies  
investing in  
Alaska's future

The Producers, an annual  
publication from Petroleum News



# Advertising Rates & Specifications

*The Producers 2021 is a full color, slick magazine.*

Size	Price	Width	Height
Full page bleed	\$2,705	8 1/4"	10 3/4"
Full page	\$2,705	7 1/2"	9 1/2"
1/2 page vert.	\$2,000	3 5/8"	9 1/2"
1/2 page hz.	\$2,000	7 1/2"	4 11/16"
1/2 page isl.	\$2,160	4 15/16"	7 1/8"
1/3 page hz.	\$1,535	7 1/2"	3 3/16"
1/3 page sq.	\$1,535	4 15/16"	4 13/16"
1/4 page	\$1,260	3 5/8"	4 11/16"
1/6 page sq.	\$1,155	3 5/8"	3 1/16"
1/6 page hz.	\$1,155	4 15/16"	2 3/8"
1/8 page	\$1,020	3 5/8"	2 1/4"
1/12 page	\$840	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. Trim size for full page bleed is 8"x10.5."

**DEADLINE:** Ad placement due September 27, 2021; camera ready due October 8, 2021

**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.



The Producers magazine will be released at the 42nd Annual Resource Development Conference November 17-18th. It will be distributed to several conferences, as well as sent to all Petroleum News subscribers (including lawmakers) as part of the November 15, 2021, issue.

To advertise in The Producers 2021 edition, please contact:

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