



The Producers

*Oil & gas companies
investing in Alaska's future*

Petroleum
news

The Producers, an annual
publication from Petroleum News

Advertising Rates & Specifications

The Producers 2024 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. Trim size for full page bleed is 8"x10.5."

DEADLINE: Ad placement due September 24, 2024; camera ready due October 4, 2024

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 45th Annual Resource Development Conference November 13-14th. It will be distributed to several conferences, as well as sent to all Petroleum News subscribers (including lawmakers) as part of the November 10, 2024, issue.

To advertise in The Producers 2024 edition, please contact:

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