

Digital Media Products

Online Advertising



Page Peel Creative Requirements

(Closed and Open)

File Dimensions: 75x75

Max File Size: 30 KB

File Formats: GIF (non-animated),
JPEG, PNG, SWF (Flash)

File Dimensions: 900x650

Max file size: 100 KB

Animation/Flash: Yes (Flash only)

Sound: Auto off – User activated

File Formats: GIF (non-animated),
JPEG, PNG, SWF (Flash)

Leaderboard Creative Requirements

File Dimensions: 728x90

Max File Size: 40 KB

File Formats: GIF, JPEG, PNG, SWF
(Flash)

Offshore magazine has published longer, and carries more editorial related to the offshore oil and gas market, than any other publication. With the highest circulation in the offshore industry and with more than 56 years of publishing history, *Offshore's* website delivers comprehensive historical material on offshore technology, news, projects, maps, production schematics and data – all digitized, online and easily searchable.

Keep your brand before the decision-makers with one of several ad positions and generate traffic to your website by associating your company or product with the industry's leading offshore media brand: offshore-mag.com. Website display advertising offers standardized large-format ad positions, including the Page Peel, Leaderboard and Skyscraper and various site sponsorships.

Most rich media ad formats accepted.

Our limited inventory is sold on a monthly basis by position. All impressions and cost per thousand (CPM) are based on six-month average impression delivery for their respective positions, placements and sizes.

The following positions run on the website homepage and all pages that are not part of a Topic Center (see Topic Center Sponsorship) or one of the other areas listed on page 13. Some positions can support multiple advertisers in rotation.

Page Peel 150,000 impressions (runs throughout site)

Large-format ad that expands or "peels" back to cover the top right corner of the Homepage. Highest average CTR (click through rate) of all units.

\$8,450 per month – 1 rotation available

CPM \$56

Leaderboard Homepage Plus 28,000 impressions per rotation

Ad unit runs at the top of the homepage and all pages that are not part of a Topic Center or sold as a special sponsorship.

\$2,750 per month for 1 rotation / \$4,500 per month for 2 rotations – 2 rotations available

CPM \$98 – per rotation

"The content ignites the need to know more
and helps gather knowledge
on existing methods and new developments."

*Verbatim comment from an Offshore subscriber.
– Signet Research Study*

Leaderboard 728x90

Skyscraper 35,000 impressions per month

Ad unit that runs on the right rail of the homepage and all run-of-site (ROS) pages.

\$2,400 per month – 1 rotation available

CPM \$69

Site Sponsor #1 37,000 impressions per month

Ad unit that runs on the top-right corner of the homepage and all ROS pages.

\$2,200 per month – 1 rotation available

CPM \$60

Site Sponsor #2 35,000 impressions per month

Ad unit that runs on the right rail of the homepage and all ROS pages.

\$1,980 per month – 1 rotation available

CPM \$57

Site Sponsor #3 34,000 impressions per month

Ad unit that runs on the right rail of the homepage and all ROS pages, just below Site Sponsor #2.

\$1,870 per month – 1 rotation available

CPM \$55

Site Sponsor #4 33,000 impressions per month

Ad unit that runs on the right rail of the homepage and all ROS pages, just below **Featured Jobs**.

\$1,760 per month – 1 rotation available

CPM \$53

Site Sponsor #5 23,000 impressions per month

Ad unit that runs on the right rail of the homepage and all ROS pages, just below Site Sponsor #4.

\$1,650 per month – 1 rotation available

CPM \$72

Content Rotator Sponsor 35,000 impressions per month

Content Rotator Sponsor offers you an opportunity to have your brand messaging associated with premium content in a prime homepage location.

\$2,400 per month

CPM \$69



Skyscraper Creative Requirements

File Dimensions: 160 x 600

Max File Size: 40 KB

File Formats: GIF, JPEG, PNG, SWF (Flash)

Content Rotator Sponsor Creative Requirements

The text link is 45 characters, including spaces and the customer's URL.

Site Sponsor Creative Requirements

File Dimensions: 180 x 150

Max File Size: 40 KB

File Formats: GIF, JPEG, PNG, SWF (Flash)



Digital Media Products



Topic Center Sponsorship

The offshore industry encompasses a variety of proven and developing technologies. Our aim is to provide information – be it news, research, case studies, project overviews, or new rigs, vessels or product information – to professionals in all areas of the offshore industry. With Topic Centers covering the broad spectrum of today's offshore petroleum industry, you can reach the best-qualified prospects for your target market. Topic Center sponsorships give you 100% share of voice (SOV) on all pages where your ads are displayed. By “owning” a specifically targeted content area, you establish your company as a market leader.

Includes: Leaderboard 728x90, 300x250 and up to 9 text links, or 728x90 and 300x600. All positions have a max file size of 40 KB.

Drilling and Completion

\$4,400 – 2 rotations available

Field Development

\$2,200 – 2 rotations available

Geology/Geophysics

\$2,200 – 2 rotations available

Pipelines and Transportation

\$1,500 – 2 rotations available

Production

\$3,300 – 2 rotations available

Regional Reports

\$2,200 – 2 rotations available

Rigs and Vessels

\$2,200 – 2 rotations available

Subsea

\$2,200 – 2 rotations available

Webcasts

As the foremost authority on the oil and gas industry, *Offshore* webcasts provide qualified leads, and position your company as a market leader. Sponsor an event or create your own, leveraging PowerPoint and/or video. This highly successful tool routinely generates 600 to 900 registrants.



Live Event Overview

Up to one-hour in length

Live and interactive environment, including Q&A

Audience polling capabilities

Unlimited audience size

Personalized introduction and wrap-up message

Accommodates a downloadable white paper

Full contact details on all registrants

Marketing and Promotion

offshore-mag.com homepage promotion

Email promotion to a highly targeted segment of the *Offshore* email database

Promotion in all relative *Offshore* eNewsletters

Reminder email messages sent to registrants 24 hours and 30 minutes in advance

Lead Generation and Reporting

Minimum 150-registrant guarantee

Full reporting on all registrants, including name, business title, email address, mailing address and phone number

Breakdown of live attendees and on-demand users

24/7-protected access to registration database

Post Event

On-demand archive available within 24 hours of live event

Event archived on offshore-mag.com for 12 months

Single Sponsorship – pricing starts at \$18,500
Multi-Sponsored Editorial – \$6,000/sponsor (3 minimum)

Webcasts are scheduled when sponsorships are secured.



eNewsletters

Deliver your marketing message to readers of our weekly or monthly eNewsletters with banner advertisements. eNewsletter advertising builds brand awareness and reaches global and targeted audiences.

For more details, contact your local sales representative listed on the back cover or go to offshore-mag.com.

Weekly eNewsletter

Offshore Update circ. 47,000+	
Top 728x90	\$2,200
Skyscraper 160x600	\$1,650
Middle 1 300x250	\$1,650
Middle 2 300x250	\$1,320

Monthly eNewsletters

Subsea Report circ. 13,000+	
Drilling Technology Report circ. 16,000+	
Top 728x90	\$1,650
Middle 300x250	\$1,375
Skyscraper 160x600	\$1,650

Geosciences Update circ. 50,000+	
Offshore West Africa circ. 44,000+	
Offshore Asia circ. 36,000+	
Offshore North Sea circ. 30,000+	
Exclusive Sponsorship	\$2,200
Includes:	
Top 728x90	
Middle 300x250	
Skyscraper 160x600	

Offshore Middle East circ. 34,000+	
Exclusive Sponsorship	\$2,750
Includes:	
Top 728x90	
Middle 300x250	
Skyscraper 160x600	



Creative Requirements

File Dimensions:
728x90, 160x600 or 300x250

Max File Size:
40 KB, additional file sizes may be available.

File Formats:
GIF (animated or static) or JPEG only.

May include a 50-word (maximum) text backup with a link.

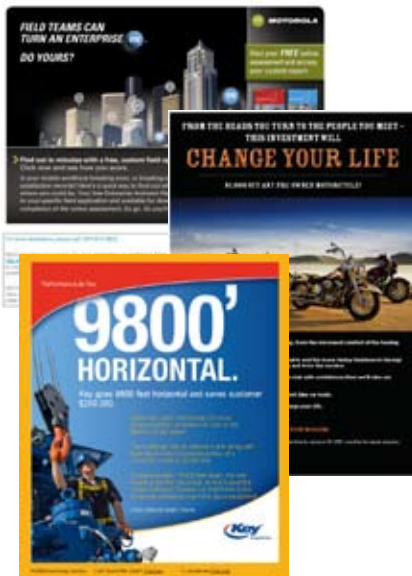
"Good quality, authoritative, and timely."

*Verbatim comment from an Offshore subscriber.
– Signet Research Study*

Offshore[®]

2011 Media Information

Digital Media Products



Email Marketing

Email marketing provides one of the highest ROI of any online option available today. Reach your key prospects with an email blast to a highly targeted segment of the *Offshore* email database.

List rental

Advertiser rate – \$425 per thousand

Non-advertiser rate – \$525 per thousand

Market and Brand Awareness Surveys

Use the *Offshore* email database to research the industry's perception of your brand or your competitors'. Blind or branded surveys provide a wealth of information to assist in your organization's growth.

Survey pricing is available on request.

White Papers

Generate sales leads and raise awareness for your company with *Offshore* White Paper postings. You will receive detailed reports about who reads them and how often. White Papers are returned in search results as well, which will broaden your reach.

Reporting and Lead Generation

Prospective lead reports emailed monthly

Full contact information for prospects, including customer name, business title, email address, mailing address and phone number

Historical page views and retrieval information

24/7 access to reports

Search

White Paper content, title, abstract and vendor information is completely searchable, providing easy access and increased exposure to your paper. Search capabilities are available throughout offshore-mag.com.

Receive maximum brand and White Paper recognition on offshore-mag.com for the duration of your contract through search prioritization, logo placement, leaderboard advertisements, company information, including your email address and website links.

Basic White Paper Posting

\$500 per month / Includes up to five White Papers

Premium White Paper Sponsorship available as an add-on to the Basic White Paper Posting. Contact your sales representative for details and pricing options.

