



Used by engineers, managers, and technical decision-makers, *Offshore-Mag.com* offers a wide range of opportunities, well beyond the circulation of *Offshore*, to put your advertising message in front of a valuable audience and drive traffic to your own site.

Supplement any print message by placing your ad in any one of several IAB standard, large-format positions including page peel, leaderboard, skyscraper, and site sponsorship.

STATS

Unique Visitors
98,065

Page Views
279,509

Time Spent on site
7.32 minutes

Offshore-mag.com statistics from August 2011

PAGE PEEL

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

File Dimensions: Page Peel Open 900 x 650 (100 KB), Page Peel Closed 75 x 75 (30 KB)
\$8,870/month

LEADERBOARD

Ad unit Runs at the top of the site on any page not part of a Topic Center or sold as a special sponsorship.

File Dimensions: 728 x 90 (40 KB)
\$4,900/two rotations
\$2,950/one rotation

SKYSCRAPER

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

File Dimensions: 160 x 600 (40 KB)
\$2,700

SITE SPONSORSHIP

Various positions available on the right rail of the Homepage and ROS pages; all four positions rotate on the page.

File Dimensions: 180 x 150 (40 KB)
\$1,980

CONTENT ROTATOR SPONSORSHIP

Text space available under the scrolling featured article section on the Homepage to place text and a URL.
\$2,500

ONLINE CREATIVE REQUIREMENTS

All placements are accepted in GIF, JPEG, PNG, SWF (Flash)
Max file size for leaderboard, skyscraper, and site sponsors is 40 KB

LARGE PAGE PEEL REQUIREMENTS

Animation /Flash (Flash only)
Sound: Auto off – User Activated

CONTENT ROTATOR REQUIREMENTS

Text link may not exceed 45 characters, including spaces and the URL

“ Offshore allows me to stay up to date with the latest trends in technology within my industry. ”

TOPIC CENTER SPONSORSHIP

The oil and gas industry encompasses a variety of existing 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 oil and gas industry. With Topic Centers covering the broad spectrum of today's petroleum industry, you can reach the best qualified prospects for your market. Topic Center sponsorships allow you to "own" a content area and establish your company as a market leader. As a Topic Center Sponsor, only your ads will appear on the page during your rotation.

TOPIC CENTER SPONSORSHIP INCLUDES:

Leaderboard 728 x 90, 300 x 250 and up to 9 text links, or 728 x 90 and 300 x 600

Two rotations are available for all Topic Center sponsorships.

All positions have a max file size of 40 KB.

Drilling and Completion	\$4,700
Production	\$3,400
Deepwater Rotations	\$3,400
Field Development	\$2,300
Regional Reports	\$2,300
Geology/Geophysics	\$2,300
Subsea	\$2,300
Rigs and Vessels	\$2,200
Pipeline & Transportation	\$1,550

The screenshot shows the Offshore magazine website with a prominent 728 X 90 LEADERBOARD advertisement. The ad features the Offshore logo and a navigation menu. Below the menu, there are sections for 'Most Recent Field Development', 'Field Development News by Region', and 'Webcasts'. The ad also includes a '300 X 600' advertisement area on the right side.

WEBCASTS

As the foremost authority on the oil and gas industry, Offshore-Mag.com webcasts provide qualified leads, and position your company as a market leader. Sponsor an event or create your own, leveraging PowerPoint and/or video. Special testing and certification options are also available.

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 e-Newsletters
- Reminder email messages sent to registrants 24 hours and 30 minutes in advance
- Full-page promotion piece in *Offshore*

LEAD GENERATION AND REPORTING

- Minimum 150-registrant guarantee
- Full contact information reported for all registrants
- Breakdown of on-demand users and live attendees
- 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 (4 sponsorships available)
- Webcasts are scheduled when sponsorships are secured
- Video Opportunities

ENEWSLETTERS

Offshore eNewsletter advertising helps build brand awareness by reaching select, target audiences—delivered to thousands of opt-in subscribers each week and month. Promote your marketing message to readers as they receive exclusive web-only, must-read content regarding the latest trends and developments in the global offshore industry.

The screenshot shows the Offshore eNewsletter interface. At the top, there's a banner for 'Offshore DRILLING' with the tagline 'we are the people of Baker Hughes. and we leave nothing to chance.' Below this, there are sections for 'Well Results' and 'Rig Moves'. The 'Well Results' section features an article about a third OGX horizontal well off Brazil, and the 'Rig Moves' section mentions the Gulmar Condor heading for West Africa. There are also social media share buttons and a 'Be sure to visit Offshore' call to action.

WEEKLY ENEWSLETTER

OFFSHORE UPDATE	CIRC. 56,000+
Top	\$2,400
Skyscraper	\$1,850
Middle 1	\$1,850
Middle 2	\$1,420

MONTHLY ENEWSLETTERS

SUBSEA REPORT	CIRC. 32,000+
DRILLING TECHNOLOGY REPORT	CIRC. 38,000+
Top	\$1,850
Skyscraper	\$1,850
Middle	\$1,425
OFFSHORE MIDDLE EAST	CIRC. 46,000+
Exclusive Sponsorship	\$2,750

EXCLUSIVE ENEWSLETTERS*

GEOSCIENCES UPDATE	CIRC. 61,000+
OFFSHORE WEST AFRICA	CIRC. 55,000+
OFFSHORE ASIA	CIRC. 45,000+
OFFSHORE NORTH SEA	CIRC. 37,000+
Exclusive Sponsorship	\$2,200

*Includes Top, Skyscraper and Middle positions

CREATIVE REQUIREMENTS

File Positions:
Top (728 x 90), Skyscraper (160 x 600), Middle (300 x 250)
Max File Size: 40 KB

File Formats:
GIF (animated or static) and JPEG only
May include a 50-word (max.) text backup with a URL

EMAIL MARKETING

Email marketing provides one of the highest ROI of any online options available today. Reach key prospects with a targeted email blast sent to members of the Offshore database specific to your needs.

LIST RENTAL

Advertiser Rate- **\$450 per thousand**
Non-advertiser Rate- **\$550 per thousand**

BASIC WHITE PAPER POSTING

\$500 per month includes up to five white papers

Premium White Paper Sponsorships available as an add-on to the Basic White Paper posting. Pricing options are available through your representative.