

DISPLAY ADVERTISING RATES

| 4-Color Rates | 1x | 3x | 6x | 12x | 18x | 24x | 36x | 48x |
|------------------|----------|--------|--------|--------|--------|--------|--------|--------|
| Full Page | \$12,995 | 12,810 | 12,450 | 12,130 | 11,585 | 11,010 | 10,305 | 10,025 |
| 2/3 Page | 9,900 | 9,780 | 9,570 | 9,425 | 9,060 | 8,730 | 8,355 | 8,245 |
| 1/2 Page | 8,375 | 8,260 | 8,170 | 8,010 | 7,780 | 7,650 | 7,520 | 7,240 |
| 1/3 Page | 6,600 | 6,550 | 6,460 | 6,440 | 6,290 | 6,240 | 6,070 | 6,015 |
| 1/4 Page | 5,645 | 5,510 | 5,515 | 5,460 | 5,400 | 5,220 | 5,020 | 4,960 |
| 1/6 Page | 4,580 | 4,540 | 4,525 | 4,465 | 4,400 | 4,325 | 4,210 | 4,140 |
| Full Page Spread | 24,370 | 23,990 | 23,280 | 22,640 | 21,550 | 20,410 | 18,980 | 18,425 |
| 1/2 Page Spread | 15,130 | 14,890 | 14,710 | 14,395 | 14,080 | 13,680 | 13,195 | 12,860 |

Note: Prices include 4-color and are listed as gross. All prices are subject to a 15% agency commission allowance. All prices are U.S. dollars.

PREMIUMS (ADDD TO 4-COLOR RATE)

| | |
|----------------------|-------|
| Cover 2 Premium..... | 10% |
| Cover 3 Premium..... | 10% |
| Cover 4 Premium..... | 15% |
| Island Premium | \$600 |

DISCOUNTS (SUBTRACT FROM 4-COLOR RATE)

| | |
|--------------|-------|
| B&W..... | 2,340 |
| 2-Color..... | 1,115 |

For classified ad specifications and rates, contact

GLEND A HARP

918.832.9301
GlendaH@PennWell.com



PRINT AD SPECIFICATIONS

| AD SIZES | Live | | Trim | | Bleed | |
|---------------------|---------------|-----------------|-----------|-----------------|---------------|-----------------|
| | Inches | Millimeters | Inches | Millimeters | Inches | Millimeters |
| Full page spread | 15 X 9.5 | 381 mm x 241 mm | 16 X 10.5 | 406 mm x 267 mm | 16.25 X 10.75 | 413 mm x 274 mm |
| 1/2 Page spread | 15 X 5 | 381 mm x 127 mm | 16 X 5.25 | 406 mm x 133 mm | 16.25 X 5.5 | 413 mm x 140 mm |
| Full page | 7 X 9.5 | 178 mm x 241 mm | 8 X 10.5 | 203 mm x 267 mm | 8.25 X 10.75 | 210 mm x 274 mm |
| 2/3 Page | 4.5 X 9.5 | 114 mm x 241 mm | | | 5.25 X 10.75 | 133 mm x 274 mm |
| 1/2 Page island | 4.5 X 7.375 | 114 mm x 187 mm | | | 5.25 X 8.25 | 133 mm x 210 mm |
| 1/2 Page vertical | 3.375 X 9.5 | 86 mm x 241 mm | | | 4.125 X 10.75 | 105 mm x 274 mm |
| 1/2 Page horizontal | 7 X 4.875 | 178 mm x 124 mm | | | 8.25 X 5.5 | 210 mm x 140 mm |
| 1/3 Page vertical | 2.25 X 9.5 | 57 mm x 241 mm | | | | |
| 1/3 Page square | 4.5 X 4.875 | 57 mm x 241 mm | | | | |
| 1/3 Page horizontal | 7 X 3.3125 | 178 mm x 84 mm | | | | |
| 1/4 Page | 3.375 X 4.875 | 86 mm x 124 mm | | | | |
| 1/6 Page | 2.25 X 4.875 | 57 mm x 124 mm | | | | |

All text, logos, borders and boxes that do not bleed should stay within the live area. There is no charge for bleed.

METHOD OF PRINTING, BINDING AND PAPER

Web Offset

Perfect Binding .125" off backbone

Cover: 80 lb. text weight coated

Body pages: 34 lb. text weight coated

INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Standard size, bound-in inserts must be furnished at 8.25" x 10.75" allowing for a .125" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete two-page insert. Consult your local sales representative for more information.

STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then be destroyed unless otherwise advised.

ISSUANCE

Mails by the 15th of each month

Material Submissions

UPLOAD SITE INSTRUCTIONS:

Log on to <http://digitalads.pennwell.com>

Select Offshore in the magazine scroll-down menu

Fill in the appropriate information and select "upload the ad"

Note: Files must be stuffed or zipped prior to uploading

Please fax a proof of the ad to Ad Services 918.831.9415

Files over 250MB need to be shipped on disk to

Offshore
Ad Services
1421 South Sheridan Road
Tulsa, OK USA 74112 | **Contact us at 918.831.9484**

PennWell prefers ad material to be supplied as PDFs with PDF/X-1a format option. We also accept ads built in these programs: InDesign, PageMaker, Quark, Illustrator, Freehand and Photoshop.

Please supply all fonts, images and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.

PennWell does not accept ads built in Microsoft Word, MicroSoft Publisher, PowerPoint or Corel Draw.

PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This requirement applies even on uploaded materials. If you do not supply a proof we cannot guarantee ad reproduction.

You can also find complete specifications and instructions for submitting ad materials at www.offshore-mag.com/index/advertise.html