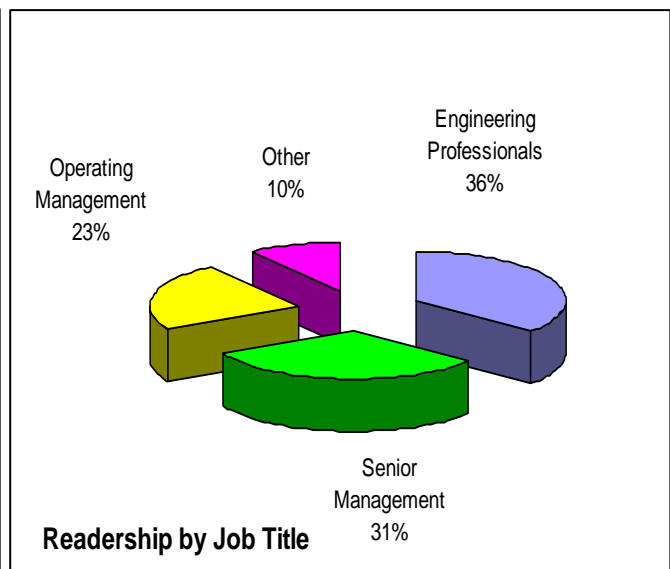
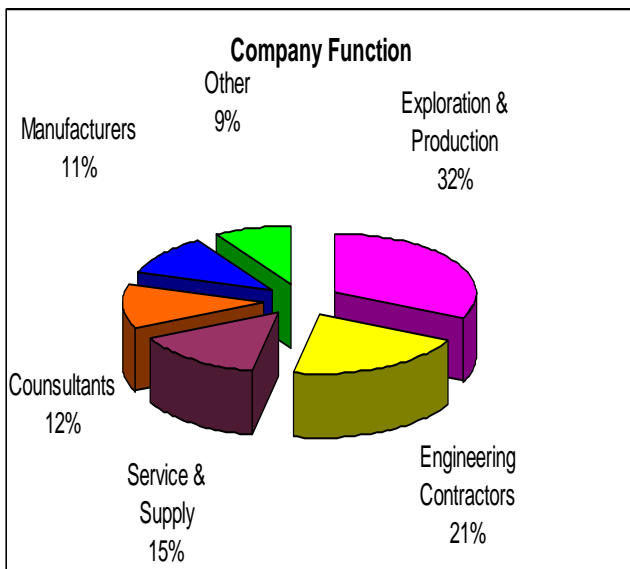


## Geographical Distribution of Subscribers

Based on initial 30,000 subscriber database

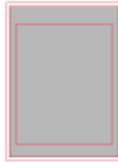
<b>Singapore</b>	<b>20%</b>
<b>Malaysia</b>	<b>18%</b>
<b>Indonesia</b>	<b>15%</b>
<b>China</b>	<b>12%</b>
<b>Australia/NZ/PNG</b>	<b>10%</b>
<b>Korea</b>	<b>7.5%</b>
<b>Thailand</b>	<b>5%</b>
<b>Vietnam</b>	<b>4%</b>
<b>Philippines</b>	<b>3.5%</b>
<b>Myanmar</b>	<b>2%</b>
<b>Cambodia</b>	<b>1%</b>
<b>US</b>	<b>1%</b>
<b>Europe</b>	<b>1%</b>

## Oil & Gas AustralAsia Demographics



## ADVERTISING MEDIA KIT

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Full Page

Bleed Size: 8.5" x 11.5" (216 x 292 mm)

Trim Size: 8" x 11" (203 x 279 mm)

Type Area: 7" x 8.75" (178 x 224 mm)



Half Page (Horizontal)

Bleed Size: N/A

Trim Size: 7" x 4.5" (178 x 115 mm)

Type Area: N/A



Half Page (Vertical)

Bleed Size: N/A

Trim Size: 3.5" x 8.75" (89 x 224 mm)

Type Area: N/A



One Third Page (Vertical)

Bleed Size: N/A

Trim Size: 2.25" x 8.75" (57 x 224 mm)

Type Area: N/A



One Third Page (Horizontal)

Bleed Size: N/A

Trim Size: 7" x 3" (178 x 76 mm)

Type Area: N/A



ISLAND

Bleed Size: N/A

Trim Size: 117 x 170 mm

Type Area: N/A



Leaderboard

Size: 930 x 375px



Leaderboard

Size: 250 x 250px



Leaderboard

Size: 125 x 125px

## ADVERTISING RATE

### PRINT ADVERTISING RATE

Ad Type	Single Issue	4 x Issues	6 x Issues
One Third Page	US\$2,500	US\$2,400	US\$2,200
Half Page	US\$2,750	US\$2,650	US\$2,550
Island	US\$2,950	US\$2,850	US\$2,750
Full Page	US\$3,500	US\$3,400	US\$3,300
DPS	US\$6,500	US\$6,400	US\$6,300
IBC	US\$5,150	US\$4,850	US\$4,750
IFC	US\$5,550	US\$4,950	US\$4,850
OBC	US\$6,500	US\$6,400	US\$6,300
Belly Band	US\$7,500	US\$7,250	US\$6,950
Font Page & Magazine Spon	US\$10,000	US\$9,500	US\$8,950

### ONLINE / ADVERTISING RATE

WEBSITE			
Position	3 x Months	6 x Months	12 x Months
Leaderboard (930 x 375px)	US\$5,950	US\$7,950	US\$9,950
Side Banner (250 x 250px)	US\$4,950	US\$6,950	US\$8,950
Bottom Banner (125 x 125px)	US\$3,950	US\$5,950	US\$7,950
MONTHLY NEWSLETTER			
Leaderboard	US\$6,950	US\$8,950	US\$10,950
Side Banner	US\$4,950	US\$6,950	US\$8,950
Bottom Banner	US\$5,950	US\$7,950	US\$9,950
ELECTRONIC DIRECT EMAIL (EDM)			
Single EDM (US\$2500)	US\$3,600	US\$5,600	US\$7,600

### TECHNICAL SPECIFICS

Ad Type	Dimensions (Width x Height)		
	Bleed size	Trim size	Type area
One Third Page (Horizontal)	/	7" x 3" (178 x 76 mm)	/
One Third Page (Vertical)	/	2.25" x 8.75" (57 x 224 mm)	/
Half Page (Horizontal)	/	7" x 4.5" (178 x 115 mm)	/
Half Page (Vertical)	/	3.5" x 8.75" (89 x 224 mm)	/
Island	/	117 x 170 mm	/
Full Page	8.5" x 11.5" (216 x 292 mm)	8" x 11" (203 x 279 mm)	7" x 8.75" (178 x 224 mm)
DPS	8.5" x 11.5" (216 x 292 mm)	8" x 11" (203 x 279 mm)	7" x 8.75" (178 x 224 mm)
IBC	8.5" x 11.5" (216 x 292 mm)	8" x 11" (203 x 279 mm)	7" x 8.75" (178 x 224 mm)
IFC	8.5" x 11.5" (216 x 292 mm)	8" x 11" (203 x 279 mm)	7" x 8.75" (178 x 224 mm)
OBC	8.5" x 11.5" (216 x 292 mm)	8" x 11" (203 x 279 mm)	7" x 8.75" (178 x 224 mm)
Belly Band	16.75" x 5.5" (429 x 140 mm)	16.25" x 5" (414 x 127 mm)	/
Font Page & Magazine Spon			

- Preferred File Format is high resolution Adobe Illustrator, supplied in correct ad size as CMYK mode with fonts embedded and all elements set to 800dpi.

## ADVERTISEMENT INSERTION ORDER FORM

Company:

Contact Name:

Address:

Phone No:  Fax No:  No H/P:

Email:

Signature:  Date:

### **Publication Details**

<b>Publication:</b>	Oil & Gas Australasia	<b>Sales Person:</b>		
<b>Purchase Order No:</b>				
Month/Year	Advert Size	Colour	Position	Cost

### **Special Instructions (eg. Agency Discount)**

•
•
•

### **Advertisement Properties**

<ul style="list-style-type: none"> <li>• <b>Digital Requirements: Completed Artwork</b> - Digital artwork can be supplied in most platforms including Indesign, Illustrator, High Resolution PDF and Photoshop Files. Please attach all fonts used and include a colour proof to ensure colours are CMYK or PMS spot.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Delivery of artwork:</b> We accept advertisements electronically either on CD, disk or via FTP (file transfer protocol). For emailing larger digital files (i.e. greater than 5mb but less than 20mb) please send to <a href="mailto:info@oilandgasaustralasia.com">info@oilandgasaustralasia.com</a></li> </ul>
<ul style="list-style-type: none"> <li>• <b>Cancellations:</b> 4 weeks prior to publication deadline.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Agency Commission:</b> Only payable if the account is settled within 45 days.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Invoice:</b> You will be invoiced upon publication of each advertisement.</li> </ul>