

RICH-MEDIA AD UNITS

Page Peel

- **Expanded:** 900 x 650 – jpg or gif format, max. file size 100k
- **Collapsed:** 75 x 75 – jpg or gif format, max. file size 40k

Push Down

- **Expanded for desktop display:** 970 x 418 – jpg or gif format, max. file size 110k
- **Collapsed for desktop display:** 970 x 66 – jpg or gif format, max. file size 60k
- **For mobile display:** 300 x 250 – jpg or gif format, max. file size 40k

Welcome Ad (prestitial unit)

800 x 600 – jpg or gif format, max. file size 80k

HOMEPAGE PLUS AD UNITS

Leaderboard (Submit 2 files to accommodate mobile responsive)

- **For desktop display:** 728 x 90 – jpg or gif format, max. file size 40k
- **For mobile display:** 300 x 100 – jpg or gif format, max. file size 40k

Skyscraper

300 x 600 – jpg or gif format, max. file size 40k

Site Sponsor

300 x 250 – jpg or gif format, max. file size 40k

Content Rotator

Text only – 47 characters max.

TOPIC CENTERS

(Includes General Interest, Exploration & Development, Drilling & Production, Refining & Processing, Pipeline & Transportation, Unconventional Oil & Gas)

Page Peel

- **Expanded:** 900 x 650 – jpg or gif format, max. file size 100k
- **Collapsed:** 970 x 66 – jpg or gif format, max. file size 40k

Push Down

- **Expanded:** 970 x 418 – jpg or gif format, max. file size 100k
- **Collapsed:** 970 x 66 – jpg or gif format, max. file size 40k

Welcome Ad (prestitial unit)

800 x 600 – jpg or gif format, max. file size 80k

Leaderboard (Submit 2 files to accommodate mobile responsive)

- **For desktop display:** 728 x 90 – jpg or gif (animated or static), max. file size 40k (appears on top and bottom position)
- **For mobile display:** 300 x 100 – jpg or gif format, max. file size 40k

Skyscraper: 300 x 600 – jpg or gif format (animated or static), max. file size 40k

Site Sponsor

- **Option 1:** 300 x 250 – jpg or gif format (animated or static), max. file size 40k
- **Option 2:** 6 text links

Animations should be limited to three loops and stop after 15 seconds, leaving the most important message static for your target market to see.

OGJ ENEWSLETTERS

Intro Text: Text only, 100 words max.

Leaderboard: 728 x 90 – jpg or gif (static), max. file size 40k

Skyscraper: 300 x 600 – jpg or gif (static), max. file size 40k

Middle Position 1

- **Option 1:** 300 x 250 – jpg or gif (static), max file size 40k
- **Option 2:** 300 x 150 or 150 x 150 image, max. file size 40k + 450 text characters including spaces

Middle Position 2: 300 x 250 – jpg or gif (static), max file size 40k

Middle Position 3: 300 x 250 – jpg or gif (static), max file size 40k

Middle Position 4

- **Option 1:** 300 x 250 – jpg or gif (static), max file size 40k
- **Option 2:** 300 x 150 or 150 x 150 image, max. file size 40k + 450 text characters including spaces

HOW TO SUBMIT YOUR AD MATERIALS

TO UPLOAD AD MATERIALS TO OUR FTP SITE:

Maximum file size is 250 MB—please stuff or zip your files before sending, and wait to close your browser window until you get your upload confirmation.

1. Go to: <http://digitalads.pennwell.com>
2. Select print material option.
3. Select *Oil & Gas Journal* (0010) from publication list and click on “Next” button.
4. Fill in required information and optional comments.
5. Click on select file button, then click on upload file button once you have selected your file.
6. Wait for upload confirmation before closing browser.

Depending on speed of connection and file size, this may take some time. Please be patient.

TO EMAIL AD MATERIALS:

For files under 10 MB, please email your ad to: AdMaterial@PennWell.com. Include advertiser name, publication name, and issue date.

TO MAIL AD MATERIALS:

Send contract, insertion order(s), correspondence, proofs, copy, and complete advertising materials to:

Ad Traffic Manager, *Oil & Gas Journal*
PennWell Corporation
1421 S. Sheridan Road, Tulsa, OK 74112-6600