



1. RATE INFORMATION

All prices are in US dollars.

Frequency: Frequency rates are based on the number of insertions used within a 12-month period (whether ROB, special position, covers, etc). Each page or fraction qualifies as one insertion. Spreads count as 2 insertions.

Black & White Rates

	1x	3x	6x	9x	12x
Back Cover	5,050	4,500	4,250	3,735	3,485
Inside front cover	4,720	4,270	3,995	3,495	3,220
Inside back cover	4,525	4,080	3,805	3,260	2,980
1 page	4,515	4,075	3,800	3,250	2,970
2/3 page	3,460	3,085	2,845	2,310	2,105
1/2 island	3,055	2,725	2,565	2,040	1,860
1/2 page	2,670	2,380	2,200	1,785	1,620
1/3 page	1,795	1,600	1,465	1,190	1,080
1/4 page	1,395	1,245	1,135	915	835
1/6 page	1,155	1,000	895	675	615

Color Charges

	Page or fraction	Spread
Standard AAAA or process colors:		
Black + 1 color	410	520
Black + 2 colors	785	1,075
4-color process	1,280	1,565
Matched colors:		
Black + 1 matched	520	665
Black + 2 matched	1,100	1,380
Metallic inks:	635	910
5th color:	555	815
Bleed: No charge		

Inserts

Furnished by advertisers. Charged at contract page rate plus handling charge, as follows:

1-2 Pages (per issue)	275
Back-up (1 page)	340
Back-up (spread)	550

For non-standard inserts, contact publisher.

Short Rates and Rebates

If more or less space than contracted is used within 12 months of the first insertion, the rates will be adjusted at the end of the contract year to the earned rate.

Rate Protective Clause

When new rates are announced, contract advertisers will be protected at their contract rates for the duration of their contract. Contracts made prior to the effective date of the new rates will also be protected at the then-existing rates.

Agency Commission

15% commission to recognized agencies on gross billing for space, color, cover or special position, and insert charges. No commission on miscellaneous charges, for classifieds or for adverts placed in the IADC Business Card Directory (see below).

Cash Discount

2% net after agency commission, if paid within 15 days from date of invoice.

IADC Business Card Directory

Available only to members of the International Association of Drilling Contractors. (For information on joining IADC, call 1/713-292-1945.) Cards are grouped by main operating region. Minimum of 3 consecutive insertions required. No agency commission. Sizes and prices are:

	Width, in. (mm)	Depth, in. (mm)	Price
Single	3 3/8 (85)	1 13/16 (46)	190
Double	3 3/8 (85)	3 7/8 (98)	360

Classified Advertising

\$135/column inch. Payable in advance for the first insertion and invoiced thereafter. No agency commission.

Publisher's Protective Clauses

- Advertisers and advertising agencies assume liability for all content and illustrations printed, and also assume responsibility for any claims arising therefrom against the publisher.
- Publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards and to place the word "advertisement" with copy that closely resembles editorial material.
- Publisher will repeat latest advertisement for scheduled space when no new acceptable copy is furnished.
- Cancellations accepted only before closing date for reservations.

2. MECHANICAL REQUIREMENTS

Paper trim size: 8 x 10 1/2 in. (203 x 267 mm)

Spreads:

Trim size: 16 x 10 1/2 in. (406 x 267 mm)

Bleed: 16 1/4 x 10 3/4 in. (413 x 273 mm)

Do not reserve additional space for gutter.

Advertising Sizes

	Width		Depth	
	in.	mm	in.	mm
1 page	7	178	10	254
1 page bleed	8 1/4	210	10 3/4	273
2/3 page	4 9/16	116	10	254
1/2 island	4 9/16	116	7 3/8	187
1/2 horizontal	7	178	4 7/8	124
1/2 vertical	3 3/8	86	10	254
1/3 square	4 9/16	116	4 7/8	124
1/3 horizontal	7	178	3 1/4	83
1/3 vertical	2 1/8	54	10	254
1/4 vertical	3 3/8	86	4 7/8	124
1/4 horizontal	7	178	2 1/2	64
1/6 page	2 1/8	54	4 7/8	124

Column Dimensions

	Width, in. (mm)	Depth, in. (mm)
2-column page	3 3/8 (85)	10 (254)
3-column page	2 1/8 (55)	10 (254)

Printing

Offset web. 4-color sequence: black, cyan, magenta, yellow.

Preferred Materials

CD-ROM in one of the following formats with Proofs: QuarkXpress (4.x), PageMaker (6.x), Adobe Illustrator (8.x), Freehand (8.x, 9.x), Photoshop, **no PDF**. Offset negatives, right reading, 133 screen, emulsion side down.

Inserts

Weight of paper not to exceed 80 lbs. Coated stock should be used if back-up printing required. Consult publisher on quantity needed. Check publisher in advance on fold-out of irregular type inserts. Send dummy sample.

Binding

Saddle stitch.

Shipping Instructions

All insertion orders, negatives, copy, proofs and correspondence should be addressed to Drilling Contractor, 10370 Richmond Avenue, Suite 760, Houston, Texas 77042; 1/713-292-1945; fax, 1/713-292-1946; drilling.contractor@iadc.org.

Issuance and Closing Dates

Published 6 times per year as an enclosure with *Oil & Gas Journal*, a product of PennWell, along with stand-alone distribution at selected meetings and conferences. See editorial calendar for closing dates.

Circulation

Drilling Contractor, the official magazine of the International Association of Drilling Contractors, is circulated to managers and engineers engaged in oil and gas drilling and production activities worldwide. Sworn Publisher's Statement filed semi-annually with SRDS. Paid subscriptions available to non-qualified applicants. Rates: US, \$43 per year; outside US, \$55 per year surface mail; and \$93 per year, airmail. Single copies, if available, can be purchased for \$12.

General Information

For information about *Drilling Contractor*, call your local *Oil & Gas Journal* sales representative (names and locations on last page) or contact Drilling Contractor Publications Inc directly:

Mike Killalea, Vice President, Editor & Publisher
Donna Woolley, Production & Administrative Assistant

STREET ADDRESS:

10370 Richmond Avenue, Suite 760
Houston, Texas 77042 USA

MAILING ADDRESS:

PO Box 4287
Houston, Texas 77210-4287 USA

Phone: 1/713-292-1945

Fax: 1/713-292-1946

drilling.contractor@iadc.org;

<http://iadc.org/depi.htm>

Drilling Contractor Publications Inc, a wholly owned subsidiary of the International Association of Drilling Contractors, is also the publisher of the *Annual IADC Membership Directory*, which is issued each spring.

3. DRILLING CONTRACTOR'S EDITORIAL CALENDAR FOR 2004

Editorial Emphasis

Drilling Contractor is the official magazine of the International Association of Drilling Contractors (IADC). The magazine's editorial targets engineers and managers with oil-and-gas drilling and producing companies. Editorial scope includes US and international land and offshore wellsite operations.

Articles cover drilling, field-development, and completion technology and equipment advances; news about contract-drilling firms; market and financial trends in the oil-and-gas exploration and production industry; government and regulatory affairs; IADC news; health, safety and environmental issues important to the E&P industry, including well control and training; and opinion by the leading drilling and producing executives.

JANUARY/FEBRUARY

Closing date is 5 Jan, 2004; Materials due 12 Jan

Published with the 2 Feb *Oil & Gas Journal*

- ✓ **IADC/SPE Drilling Conference Special:** Exclusive roundup of abstracts of papers being presented at the industry's leading technical and managerial event, being held 2-4 March in Dallas.
- ✓ **Health, safety & the environment:** HSE trends, regulations and initiatives at a time when the industry, with IADC at the forefront, moves increasingly into a new era of self-regulation.

Bonus Distribution: *IADC Health, Safety, Environment & Training Conference & Exhibition, 3-4 Feb, Houston; IADC Spring Membership Conference, 1 March, Dallas; IADC/SPE Drilling Conference, 2-4 March, Dallas.*

MARCH/APRIL

Closing date is 23 Feb; Materials due 1 March

Published with the 22 March *Oil & Gas Journal*

- ✓ **Downhole tools and drill pipe:** How downhole engineering is helping optimize drilling operations.
- ✓ **Completion technology:** Current methods and equipment in transforming the freshly drilled wellbore into a producing unit.
- ✓ **Materials handling:** Improvements and HSE challenges in moving equipment and materials offshore.

Bonus Distribution: *IADC Materials Handling Conference & Exhibition, April, The Hague.*

MAY/JUNE

Closing date is 5 April; Materials due 12 April

Published with the 10 May *Oil & Gas Journal*

- ✓ **Special marine edition:** Latest advances in offshore

drilling and drilling-vessel technology, with special emphasis on advances by contractor firms.

- ✓ **Downhole fluids:** A look at the performance and environmental characteristics of current downhole fluids.

Bonus Distribution: *Offshore Technology Conference, 3-6 May, Houston; IADC Drilling Onshore America Conference & Exhibition, 18 May, Houston; Drilling Engineering Association Workshop, 22-23 June, Galveston; IADC World Drilling 2004, June.*

JULY/AUGUST

Closing date is 14 June; Materials due 21 June

Published with the 12 July *Oil & Gas Journal*

- ✓ **European drilling outlook:** A look at the technology and outlook for the critical North Sea sector.
- ✓ **Innovative drilling techniques:** Latest methods and equipment for cutting-edge drilling technology.
- ✓ **Pacific Rim drilling:** What's happening in this emerging drilling arena.

Bonus Distribution: *Offshore Northern Seas, 24-27 Aug, Stavanger; IADC/SPE Asia Pacific Drilling Technology Conference, 13-15 Sept, Kuala Lumpur.*

SEPTEMBER/OCTOBER

Closing date is 16 Aug; Materials due 23 Aug

Published with the 13 Sept *Oil & Gas Journal*

- ✓ **IADC Annual Meeting Special:** Special report on key goals and challenges facing the international drilling community. Coincides with the 2004 IADC Annual Meeting.
- ✓ **Drilling rig equipment:** A look at the technology and equipment drilling the world's oil & gas wells.
- ✓ **Well control:** Roundup of initiatives in training, technology and regulation in this critical discipline.
- ✓ **Underbalanced operations:** Equipment advances plus market trends for this emerging technology.

Bonus Distribution: *IADC Annual Meeting & Exhibition, 22-24 Sept, New Orleans; IADC/SPE Underbalanced Technology Conference & Exhibition, 11-12 October, The Woodlands, TX; IADC Well Control Conference of the Americas, 25-26 Oct, Albuquerque; IADC Contracts & Risk Management Conference, 4 Nov, Houston.*

NOVEMBER/DECEMBER

Closing date is 18 Oct; Materials due 25 Oct

Published with the 15 Nov *Oil & Gas Journal*

- ✓ **'05 IADC Chairman speaks out:** DC's exclusive interview with the 2005 IADC Chairman will explore the philosophy of the Association's new leader, thoughts on the direction of the industry and more.
- ✓ **Global drilling report:** Outlook for the global drilling industry, with reviews of critical market and technical trends.



DRILLING CONTRACTOR

Headquarters & Sales Offices

Drilling Contractor Publications Inc

Mike Killalea, Vice President, Editor & Publisher

Donna L Woolley, Production & Administrative Assistant

10370 Richmond Avenue, Suite 760
Houston, TX 77042
Phone: 713-292-1945
Fax: 713-292-1946
drilling.contractor@iadc.org

UK, Scandinavia, Netherlands

David Betham-Rogers
davidbr@pennwell.com
Chris Angel

chrisa@pennwell.com
PennWell Corporation
PennWell House
Horseshoe Hill
Upshire
Essex EN9 3SR
UK
Phone: 44-199-265-6657
Fax: 44-199-265-6735

Japan

Shigeru Kobayashi
Japan Advertising Communications Inc
Three Star Building
3-10-3 Kanda Jimbocho
Chiyoda-ku
Tokyo 101, Japan
Phone: 33-261-4591
Fax: 33-261-6126
skobayashi@media-jac.co.jp

OGJ Sales Offices Worldwide

Houston and Gulf Coast

Bill Pryor, OGJ Publisher and Senior Vice President, PennWell Petroleum Group
billp@pennwell.com

Brian Nessen, Director of Sales
briann@pennwell.com

David Davis, Sales Representative
davidd@pennwell.com

Darrin West, Sales Representative
darrinw@pennwell.com

Tiffany Tosh, Sales Representative
tiffanyt@pennwell.com

1700 West Loop South, Ste 1000
Houston, Texas 77027
Phone: 713-621-9720
Fax: 713-963-6228

France, Belgium, Spain,
Portugal, Southern Switzerland

Daniel R Bernard
Prominter
15, av de la Concorde - BP 279
78502 Sartrouville Cedex, France
Phone: 33-1-3071-1224
Fax: 33-1-3071-1119
danielb@pennwell.com

South America

George Hawrylyshyn
Brasil Energia
Av Rio Branco, 311, Gr 303 Centro
Cep 20040-009, Rio de Janeiro
Brazil
Phone: 021-533-7333
Fax: 021-240-0720
ghawry@brasilenergia.com.br

India

Rajan Sharma
Interads Ltd
2, Padmini Enclave, Hauz Khas
New Delhi-110 016, India
Phone: 91-11-6283018
Fax: 91-11-6228928
rajan@interadsindia.com

Northeast, Midwest, Northwest and Canada

Ron Higgins
Midwest Manager
180 State St, Suite 207
Southlake, TX 76092
Phone: 817-481-4919
Fax: 817-481-1244
ronh@pennwell.com

Germany, Austria, Denmark, Northern
Switzerland, Eastern Europe

Wilhelm Sicking
Sicking Industrial Marketing
Emmastrasse 44
45130 Essen, Germany
Phone: 49-201-77-98-61
Fax: 49-201-78-17-41
wilhelms@pennwell.com

Singapore

Michael Yik-Fah Yee
1 Tanglin Road #04-03/04
Orchard Parade Hotel
Singapore 247905
Phone: 65-6737-2356
Fax: 65-6734-0655
yfyee@singnet.com.sg

Italy

Jean-Pierre Bruel
Via Trieste 17-22066
Mariano Commense
Italy
Phone: 39-031-751494
Fax: 39-031-751482
medias@pcbrianza.net

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OIL & GAS JOURNAL