

Pipeline & Gas Journal

Your connection to the pipeline industry worldwide | pgjonline.com



2018 Media Planner

Print | Digital | Lead Generation | Events | Editorial



Dear oil and gas marketer,

Thank you for considering *Pipeline & Gas Journal* for your 2018 marketing and advertising needs. Continually published since 1859, *Pipeline & Gas Journal* is THE essential resource for technology and trends in the midstream industry. With a highly qualified, direct-request audience, *Pipeline & Gas Journal* reaches more than 30,000 engineers, executives, and other professionals in the pipeline and gas utility industries.

Included in this year's media planner, you will find a wide variety of print and online opportunities, focusing on both brand awareness and lead generation. Used together, marketing plans can be customized to allow your messaging to reach the key decision-makers and allow you to show ROI through qualified lead reports and analysis. We pride ourselves on helping our clients meet their objectives of yielding qualified branding, lead reports and analysis, thereby strengthening their marketing ROI.

Additionally, clients benefit from the strength of *Pipeline & Gas Journal's* dedicated and esteemed editorial team, who have decades of combined experience and who are committed to producing the finest technical publication in the industry.

We look forward to assisting your company with a successful, integrated marketing strategy this year to not only meet, but to exceed, your objectives for 2018. We appreciate the opportunity to work with you and thank you for making us No. 1 in reader and advertiser acceptance and for your future business.

Kind regards,

John T. Royall

John Royall,
President/CEO, Gulf Publishing Company
John.Royall@GulfPub.com



In May 2017, Gulf Publishing Company purchased Oildom Publishing Company of Texas. With this acquisition, Gulf became the world's largest, privately held publishing company devoted to the oil & gas industry, with the leading publications in each sector.

PIPELINENews Pipeline News provides comprehensive listings of oil & gas pipeline and facility development and construction projects.
Pipeline-News.com

underground construction Underground Construction serves the water, sewer, natural gas and telecom industries with the latest news, products, project case studies and regulatory updates relevant to the underground industry. **UConOnline.com**

GAS PROCESSING Gas Processing is the first publication devoted solely to technology and trends in the global gas processing industry. Gas Processing focuses on midstream gas processing, pipelines, LNG and GTL. **GasProcessingNews.com**

HYDROCARBON PROCESSING Hydrocarbon Processing, the hydrocarbon processing industry's top technical publication, has provided cutting-edge editorial content and information for the international refining, petrochemical, gas processing and LNG industries since 1922.
HydrocarbonProcessing.com

PETROLEUM ECONOMIST Petroleum Economist is the authority on energy economics and trends, offering high-level intelligence and opinions on the events and people shaping the global energy market. **Petroleum-Economist.com**

World Oil World Oil has been the "must-read" global, technical publication and news resource covering the exploration, drilling, completion and production of onshore and offshore oil and gas for more than 100 years. **WorldOil.com**

Total Circulation: 30,241¹

Business/Industry Circulation Analysis¹



65%

(19,645)

Energy, Transportation, Distribution Cos, including: Gas Utility (LDC) (Distribution); Oil & Gas Pipeline (Transmission); Integrated Gas Utility & Gas Pipeline, (Transportation & Distribution); Pipeline, Other Than Gas; Underground Gas Storage; Electric Utility, Combined Gas/Electric, Utility; Gas Marketing, Sales, Energy Management; Gas Producer, Processor, Gatherer, Refiner; Industrial End User; Generator, Cogenerator, Non-Gas/Electric, Utility (includes Municipality, Public Works, Telecom, Cable Co); other oil/gas, operators and E&P companies and others, allied to the field.

27.7%

(8,376)

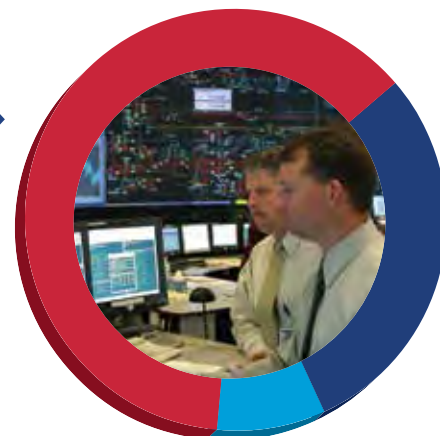
Engineering, Consulting and Contracting Firms including: Gas Distribution Contractor, Subcontractor; Mainline or Pipeline Transmission Contractor, Other Contractor, Subcontractor; Design, Construction; Engineering, Consulting Company

7.3%

(2,220)

Service, Supply, Manufacturing including: Equipment Manufacturer, Service, Supply, Company; Financial Services, Analyst, Legal, Insurance; Government, Regulatory, Research Agency, Educational Institute, Association and others allied to the field.

Occupational Circulation Analysis¹



60.8%

(18,398)

Engineers; GM, Plant, Facilities Managers; Superintendents; Supervisors; Other Managers; Dept. Heads

28.9%

(8,728)

Corporate Execs, Mgmt Titles, Public Works, City Officials, Buyers, Purchasers, Financial, IT Personnel

7.9%

(2,378)

Foremen, Lead, Chief, Consultants, Field Operations Personnel

1.8% (558) Sales and Marketing Personnel

0.6% (179) Other, not available, Library Copies

Geographical Circulation Analysis¹



69.9%

(21,147)

United States/US Territories

8.8%

(2,664)

Asia/Asia-Pacific

5.4%

(1,626)

Africa

5.2%

(1,586)

Europe

4.4%

(1,336)

Canada

4.1%

(1,253)

Middle East

2.1%

(629)

Mexico, Central and South America, and Caribbean



¹ BPA Worldwide, June 2017 Statement. *Pipeline & Gas Journal* uses the BPA Worldwide audit service to ensure the accuracy and quality of its circulation numbers. This third-party verification enables our advertisers to verify that we are truly delivering the market that they are targeting with their marketing dollars.

BPA Worldwide is an independent, not-for-profit organization that audits the circulation of business publications like *Pipeline & Gas Journal*. Each year, we open our records to BPA auditors, who examine the circulation files to guarantee they are correct and current.

A copy of our latest BPA Worldwide circulation statement is available at your request.

Staff/Contributing Editors

Pipeline & Gas Journal

Pipeline & Gas Journal has assembled an expert team of energy industry editors and writers to provide subscribers with the most informative publication in the industry.

Awards

P&GJ Editorial Staff have been honored with 13 Lone Star Press Club Awards since 2005



Jeff Share
Editor

+1 (713) 520-4415
JShare@Oildom.com

Jeff Share is the Editor of *Pipeline & Gas Journal*. Jeff, the recipient of multiple editorial awards, has over 40 years of journalism experience, over 20 as the Editor of *Pipeline & Gas Journal*.



Jeff Awalt
Executive Editor

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JAwalt@Oildom.com

Jeff Awalt is a former Associated Press energy writer with more than 30 years of experience in journalism and communications. He is a graduate of the University of Texas at Austin.



Mike Reed
Managing Editor

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MReed@Oildom.com

Mike Reed has been with *Pipeline & Gas Journal* for five years and has over 25 years of newspaper experience with *The Houston Post* and *Houston Community Newspapers*.



Stephen Barlas
Washington Correspondent

Stephen Barlas is a contributing editor for *Pipeline & Gas Journal*. Stephen contributes regular columns for publication. Stephen is a graduate of Tufts University.



Richard Nemec
Contributing Editor

Richard Nemec is a contributing editor for *Pipeline & Gas Journal*. He has more than 40 years of experience in producing editorial content for publications covering the energy industry.



Nicholas Newman
Contributing Editor

Nicholas Newman is a contributing editor for *Pipeline & Gas Journal*. He covers global energy issues providing content and analysis on all aspects of the industry. Nicholas also reports on innovations, investment, trading, markets, distribution, decommissioning, regulation and policy.

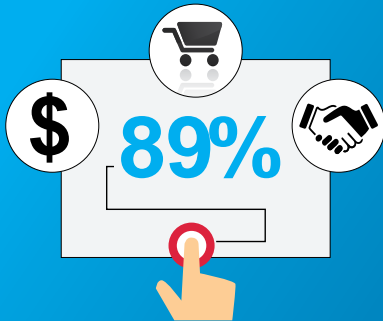
Influencing Decision Makers

Pipeline &
Gas Journal

TOTAL CIRCULATION
30,241¹

TOTAL REACH
111,891⁴

Influence The Market



Eighty-nine percent of readers surveyed reported taking one or more purchasing action during the past year as a result of ads/articles appearing in *Pipeline & Gas Journal*.²

Seventy-eight percent of *Pipeline & Gas Journal*'s subscribers reads the magazine regularly (reading three or four of the four most recent issues).²



PGJOnline.com

36,730¹
AVERAGE MONTHLY USERS

112,403¹
AVERAGE PAGE VIEWS

43,054¹
AVERAGE USER SESSIONS



Pipeline & Gas Journal e-Newsletters

33,000³
TOTAL SUBSCRIBERS

21.6%³
UNIQUE OPEN RATE

Social Media Presence³

Twitter.com/PipelineandGas

21,601
FOLLOWERS

Facebook.com/PipelineandGas

7,491
LIKES

LinkedIn

601
FOLLOWERS



1. BPA Worldwide, June 2017 Statement.

2. *Pipeline & Gas Journal*, Baxter Report, March 2017.

3. Publisher's own data, as of August 2017.

4. Based on total circulation and a pass-along ratio of 2.7 copies per issue (Baxter Report, March 2017).

**Pipeline &
Gas Journal**

January

Ad Closing: Dec. 12
Materials Due: Dec. 20

February

Ad Closing: Jan. 12
Materials Due: Jan. 19

March

Ad Closing: Feb. 12
Materials Due: Feb. 20

April

Ad Closing: Mar. 12
Materials Due: Mar. 20

May

Ad Closing: April 11
Materials Due: April 20

June

Ad Closing: May 11
Materials Due: May 21

**Editorial
Focus**

**North
American
Pipeline
Construction
Update**

**Automation,
SCADA and
Controls**

**Corrosion
Control &
Prevention**

LDC Report

**U.S.
Midstream
Report**

**Pipeline
Maintenance**

**Regular
Features**

2018 Outlook
Pipeline Safety
International
Perspective
Roundtable
Pipeline Integrity
Washington
Outlook

Automation
SCADA
Bakken Update
LNG
Canadian
Construction
Report

NACE Roundtable
PHMSA Interview
& Update
Pigging
Coatings
Liquids Pipelines

Cast Iron and
Steel Pipe
Replacement
INGAA
Foundation
Chairman Inter-
view
AGA Chairman
Interview
Gas Trading
Control Rooms
Gulf of Mexico/
OTC Preview

Marcellus/
Utica Update
Environment
Gas Gathering
Horizontal
Directional Drilling
API Pipeline
Conference
Report
Annual PRCI
Report &
Interview with
President & CEO

Hot Tapping
Composites
Inline Inspection/
Unpiggable
Pipelines
Liquids Tanks
Southern Gas
Association
Chairman
Interview

**Special
Sections/
Supplements**

Product
Showcase

Annual NAPCA
Supplement

Annual
Buyers Guide
Pipeline
Construction
Scorecard

Product
Showcase

**Bonus
Distribution**

UCT 2018
DCA Annual
Conference
PLCA
PPIM Pipeline
Pigging
Conference

ENTELEC
APCA
NACE
CGA Excavators
& Safety
Conference
NGL Forum

Pipeline
Opportunities
Conference
INGAA
Foundation
Spring
NAPCA

AGA Operations
Conference
OTC
API Conference
ISHM
PLCAC
CEPA Spring

ILTA

Benposium
SGA Distribution/
Transmission
Conference

**Ad Campaign
Readership
Study**

BAXTER
RESEARCH CENTER



July	August	September	October	November	December
Ad Closing: June 12 Materials Due: June 20	Ad Closing: July 12 Materials Due: July 20	Ad Closing: Aug. 13 Materials Due: Aug. 20	Ad Closing: Sept. 14 Materials Due: Sept. 20	Ad Closing: Oct. 15 Materials Due: Oct. 19	Ad Closing: Nov. 15 Materials Due: Nov. 20
Metering & Measurement	International Construction Review	Compression	Pipeline Replacement, Repair & Rehabilitation	Midstream Update	LDC Integrity
Flow Meters Southwest Research Institute Report Regulators & Valves Lost Gas	Mexico Spotlight Annual PPSA Guide Annual NACE International President Interview IPLOCA preview Welding	Permian Update GMRC Preview & Report Oil Pipelines Gas to Power Emissions Control	Integrity Management Drones Pipeline Transportation Leak Detection Annual Directional Drilling Rig Census Northeast Energy Outlook	Urban Construction Issues CO-2 Pipelines Gas Storage	American Public Gas Association Chairman Interview Distribution Renewal & Repair Report Plastic Pipe Update and Interview with PPI President Steel Line Pipe Report UCT Preview
Capabilities Guide	World Construction Report Pipeline Products & Services Assoc. (PPSA) Update		Product Showcase Pipeline Construction Scorecard	Annual 500 Report and Commentary	Gas Distribution Report UCT 2019 Pre-Convention Issue
MEA Operations Conference Appalachian Measurement Short Course APGA INGAA Foundation Mld-Year	IPLOCA Pipelines 2018 ASCE UESI	International Pipeline Expo Pipeline Week (GITA) ASGMT GMRC	CEPA Annual Convention Benposium East Platts Pipeline	INGAA Foundation Annual Meeting ASME Offshore Pipeline DCA Fall Board Meeting	UCT 2019
		BAXTER RESEARCH CENTER			

Build Brand Awareness

Pipeline & Gas Journal

Advertising with *Pipeline & Gas Journal* provides multiple opportunities to build your company's brand and generate leads for your company. Tell us your marketing objectives, and we'll design a custom campaign to help you achieve your goals.

Pipeline & Gas Journal has been an important resource to technology decision-makers in the global upstream oil and gas industry for 159 years. With our far-ranging reach in both print and online, we help marketers reach influencers throughout the pipeline and gas utility industries.

Magazine Advertising

Print advertising is an excellent way to build brand awareness for your company, product or service. According to a March 2017 Baxter Study¹, *Pipeline & Gas Journal* readers pass along their copies of the magazine to 2.7 other professionals for a pass-along readership of 81,650.

Display Advertising

PGJOnline.com display advertising helps you:

- Reach 36,730 average users (112,403 pageviews) per month²
- Heighten brand awareness and name recognition with premium digital advertising positions
- Positions include: Home Page and Run of Site
- Drive traffic to your company's website

e-News Advertising

Pipeline & Gas Journal's e-newsletter is delivered two times per month.

- e-Newsletters are delivered to more than 33,000³ professionals
- As of Q2 2018, the e-Newsletter will be delivered five times per week.
- Multiple advertising positions available
- Drive traffic to your company's website



Digital Edition Advertising

Digital edition advertising is an effective way to augment and support your advertising strategy.

- More than 6,200² digital editions sent monthly
- Multiple advertising and sponsorship opportunities: Welcome pop-up ad; skyscraper ad; Video ad.
- Custom bundle packages available — contact your sales representative for details and pricing

Keyword/Contextual Advertising **COMING IN 2018**

Associating your brand with an industry application or technology is an excellent way to increase your company's brand awareness. *Pipeline & Gas Journal* offers companies the opportunity to buy keywords exclusively for a campaign, and feature custom display advertisements or videos on PGJOnline.com for a period of at least one month. For details about customized options, please contact your sales representative.

Get Audience Feedback on the Effectiveness of Your Print Advertisement

The objective of the Baxter adRecall report is to provide advertisers with feedback on the effectiveness of the ads that appeared in a particular issue of *Pipeline & Gas Journal*. In 2018, *Pipeline & Gas Journal* will conduct two different adRecall studies: March and September.



1. Pipeline & Gas Journal, Baxter Report, March 2017.
2. BPA Worldwide, June 2017 Statement.
3. Publisher's data. E-newsletter figure as of September 2017.

Generate Qualified Leads

Generate New Leads and Target Decision-Makers

Take advantage of the many advertising channels that *Pipeline & Gas Journal* offers to generate specific leads for your company, product or service. In any high-performing company, high-quality leads are essential to the partnership between marketing and sales.

With industry-leading qualified circulation, *Pipeline & Gas Journal* is an excellent partner in the lead generation process. We provide many unique opportunities that can help generate qualified new leads for your company, product or service. At the heart of our lead-generation strategy is your ability to leverage brand and our global audience of engineers, executives and industry decision-makers.



White Papers

White Papers enable companies by helping them establish or enhance their thought-leadership position in the market. These highly credible marketing tools help you present your company's best technical information, and showcase it to *Pipeline & Gas Journal*'s audience, while generating high-quality leads for your company.

Webcasts

Custom webcasts provide companies with a focused way to connect with their target audience via a web-based presentation organized by *Pipeline & Gas Journal*. Live webcasts are usually 1 hour, and all webcasts are archived for on-demand access, via PGJOnline.com, for 12 months. For companies, there are two webcast strategies to consider:

Strategy 1: Sponsor specific webcasts managed by *Pipeline & Gas Journal* (2018 topics to be confirmed).

Strategy 2: Be the content provider for an exclusive webcast. One of the benefits to exclusively sponsoring or hosting a *Pipeline & Gas Journal* webcast is the ability to control the content and invite the speaker(s). *Pipeline & Gas Journal*'s dedicated marketing team creates a marketing plan for each webcast to increase awareness and registrants. That plan may include: promotion on the homepage of PGJOnline.com; e-Newsletter advertising; targeted e-blasts; and a ½-page ad promoting the webcast in *Pipeline & Gas Journal*.



Sponsored Content

Pipeline & Gas Journal's native advertising platform allows companies to leverage PGJOnline.com to connect directly with the brand's audience. *Pipeline & Gas Journal*'s native advertising opportunities stretch across the brand with options available in the magazine, online and by email.

Magazine Supplements

Sponsored supplements are an innovative way to leverage *Pipeline & Gas Journal*'s qualified circulation. Supplements can be individually tailored and can be incorporated into any issue. Once completed, sponsored supplements can either be bound into the magazine or poly-bagged along with the magazine. Supplements are available as bespoke packages—where the sponsor provides the raw content—or as completed packages, where the sponsor provides the completed supplement for publication.

Custom e-Newsletters

Pipeline & Gas Journal's custom e-Newsletters provide targeted advertising opportunities for you to reach a target audience with a specific message. Each custom e-Newsletter includes up to six client-provided articles and three display advertisements in a co-branded e-Newsletter that is delivered to a targeted list of *Pipeline & Gas Journal*'s subscribers.

Social Media Advertising

Social media advertising is an effective way to support and augment your company's marketing strategy. Pricing is dependent upon options and features elected.

For more information on any of these options, please contact your sales representative.



Energy Web Atlas: Delivering actionable project insights

The Energy Web Atlas is a comprehensive source of actionable project intelligence for the international energy industry. The web-based GIS platform allows users to interrogate real-time project information, export and manipulate data, and secure the know-how needed to stay ahead of the competition. The Energy Web Atlas' flagship map includes comprehensive LNG project data, providing users with a single reference source for global LNG information. An additional geospatial dataset tracking US gas processing plants is available, equipping users with data and contacts for hundreds of facilities across the nation.

EnergyWebAtlas.com

Upcoming Events



Pipeline Opportunities Conference

April 3, 2018 • Houston, Texas
www.Pipeline-Opportunities.com

The Pipeline Opportunities Conference (PLOC) is the premier event providing strategic insight into the pipeline industry. This exclusive, one-day event is held in Houston each year and includes presentations from top industry leaders, exhibits by key product/service suppliers, and peer-to-peer networking opportunities.

Produced by *Pipeline & Gas Journal*, INGAA and SMU/Cox, this conference offers a unique opportunity to promote your brand to approximately 400 influential pipeline industry stakeholders. A limited number of sponsorships are available with a range of promotional and exhibiting opportunities. Sponsorships start at \$2,000.

For more information, please contact **Karen Francis**, Convention Director, at KFrancis@Oildom.com or +1 (713) 520-4450.



Underground Construction Technology Conference

Jan. 30 – Feb. 1, 2018 • New Orleans, Louisiana
www.UCTonline.com

The Underground Construction Technology International Conference and Exhibition, produced by *Underground Construction*, is the meeting place for business professionals involved in the underground utility construction and rehabilitation market. This annual, business-to-business event is primarily attended by industry leaders and decision makers. It offers exhibitors a unique opportunity to promote their brand and offerings to approx. 2,000 underground utility pipe infrastructure stakeholders.

The format is a three-day event, with a significant technical/educational program, key product/service supplier exhibits, along with significant peer-to-peer networking. Continuing Education Units (CEUs) and Professional Development Hours (PDHs) are offered.

For more information, please contact **Karen Francis**, Convention Director, at KFrancis@Oildom.com or +1 (713) 520-4450.



Other Gulf Events

World Oil[®] FORECAST BREAKFAST

World Oil Forecast

January/February 2018 • Houston/Rotterdam/Paris/Calgary/Milan

Now in its 92nd year, *World Oil*'s forecast is the upstream industry's most trusted source of data related to U.S. and international E&P activity. *World Oil*'s editors and staff will be presenting the 2018 forecast at a series of breakfasts in Houston, Rotterdam, Paris, Calgary and Milan. WorldOil.com/Events

EASTERN MEDITERRANEAN GAS CONFERENCE

Eastern Mediterranean Gas Conference

March 21-22, 2018 • Nicosia, Cyprus

As a joint venture partner with Quest Offshore, World Oil is proud to partner in the Eastern Mediterranean Gas Conference (EMGC) back to Cyprus. Now in its fifth year, EMGC is the region's premier conference for companies operating in this rapidly evolving energy hub. EMGasConference.com

MCEDD DEEPWATER DEVELOPMENT

MCE Deepwater Development

April 9-11, 2018, Milan, Italy

As a joint venture partner with Quest Offshore, World Oil is proud to partner in MCE Deepwater Development 2018. Now in its fifteenth year, the conference will be hosted in Milan, Italy, with a high-level, industry-leading technical program. MCEDD.com

HYDROCARBON PROCESSING AMERICAS

International Refining & Petrochemical Conference: Americas

September 25-26, 2018 • Houston, Texas

Hydrocarbon Processing's International Refining and Petrochemical Conference will return to Houston in September 2018. This two-day conference will explore the challenges, opportunities and the latest technological developments facing the hydrocarbon processing industry. HPIRPC.com/Americas

GAS PRO AMERICAS

GasPro AMERICAS 2018

October 25, 2018 • Houston, Texas

Hydrocarbon Processing and *Gas Processing* are gathering the gas processing industry's key players for GasPro Americas 2018. This exclusive, one-day conference offers delegates a unique opportunity to network with their peers; discuss the latest challenges and developments; learn about the current economic outlook; share best practices; and explore solutions to improve production and efficiency. GasProcessingConference.com

SHALETECH[™] NORTH AMERICA

ShaleTech Permian

August 21-22, 2018 • Odessa, Texas

Despite being written off repeatedly, the Permian basin continues to be a prolific producer. This two-day technical conference will examine the technological advances, techniques and innovations, which have enabled operators to thrive in the region. ShaleTechPermian.com

World Oil[®] AWARDS

World Oil Awards

October 11, 2018 • Houston, Texas

The *World Oil* Awards recognize and honor the latest technological innovations and the brightest innovators in the upstream E&P sector. All finalists are recognized, and winners are announced, at an elegant black-tie gala, held at the Houstonian Hotel Club & Spa in Houston. WorldOil.com/Awards

WOMEN'S GLOBAL LEADERSHIP CONFERENCE IN ENERGY

Women's Global Leadership Conference

November 2018 • Houston, Texas

The Women's Global Leadership Conference (WGLC) is the largest women's event in the energy industry. Targeted specifically to matters of female leadership, WGLC provides meaningful discussion on all aspects of responsible stewardship, ranging from energy security and geopolitics to personal career development. WGLConference.com

How to participate in Gulf Publishing's conferences



Pipeline-Opportunities.com
UCTonline.com
WorldOil.com/Events
HydrocarbonProcessing.com/Events
Petroleum-Economist.com/Events



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Special Advertising

PRODUCT SHOWCASE & CAPABILITIES GUIDE



Pipeline & Gas Journal

Product Showcase

Pipeline & Gas Journal publishes a special Product Showcase section three times (February, June and October) per year. The product showcase is a marketplace to promote innovative techniques, systems and equipment designed to save time and money.

Each listing consists of a description, an accompanying image highlighting products or services for the pipeline or gas utility industry, and contact information. Each Product Showcase page will contain ten listings.

For more information or to schedule your listing, please contact your sales representative.



Capabilities Guide

Pipeline & Gas Journal publishes a special Capabilities Guide each July. The Capabilities Guide is a forum to promote the capabilities of key suppliers of products and services from every discipline of the pipeline and gas utility industry. Companies that purchase an advertisement in the Capabilities Guide will receive COMPLIMENTARY matching space for advertorial copy they provide.¹

For more information or to schedule your listing, please contact your sales representative.

¹ A full page of advertorial copy, with no images, equates to approx. 900 words. To include images in advertorial copy, please allocate approx. 65 words for an image that is one column wide. All advertorial copy must be edited and adjusted to accommodate artwork with the submission.

Buyer's Guide



Pipeline & Gas Journal publishes its Buyer's Guide each May. The Buyer's Guide identifies key suppliers of products, equipment and services from every discipline of the pipeline and gas utility industry. Various listing options—online and print—are available. Enhanced and Premium listings receive additional emphasis and features.

Online



The online version of *Pipeline & Gas Journal's* Buyer's Guide is maintained in real time, on a self-service basis, by the listing companies. The search functionality allows potential customers to identify your company by product/service categories, keywords or company name.

The Buyer's Guide can be accessed by **PGJOnline.com** or via **buyersguide.pipelineandgas-journal.com**.

Print



Pipeline & Gas Journal publishes a print version of the Buyer's Guide on an annual basis. Published each May, the print version is an excerpt of the online Buyer's Guide listings.

For more information or to schedule your listing, please contact your sales representative.

Buyer's Guide Listing Options	Basic Listing	Enhanced Listing	Premium Listing
Company Name	•	•	•
Address	•	•	•
Phone	•	•	•
eMail	•	•	•
URL	•	•	•
# Categories Included	5	Unlimited	Unlimited
Placement	Alphabetical	Top of page - above Standard Listings	Top of page - above Enhanced Listings
Font Size	Standard	Medium	Large - Bold
Add logo, image, or banner ad		•	•
Add Flash Video			•
Additional text description (up to 600 words)			•
Cost	FREE	\$500/year	\$1,000/year

Categories:

Basic Listings may purchase additional categories at \$50 each. Current P&GJ Advertisers receive unlimited Categories.

Images, logos, banner ads:

Appear in every instance of the listing.

Flash Video:

Up to 3 minutes. Appears in every instance of the listing.

Online Ad Specifications (Premium/Enhanced Listings)

Banner Ads:	Static .gif, .png, or .jpg file format only 468 px. X 60 px @ 72 dpi.
Flash Video:	FLV format only 10 mb max. file size
Email ad materials to cheryl.willis@GulfPub.com	

Pipeline & Gas Journal

Magazine Advertising Rates

1. General Rate Policy

If more or less space than specified is used within one year from the date of first insertion, the rate will be adjusted to the earned rate published here. All rates quoted are in U.S. dollars.

2. Commission

a. Agency Commission: 15% of gross billing to recognized agencies on space, color, handling and backup charges. The Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for monies due and payable to the Publisher.

3. Issuance & Closing

Published 12 times each year. The closing dates for scheduling and printing material can be found on the editorial calendar underneath each month.

4. General Advertising Rates & Space Units

a. Frequency Rates: Number of insertions in a 12-month period determines frequency rate. Covers, each ad, each page of a spread, and each page of preprinted inserts, count as one insertion toward earning a frequency rate.

PRINT AD RATES						
4 Color	1 X	3X	6X	12X	18X	24X
1 PG	\$9,250	\$8,990	\$8,600	\$8,235	\$7,970	\$7,710
2/3 PG	7,280	7,130	6,820	6,505	6,285	6,090
1/2 PG ISL	6,905	6,675	6,410	6,035	5,815	5,600
1/2 PG	6,250	6,115	5,915	5,570	5,315	5,160
1/3 PG	5,070	4,970	4,750	4,455	4,310	4,190
1/4 PG	4,355	4,265	4,135	3,900	3,745	3,595
1/6 PG	3,820	3,735	3,615	3,430	3,345	3,135

B & W	1X	3X	6X	12X	18X	24X
1 PG	\$8,410	\$8,165	\$7,840	\$7,570	\$7,250	\$6,960
2/3 PG	6,145	5,955	5,670	5,530	5,400	5,190
1/2 PG ISL	5,690	5,395	5,060	4,870	4,710	4,650
1/2 PG	4,925	4,760	4,570	4,350	4,265	4,100
1/3 PG	3,490	3,385	3,175	3,070	2,975	2,865
1/4 PG	2,640	2,545	2,415	2,370	2,270	2,170
1/6 PG	2,025	1,875	1,805	1,725	1,620	1,535

Business Card Directory	6X (B/W)	6X (2c)	6X (4c)
Single	\$980	\$1,490	\$2,000
Double	1,960	2,470	2,980
Triple	2,940	3,915	4,895
Quad	3,915	4,935	5,955

PRODUCT SHOWCASE LISTING RATES

Cost: \$775	Special Promotion:
	- 6x Advertisers receive three (3) FREE Product Showcases
	- 12x Advertisers receive six (6) FREE Product Showcases

5. Special Position

Specified editorial location, multiple units requiring facing positions, consecutive right-hand pages, other specified placement: increase 7% of space rate.

6. Cover Rates (Non-cancelable)

a. Cover rates include 4/C process charges. Contact the Publisher for additional charges if any other color is used.

b. Frequency: Based on total number of full pages on contract.

Covers	1 X	6X	12X
Inside Front	\$9,975	\$9,420	\$8,780
Inside Back	9,385	8,770	8,365
Back	10,150	9,750	8,900

7. Inserts

a. Standard Inserts:

Supplied Inserts		Standard	Custom
2 PGS	\$9,500	Handling	\$250 quoted
4 PGS	14,500	Tip	\$40/m quoted
8 PGS	23,000	Holding	\$50/m
12 PGS	28,500	Stitch	
16 PGS	37,000	Polybag	\$80/m

Insert Quantity & Shipping

Inserts must be shipped prepaid, folded, and ready for binding. Mock-up of insert must be submitted to Publisher for prior acceptance. Subject to U.S. Postal Service regulations. 70 lb. paper stock limitation. Questions? - check USPS or submit sample to Cheryl Willis, Advertising Production Department, Cheryl.Willis@GulfPub.com.

b. Non-Standard Inserts: Contact the Publisher.

8. Classified Advertising

a. Classified Display: \$270 per column inch.

Non-display: \$25 per line, minimum four lines.

b. Consecutive Insertions: 10% discount on consecutive insertions.

9. Capabilities Guide

For current rates on the Capabilities Guide, please contact your local sales representative.

10. Combination Frequency Rates

Advertisers will receive the lowest frequency rate, based on the total advertising insertions during the contract period, when any combination of space is used in Gulf Publishing Company's magazines—*World Oil*, *Petroleum Economist*, *Hydrocarbon Processing*, *Pipeline News*, *Gas Processing and Underground Construction*. One-quarter page is the minimum rate-holder space unit for earning combination frequency discounts.

11. Publisher's Copy Protective Clause

a. Advertisers and advertising agencies assume liability for all content of advertisements printed and for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to the publication's standards.

b. The Publisher will repeat the latest advertisement for scheduled space when no new acceptable copy is furnished.

c. Contracts, except for cover or specified positions, may be discontinued by either party on 30 days' notice before the closing date, and by the Publisher without notice for non-payment of invoices. If more or less space is actually used within a year, the advertiser will pay for the space actually used at the earned rate, as published herein.

d. Contracts for covers and special positions are non-cancelable, except for non-payment of invoices at the Publisher's option.

e. Cancellations are accepted only before the closing date for reservations.

Magazine Advertising Specs

1: Trim Size: Overall trim size is 7.75" x 10.75"

2: Ad Unit Dimensions

Ad Sizes					
2 PG - spread	bleed	15 3/4	11	400	280
	live area	14 1/2	10	381	260
1 PG	bleed	8	11	203	280
	live area	7	10	184	260
2/3 PG- vertical		4 9/16	10	116	254
1/2 PG - spread	bleed	15 3/4	5 5/6	406	142
	live area	14 1/2	4 7/8	394	124
1/2 PG - horizontal		7	4 7/8	178	124
1/2 PG - vertical		3 3/8	10	86	254
1/2 PG - island		4 9/16	7 1/2	116	191
1/3 PG - vertical		2 1/4	10	57	254
1/3 PG - square		4 9/16	4 7/8	116	124
1/4 PG		3 3/8	4 7/8	86	124
1/6 PG		2 1/4	4 7/8	57	124

Business Card Directory				
Single		3 3/8	1 7/8	86 48
Double	vertical	3 3/8	3 7/8	86 98
Double	horizontal	6 7/8	1 7/8	175 48
Triple		3 3/8	5 7/8	86 149
Quad	vertical	3 3/8	7 7/8	86 200
Quad	horizontal	6 7/8	3 7/8	175 198

Fractional ads with bleeds are available; please contact our Advertising Production Department at +1 (713) 520-4455 for dimensions. NOTE: Ads scaled to other publications will be centered in the space nearest to size and proportion.

3. General Requirements

Printing Process: Web offset full run;

Computer-to-plate (CTP)

Binding Method: Perfect (jog to head)

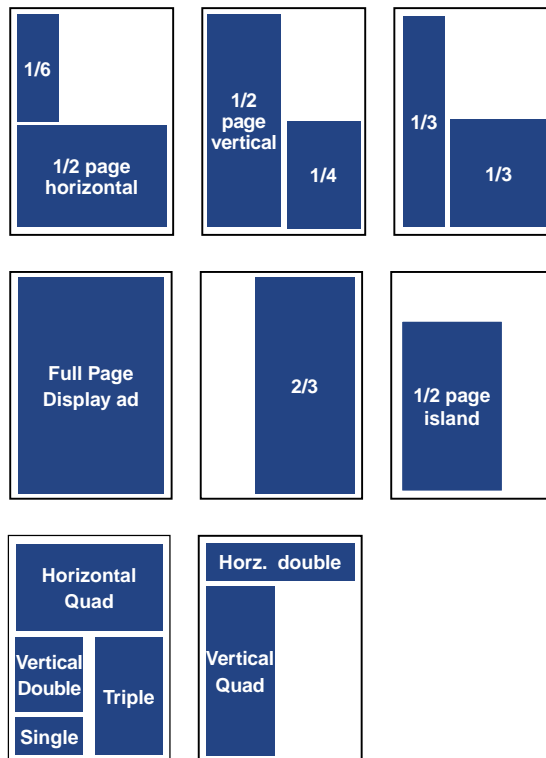
Colors Available: Four-color process; matched colors

Color Rotation: Yellow, magenta, cyan, black

Recommended Line Screen: 133 lines maximum

Density of Tone: Two-color tones should not exceed SWOP density of 140%; second color not to exceed 70%.

Four-color solids should not exceed SWOP density of 260%.



4. Acceptable Digital Files

Preferred files are Adobe Acrobat PDFs (Press Optimized, 300 dpi, binary CMYK, all fonts embedded) or Flattened CMYK, TIFF files, 300 dpi at actual size. Other file types accepted are Adobe Illustrator and Adobe Photoshop. Files should be submitted in CMYK format at 300 dpi, with all supporting graphic elements in CMYK format and all fonts used. Please do not submit files created in word-processing programs, MS PowerPoint, CorelDraw, MS Publisher, etc. Production charges will be incurred, if files do not meet these acceptable digital file guidelines.

5. Proofs

Proof required on four-color ads. For one-color and two-color ads, laser proofs are acceptable with clearly marked color breaks.

6. Other Acceptable (but billable) Materials

Contact Publisher.

7. Inserts

Contact Publisher for quantity, specifications and trim size. We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications. For color advertisements, a match proof printout is required to guarantee color accuracy.

8. Material Submissions:

All print advertisements for *Pipeline & Gas Journal* must be delivered by material submissions deadline for the relevant issue.

1. Electronic File Submissions:

Email digital files to Cheryl Willis, Advertising Production Department, Cheryl.Willis@GulfPub.com. For files larger than 10 mb please contact Cheryl Willis directly for upload instructions.

2. Shipping instructions:

Send space orders, insertion orders, correspondence and print materials to: Advertising, *Pipeline & Gas Journal*, 2 Greenway Plaza, Ste. 1020, Houston, TX 77046. For pre-printed inserts, contact the Publisher for shipping instructions.

Digital Products

Rates

pgjonline.com Website Advertising

Rates (\$/mth)	1 Mo.	6 Mo.	12 Mo.
Drop Down Ad	\$3,700	\$3,400	\$3,000
Leaderboard Ad	2,500	2,200	1,800
Medium Rectangle Ad	3,050	2,750	2,250
Button Ad	1,300	1,100	900
Sponsored Content Ad/ Product showcase	1,300	1,100	900
Sponsored Video Frame Ad	2,500	2,200	1,800

Pipeline & Gas Journal e-Newsletters

Rates (\$/mth)	1 X	6 X	12 X
Banner	\$3,500	\$3,255	\$2,930
Medium Rectangle	3,080	2,865	2,550
Button	2,000	1,860	1,650
Sponsored Video Frame	4,400	4,050	3,500
Text	3,850	2,750	2,150

Pipeline & Gas Journal Lead Generation

Rates	
White Papers	Pricing starts at \$3,250 per white paper
Webcasts	Pricing starts at \$12,000 per webcast
Custom e-Newsletter	Please contact your sales representative
Sponsored Content	Please contact your sales representative

Pipeline & Gas Journal Digital Edition Sponsorships

Rates (\$/mth)	1 Mo.	6 Mo.	12 Mo.
Welcome Pop-Up Ad	4,000	3,500	3,000
Skyscraper Ad	4,000	3,500	3,000
Video (complement existing print ad)	300	275	250

The screenshot shows the Pipeline & Gas Journal website with several ad placements highlighted with blue boxes and labels:

- Dropdown (collapsed) 1260 x 60px**: Located at the top of the page.
- Leaderboard - 728 x 90px**: Located below the dropdown.
- Medium Rectangle 300 x 250px**: Located in the middle section.
- Sponsored content Ad 1000 x 270px**: Located in the lower middle section.
- Video Frame 520 x 323px**: Located in the bottom right section.

Please email materials to Cheryl Willis, Advertising Production Department, Cheryl.Willis@GulfPub.com.

The screenshot shows the Pipeline & Gas Journal e-Newsletters with several ad placements highlighted with blue boxes and labels:

- eNews Banner 550 x 70px**: Located at the top of the newsletter.
- eNews Button 125 x 125**: Located in the middle section.
- eNews Medium Rectangle 300 x 250px**: Located in the lower middle section.
- eNews video**: Located in the bottom right section.
- 50-word text with hyperlink**: Located in the bottom left section.

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