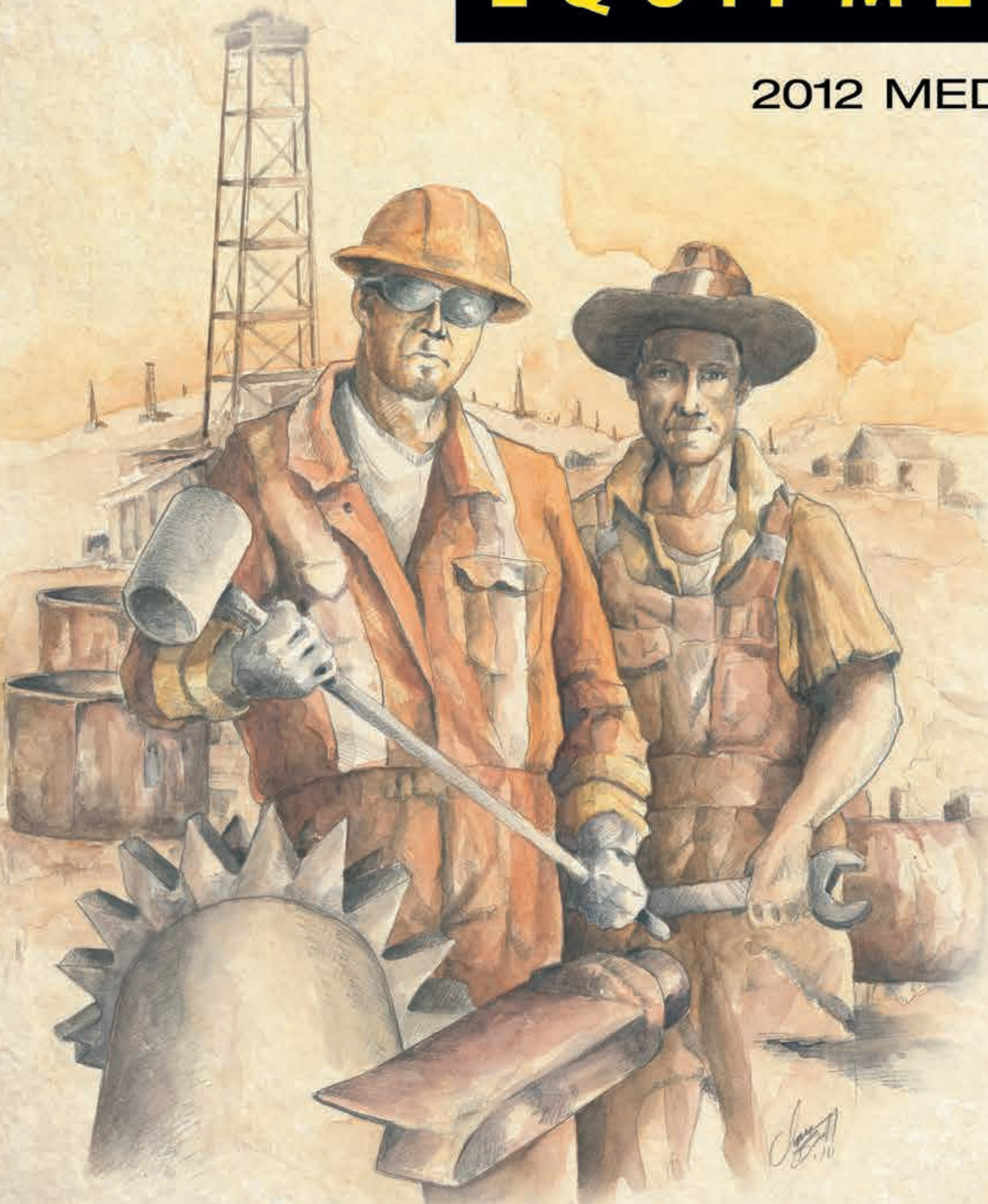


Oil, Gas & Petrochem **EQUIPMENT**®

2012 MEDIA KIT



More Leads. More Traffic. More Sales. More Profit.

PennWell®

OGPE.com

OG&PE

All Products—All the Time

More Leads, More Traffic for More Sales, More Profit

Oil, Gas & Petrochem Equipment and OGPE.com—along with Petroleum Buyers Guide—reach key purchasing decision-makers worldwide.

Since 1954, OG&PE remains the oil industry's only all-products-and-services print & online brand. Buyers and specifiers look to OG&PE for "What's New" in upstream, midstream and downstream equipment, services and literature.

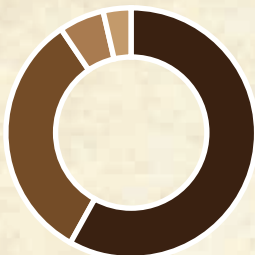
95%* of OG&PE subscribers requesting advertisement and/or editorial information indicate they specify, recommend, approve and/or purchase equipment, products, systems and services.

Our complete digital products portfolio helps you target, reach and sell to qualified prospects: the newly-redesigned OGPE.com, Weekly Equip Alert E-Newsletter, Online Banner Advertising, Petroleum Buyers Guide, White Paper Hosting, Video Advertising, Custom E-Mail List Rentals and Webcasts.

Our mission is to help you engage global buyers in a cost-effective manner, to generate more leads, more web traffic, more sales and more profit. The bottom line: OG&PE delivers top quality sales leads and drives traffic to your website.

30,000+ Qualified Worldwide Subscribers

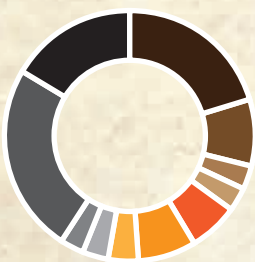
OG&PE QUALIFIED SUBSCRIBERS



- 58.1% Corporate/Executive/Operating Management & Purchasing
- 32.5% Engineering
- 5.9% Field/Plant Professionals (Superintendent, Foreman, Toolpusher)
- 3.5% Other

Source: June 2011 BPA Circulation Statement

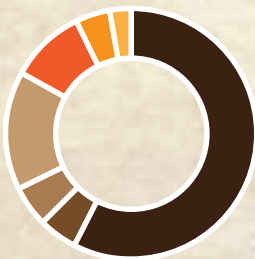
CIRCULATION BY BUSINESS & INDUSTRY



- 20.3% Drilling/Production
- 8.6% Exploration
- 3.3% Well Services Contractors
- 3.0% Refining
- 6.4% Petrochemical Manufacturing
- 7.5% Processing Plant Contractors
- 3.9% Pipeline
- 3.2% Pipeline Contractors
- 3.1% Natural Gas Processing
- 24.4% Projects/Services Consultants
- 16.3% Equipment Manufacturing and Oil Field Supply Companies

Source: June 2011 BPA Circulation Statement

GEOGRAPHIC BREAKOUT: 30,326 QUALIFIED SUBSCRIBERS



- 57.7% United States
- 4.9% Canada
- 5.4% Mexico, Caribbean, Central & South America
- 15.2% Asia/Asia Pacific
- 9.6% Europe
- 4.5% Middle East
- 2.7% Africa

Source: June 2011 BPA Circulation Statement



*Publisher's own data.



2012 OG&PE Advertising Rates

Frequency	1X	3X	6X	9X	12X	18X	24X
Tabloid Pages (10.5x15) four-color							
Full Tabloid Page	11,207	10,807	10,422	10,048	9,690	9,341	9,006
2/3 Tabloid Page	9,606	9,261	8,928	8,299	8,001	7,713	7,500
1/2 Tabloid Page	8,236	7,939	7,637	7,378	7,112	6,855	6,608
1/3 Tabloid Page	5,924	5,709	5,500	5,298	5,105	4,918	4,737
1/2 Tabloid Spread	16,473	15,879	15,310	14,756	14,224	13,710	13,216
Full Tabloid Spread	22,414	21,614	20,843	20,097	19,378	18,684	18,012
Standard Pages (7x10) four-color							
Jr Full Page	10,132	9,837	9,553	9,280	9,015	8,760	8,513
Jr 2/3 Page	7,537	7,333	7,136	6,947	6,764	6,588	6,417
Jr 1/2 Page	5,880	5,735	5,594	5,460	5,329	5,202	5,080
Jr 1/4 Page	4,018	3,936	3,859	3,785	3,713	3,643	3,576
Jr 1/3 Page	4,833	4,723	4,618	4,517	4,421	4,325	4,235
Jr 1/6 Page	3,279	3,224	3,172	3,121	3,072	3,025	2,979
Jr 1/2 Page Spread	11,760	11,468	11,189	10,919	10,658	10,405	10,162
Jr Full Page Spread	20,262	19,676	19,106	18,559	18,029	17,520	17,026

All advertising rates are published as gross rates.

Color Rates:		
	4-color	\$1,665
	2-color	\$1,279
	1-color	\$ 562

Standard colors: magenta, cyan, process yellow
Use of PMS recommended for matched color

Mechanical Data

Magazine Trim Size: 10 1/2" x 15"

 Tabloid Page Live Area: 9.25" x 13" Trim: 10.5" x 15" Bleed: 10.75" x 15.25"	 2/3 Tabloid Page (Vertical) Live Area: 6.25" x 13"	 Junior Page Spread Live Area: 14" x 10"	 Junior Page Live Area: 7" x 10"
 2/3 Tabloid Page (Horizontal) Live Area: 9.5" x 8.6"	 1/2 Tabloid Page (Vertical) Live Area: 4.625" x 13" Bleed: 5.125" x 15.25"	 2/3 Junior Page Live Area: 4.5" x 9.75"	 1/2 Junior Page Island Live Area: 4.5" x 7.375"
 1/2 Tabloid Page (Horizontal) Live Area: 9.25" x 6.5" Bleed: 10.75" x 7.875"	 1/3 Tabloid Page (Square) Live Area: 6.25" x 6.5"	 1/2 Junior Page (Vertical) Live Area: 3.375" x 9.75"	 1/2 Junior Page (Horizontal) Live Area: 7" x 4.875"
 1/3 Tabloid Page (Vertical) Live Area: 3" x 13"	 1/3 Tabloid Page (Horizontal) Live Area: 9.5" x 4.125"	 1/3 Junior Page (Vertical) Live Area: 2.25" x 9.75"	 1/3 Junior Page (Square) Live Area: 4.5" x 4.875"
All text, logos, borders and boxes that do not bleed should stay within the live area.	 1/4 Junior Page (Vertical) Live Area: 3.325" x 4.875"	 1/4 Junior Page (Horizontal) Live Area: 7" x 2.3125"	 1/6 Junior Page (Vertical) Live Area: 2.25" x 4.875"

All advertising rates are published as gross rates.

Need **Reprints** of your OG&PE ad or recent editorial? Contact **Foster Printing** for a price quote: **866-879-9144** or email pennwellreprints@fosterprinting.com

2012 E-Newsletters, Special Reports, Closings, Bonus Distribution:

Special Reports

For 2012, OG&PE offers 15 special report opportunities to place your products, services and company in front of global oil and gas purchasers.

*Note: Some of our annual reports have shifted months (March, April and July in particular) to accommodate bonus distribution at some 13 exhibitions and conferences.

To submit your equipment, product, system, services and literature announcements, contact J.B. Avants, Editor jba@pennwell.com.

Equip-Alert Weekly E-Newsletter

Publishing each Thursday, the Equip-Alert Weekly E-Newsletter is OG&PE's most cost-effective tool to reach more than 30,000 global purchasing decision-makers.

Prominent Leaderboards and Product Showcases **drive traffic directly to your website**.

See rates, specs in the **Online Advertising & E-Newsletters** section of this kit.

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Magazine Schedule												
Special Report	Health, Safety, Security, Environmental, Pollution Control	Maintenance	OTC/Drilling & Production	ILTA/Pipeline, Storage, Filtration, Separation	Flow Measurement, Metering, Control, Automation	Midstream Product & Service Developments	Primer Movers — Pumps, Compressors, Turbines, Engines, Motors	Two Reports — Valves & Actuators + Software	Instrumentation & Controls	MRO Maintenance, Repair, Operations, and Profiles	Refining, Petrochem, Gas Processing	Natural Gas
Report Summary	New products and services to protect, safeguard and secure oil and gas workers, facilities and investments — while staying in compliance.	Specialties for upstream, midstream, downstream — preventive, predictive, turnaround, retrofit and overhaul.	Annual special covering the latest developments for onshore and offshore products and services.	For custody transfer, inventory control, metering, proving, detection, adsorption	For upstream, midstream, and downstream oil and gas — meters, provers, controllers, detectors, automating.	For refining, petrochemical manufacturing, gas processing with an added special oil sands equipment showcase.	For all oil and gas operational segments — onshore and offshore.	For onshore and offshore oil and gas + Petroleum Software Developments.	For drilling, producing, midstream, natural gas, pipeline, storage and HSSE.	Products and services to keep oil and gas sites running, safe, and compliant.	Equipment and service advancements for all sectors of midstream operations.	Equipment and services for production, pipeline, processing, control, movement, metering, transfer, monitoring and compliance.
Ad Close Date	December 28, 2011	January 27, 2012	February 27, 2012	March 29, 2012	April 27, 2012	May 31, 2012	June 29, 2012	July 30, 2012	August 31, 2012	September 28, 2012	October 30, 2012	November 29, 2012
Ad Materials Due	January 5, 2012	February 3, 2012	March 2, 2012	April 5, 2012	May 3, 2012	June 7, 2012	July 5, 2012	August 6, 2012	September 6, 2012	October 5, 2012	November 5, 2012	December 5, 2012
Bonus Distribution	Offshore Asia	NACEExpo, Subsea Tie-Backs	Offshore Technology Conference	International Liquid Terminals Association (ILTA), POWER-GEN Europe	Independent Liquid Terminals Association Tradeshow, Houston	Oil Sands & Heavy Oil Technologies Conference & Exhibition	Turbomachinery & Pump Users Symposia, Offshore Northern Seas	Offshore Northern Seas	SPE Annual Meeting, Permian Basin Oil Show, DOT: Deep Offshore Technology		POWER-GEN International	
Manufacturer & Services Provider Profiles			(details below)							(details below)		
e-Newsletter Schedule												
	Equip-Alert, Pre-NACEExpo, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, Pre-OTC, last Thursday of the month	Pre-ILTA	Equip-Alert, last Thursday of the month	Equip-Alert, Pre-Oil Sands, last Thursday of the month	Equip-alert, Pre-Turbomachinery; last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, Pre-SPE; Pre-PBIOS, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month

Oil, Gas & Petrochem Equipment is published the 20th of each month.

OG&PE Advertiser Advantage Programs —with full editorial complement

Reader Response:

OG&PE's Reader Response Program is consistently well received by advertisers over the years. It's a free ROI service for advertisers — and perhaps our most beneficial value. We send you only those leads specific to your advertisements and editorial reviews. We do not send you the names of readers who have not asked for your information. No competitors or other companies reap the benefits of your advertising investment.

eResponse:

Our proactive and innovative email program helps increase lead volumes for advertisers. eResponse is a free email delivery of our latest issue's reader response offerings. An electronic notice and card is sent to subscribers. It enables them to connect with your company link, product link or to request more information. Advertiser leads are delivered in a single, easy-to-use package, electronically or on printed labels.

Manufacturer & Service Product & Business Profiles:

OG&PE's March and October issues offer a company showcase opportunity. Exclusively present your products, services, case histories and technology breakthroughs — in your own words — and receive sales leads and web traffic. Purchase a one-third-tabloid ad and receive equivalent advertorial space. Buy a standard page ad and fill the remaining tabloid page space with your advertorial. Purchase a full-tabloid page and receive the entire facing page with your advertorial.

Product & Service Follow-Up:

Every OG&PE advertiser's advertising message is summarized the month following placement. This advertisers-only section lists full contact information just like an editorial, plus a response number and your web site address. That's one more lead-generator and web traffic driver advantage with OG&PE.



Online Advertising & E-Newsletters

OGPE.com

Products Advertising targets global energy professionals searching for the newest equipment, products, systems and services for oil and gas.

Page Peel	\$2,000/mo
Leaderboard	\$1,600/mo
300 x 250 or text links (First Position)	\$1,500/mo
300 x 250 or text links (Second Position)	\$1,350/mo
300 x 250 or text links (Third Position)	\$1,200/mo

Equip-Alert E-Newsletters

OG&PE Equip-Alert is delivered every Thursday to 30,000 qualified petroleum professionals featuring the newest, cutting-edge product and service developments.

Top Leaderboard	\$1,200/mo
Showcase Listing (12 positions available)	\$1,000/each per week
Middle Leaderboard	\$1,000/mo
Bottom Leaderboard	\$900/mo

Digital Cover Sponsorship – Exclusive

Digital magazine front page sponsorship offers high visibility branding through exclusive placement next to the front cover on all 20,000+ digitally delivered OG&PE issues of our 30,000 global circulation.

Rates: \$1,500/issue

All advertising rates are published as gross rates.

Lead Generation

OG&PE's Petroleum Buyers Guide

enables global users to gain targeted, timely and valuable information through real-time comparisons of products, online interaction with suppliers and peers, plus access to relevant content from industry brands. Unlike broad search engines or other websites, the Petroleum Buyers Guide is specifically designed to enhance, expedite and complete the buying process while providing users with indispensable user comments, industry news and analysis.

Three package options are available to meet your specific budget and marketing objectives. Our most comprehensive option, the All-Access package, offers your company its own microsite, or mini-website.

	Select	Select Plus	All Access
Package Pricing	\$495	\$995	\$5,995*
Company Listing (no email address)	✓		
Company Listing (with email capability)		✓	✓
Company Description (# of words)	30	30	Unlimited
Categories	5	7	10
Company Logo	✓	✓	✓
Email Lead Generation & Reporting		✓	✓
Featured Listing in Search Returns	✓	✓	✓
Product Listings (model name, etc.)	5	7	10
Product Description (# of words)	30	30	100
Product Photos	✓	✓	✓
Product Downloadable Files			5
Product Videos			5
Product Comparison Feature	✓	✓	✓
Additional Product Cost	\$99	\$99	\$99
Company-Branded Expanded Profile			✓
Event Listings			5
Press Releases			5
Downloadable Files (white papers, etc.)			5
Videos			5

Webcasts

- Vendor Sponsored
- Continuing Education / Certification
- Editorial

Generate sales leads and raise awareness with an audience that registers to participate in an educational industry event. Sponsor an event or create your own, leveraging PowerPoint and/or Video, plus a testing and certification option. Webcasting products are highly interactive with global reach, a twelve-month archive, and 24/7 access to a complete registrant report.

SINGLE SPONSORSHIP **\$15,000 - \$18,000**

MULTI-SPONSORED **\$5,885 - \$8,885**

Email List Rentals

Gain direct access to highly targeted prospects when you rent the OG&PE and petroleum industry email lists. With email addresses from all segments of the upstream, midstream and downstream industry, you can identify your best prospects and deliver your message directly to them.

\$495/thousand for current advertisers

\$595/thousand for non-advertisers

White Papers

Generate sales leads and raise awareness for your company with White Paper postings. These appear on both OGPE.com and our associate site, PennEnergy.com. Sponsor content or submit your company's own content and receive detailed reports about who reads them and how often. White Paper sponsorship also provides you additional exposure with search prioritization and logo recognition.

REPORTING AND LEAD GENERATION

- Prospective lead reports emailed monthly
- Full contact information for prospects including customer name, business title, email address, mailing address, and phone number.

SEARCH

- White Paper content, title, abstract and vendor information is completely searchable, providing easy access and increased exposure to your paper. Search capabilities are available throughout OGPE.com.

BASIC WHITE PAPER POSTING **\$500/mo**

Includes up to five White Papers

PREMIUM WHITE PAPER SPONSORSHIP **\$1,000/mo**

Includes up to five White Papers plus additional marketing support and exposure

- Receive maximum brand and White Paper recognition on both sites for the duration of your contract through search prioritization, logo placement, leaderboard advertisements and company information including your email address and website links.

Pay for Performance Campaigns

Pay only for the leads generated through the OG&PE and PennEnergy.com promotion of your white paper, case study, etc. Rate is dependent upon the criteria for lead qualification.

Custom Video Advertising

Video Advertising

With the support of a full broadcast quality video production crew, you can create a product demonstration or conduct a one-on-one interview with the editor at a tradeshow or the location of your choice. The final video will be posted on OGPE.com, giving you valuable exposure to qualified industry buyers. Also included in the video packages are additional marketing efforts to help you promote your video. Call for package details and pricing.

Tradeshow Video

The package includes up to three days of online video and news coverage of your event, giving you the opportunity to extend and promote your event to a global audience. The video is produced by OGPE.com and distributed through post-event direct email promotions, driving viewer traffic to your website. Call for package details and pricing.

Customer Provided Video

Provide a 3 to 5 minute video of your latest product information, company news, etc. to be posted on OGPE.com. - \$600/mo

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Fax: 918 832 9201

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Romania, Czechoslovakia

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