



I/we hereby apply for advertising space in the official Oil Sands and Heavy Oil Technologies Conference & Exhibition Program.

Ad in final program (material due June 5, 2009)

Date: _____

Contact Name: _____ Company Name: _____

Address: _____

City/State: _____ Zip/Postal code: _____

Country: _____

Contact Telephone: _____ Contact Fax: _____

Contact Email: _____

Signature: _____ Date: _____

ADVERTISING RATES:

(includes color charges)

Full-page	\$2,995
2 Page Spread	\$4,995
1/2 Page	\$1,795
1/4 Page vertical	\$1,200
Cover position (full-page only)	ADD 20%

PRINTING AND PRODUCTION SPECIFICATIONS:

Trim Size: 8" x 10.5" (203mm x 266mm). Allow .25" (6.3mm) within final trim and gutter for live text, headings, etc.

Full page 7" x 10"/178 mm x 254 mm	Full page bleed 8.25" x 10.75"/210 mm x 273 mm
Two-page spread 15" x 10"/381 mm x 254 mm	Two-page spread bleed 16.25" x 10.75"/413 mm x 273 mm
1/2 page horizontal 7" x 4.88"/178 mm x 124 mm	1/2 page horizontal bleed 8.25" x 5.63"/210 mm x 141 mm
1/2 page vertical 3.38" x 10"/86 mm x 254 mm	1/2 page vertical bleed 4.13" x 10.75"/105 mm x 273 mm
	1/4 page vertical 3.38" x 4.88"/86 mm x 124 mm

ELECTRONIC SUBMISSION REQUIREMENTS

PennWell is primarily Mac based for graphics. However we have staff trained in both Mac and PC for those applications that we support.

ELECTRONIC SUBMISSION

See <http://digitalads.pennwell.com> for complete electronic specs. FTP Upload Site Instructions – Files will need to be stuffed or zipped prior to uploading. Files over 250MB will need to be shipped on disk to *Oil & Gas Journal Ad Services*, 1421 S. Sheridan Rd., Tulsa, OK 74112. Log on to <http://digitalads.pennwell.com>. Select *Oil & Gas Journal* in the magazine scroll down menu. Then fill in the appropriate information and select upload the ad. Also, please fax a proof of the ad to Ad Services, +1 918 831 9415.

SUPPLYING AD MATERIAL FOR PENNWELL SHOW GUIDES

- PENNWELL prefers ad material to be supplied as PDF's with pdf/x-1A FORMAT OPTION. We also except ads built in these programs: InDesign, PageMaker, Quark, Illustrator, Freehand and Photoshop.
- Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and fave fonts embedded in all graphics.
- PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply the proof, we cannot guarantee ad reproduction.
- For complete PennWell Specifications, use the "spec sheet" at our ad upload site: <http://digitalads.pennwell.com>

ADVERTISING REQUIREMENTS

(please check appropriate boxes):

- | | | |
|-------------------|---------------------------------------|--------------------------------------|
| Full-page ad | <input type="checkbox"/> b/w | <input type="checkbox"/> 4-c process |
| Two-page spread | <input type="checkbox"/> b/w | <input type="checkbox"/> 4-c process |
| 1/2 page | <input type="checkbox"/> b/w | <input type="checkbox"/> 4-c process |
| 1/4 page vertical | <input type="checkbox"/> b/w | <input type="checkbox"/> 4-c process |
| Cover position | <input type="checkbox"/> Inside front | <input type="checkbox"/> Inside back |
| | <input type="checkbox"/> Back cover | |

Total Cost US\$ _____

For use by Show Management only:

Date Received: _____ Amount Due: \$ _____ Customer # _____

Accepted For OSHOT09 By: _____ Print Name: _____

