

2010 ADVERTISING SPACE AGREEMENT

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 4, 2010) 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

Preliminary Program Guide

Ad Sponsor US\$ 8,000

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\$ _____

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 250 MB 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 have fonts embedded in all graphics.
- PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- PennWell requires a high resolutions 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>

For use by Show Management only:

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

Accepted for OSHOT10 By: _____ Print Name: _____