

Industry Directories Media Guide 2012

OIL & GAS BUSINESS DIRECTORIES AND BUYER'S GUIDES

"THE BIBLES" TO THE OILPATCH

Supplement or reinforce your magazine print advertising campaign with a targeted sales message within annual buyer's guides/resource directories. Published annually with key contact information (address, telephone, fax, e-mail, web) and valuable company information (area of operations, stock symbol, company size, and revenues) the ATCOM business directories offer a low-cost, year-round opportunity to reach key buyers as they make daily buying decisions. Advertise in both editions and save 20% off the cost of each insertion.

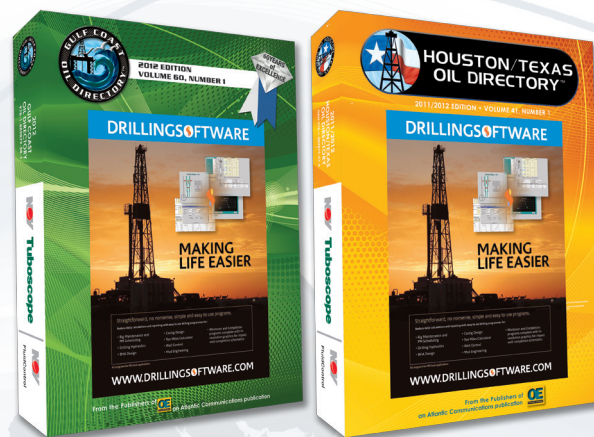
DIRECTORY CLOSING DATES

2012/2013 HOUSTON/TEXAS OIL DIRECTORY

Ad close: 9 May; Materials Due: 18 May

2013 GULF COAST DIRECTORY

Ad close: 15 November; Materials Due: 30 November



SPECIAL POSITIONS/4 COLOR

4 Color

Front Cover	\$9250
Spine	\$5400
Bookmark	\$5000
Back Cover	\$4900
Inside Front Cover	\$3800
Opposite Contents	\$3400
Inside Back Cover	\$2750
Opposite Ad Index	\$3200
Opposite Sections	\$3000
Tab Divider Front & Back	\$4950

RUN OF PAPER/BLACK & WHITE

Full Page	\$1500
Half Page	\$1200
Banner Ad Page	\$810
Quarter Page	\$785
Eighth Page	\$400
Business Card	\$375
Logo	\$300

COLOR RATES

4 color process	\$1245
Standard color	\$570
PMS Match color	\$945

MECHANICAL REQUIREMENTS

Front cover 7" x 8" (width x depth)

Full page 7" x 10" (live matter)

Full page 8 1/8" x 10 7/8" (trim size)

Full page 8 1/4" x 11 1/8" (bleed)

Spine 6 1/4" x 1 1/4"

Half page 7" x 4 7/8" (Horizontal)

Half page 3 3/8" x 4 7/8" (Vertical)

Bookmark 3 1/2" x 8"

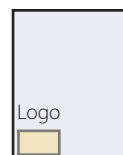
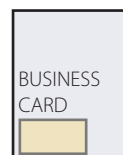
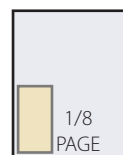
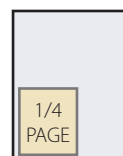
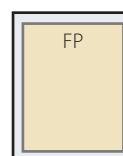
Banner Ad 7" x 3"

1/4 Page 3 3/8" x 4 7/8"

1/8 Page 2 1/4" x 2 1/4"

Business Card 3 1/2" x 2"

Logo 2 1/4" x 1"



GENERAL INFORMATION

The industry directories are printed offset sheet-fed or web. Perfect bound. The industry directories accepts advertisements electronically either on CD, disk or via FTP.

FTP INFORMATION

If using an FTP client application, use the following information:

Hostname: ftp.rrd.com

Username: atlantic01

Password: adman,02

Please Note:

Select "Allow Passive Transfers" in your FTP browser or application such as Fetch/WS FTP Pro. This option is under your "Advanced" tab. Once the file transfer has completed, please send an e-mail to james@OilOnline.com with the file name.

Send Advertisement Materials to:

ATCOM

Attn: James W. Self

1635 W. Alabama

Houston, TX 77006-4196

Ph: 713-831-1769 | Fax: 713-532-2339

E-mail: james@OilOnline.com

Inserts/Onserts/Specialty Programs — Bound-in, tabbed, loose, poly bag sticker, CDs — details available upon request. Please contact your nearest sales representative for a personalized quote.