



JPT

2007

Media Planner

JPT: The Leading E&P Information Source

Society of Petroleum Engineers
www.spe.org/jpt



JPT The Leading E&P Information Source for the Oil and Gas Industry

The *Journal of Petroleum Technology (JPT)*, the monthly flagship publication of the prestigious Society of Petroleum Engineers (SPE), is widely recognized as the most authoritative and trusted publication of its kind.

Combining technological breakthroughs with practical field applications and case studies, *JPT* is the resource of choice for people in the industry who make the key buying decisions for their companies.

Timely, Relevant Topics

JPT is close to the industry, providing timely coverage of the most relevant topics, including technical and developmental research, case studies, new products and breakthroughs, and topical information on key industry events.

High-Level Readership

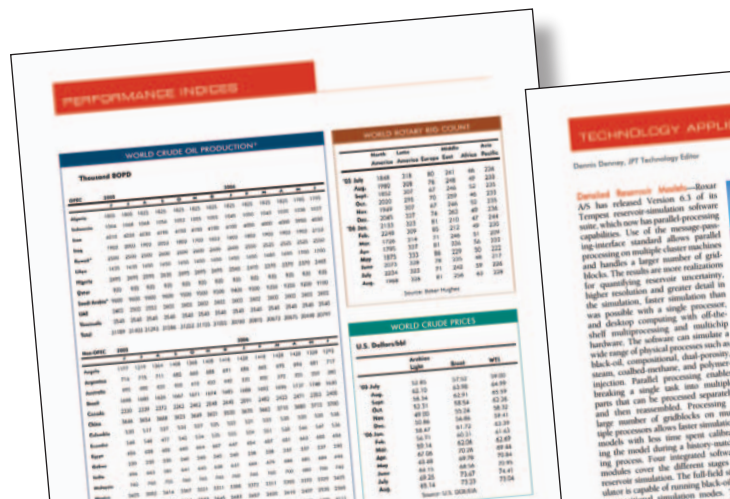
JPT's sophisticated audience includes high-level petroleum professionals across the globe in a variety of disciplines. This influential readership of over 50,000 is made up of engineers, managers and top executives in the drilling, production operations, and management and information sectors.

“Provides prompt, rich information.”

— Manager, major oil and gas company, Southeast Asia

Extensive Editorial Calendar and Bonus Distribution

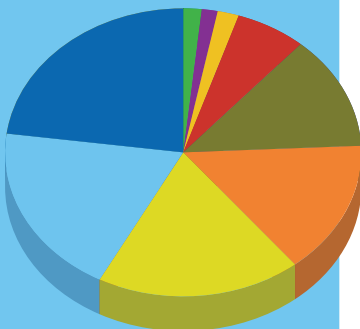
JPT's extensive editorial calendar – comprising 36 different technical topics – provides your company targeted advertising opportunities. Bonus distribution of the magazine at SPE's highly regarded and heavily attended meetings and conferences puts *JPT* in the hands of the industry's top technical experts and decision makers.



The JPT Audience

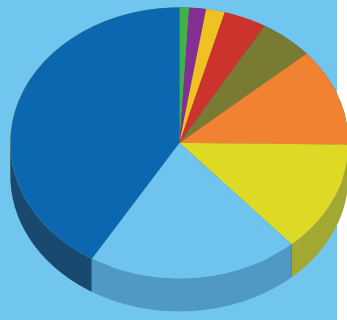
In a 2005 survey of SPE members, two-thirds of the respondents rated *JPT* better to significantly better than other publications covering the E&P industry. Readers in Asia, Africa, the Middle East and South and Central America gave *JPT* its highest marks.

Readers by Company Category



- 23% Service/Manufacturing
- 19% Independent Oil & Gas Co.
- 19% Major Integrated Oil Co.
- 15% Unspecified
- 13% Consultant
- 6% National Oil Company
- 2% Retired
- 2% Academia
- 1% Government Agency

Readers by Job Focus



- 41% Engineer
- 20% Manager
- 13% Executive
- 12% Unspecified
- 5% Consultant
- 4% Geologist or Geophysicist
- 2% Educator
- 2% Superintendent or Foreman
- 1% Student

Advertise in *JPT* – The Publication of Choice

JPT has been one of the most widely read upstream magazines in the world, for more than half a century.

When decision makers look for practical solutions to their E&P problems and for the latest information on new upstream technology, their publication of choice is *JPT*.

JPT should be your choice for delivering your advertising message to the global oil and gas industry.

The benefits of advertising in *JPT*

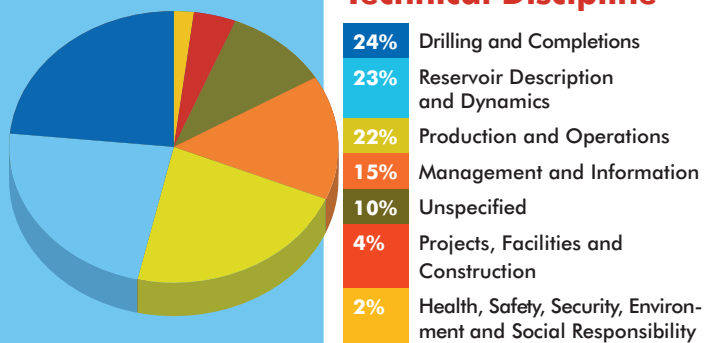
- *JPT* has the largest circulation and lowest ad-page rate of any E&P publication, offering the lowest cost-per-thousand to reach potential buyers.
- *JPT* offers the largest international circulation of any upstream oil and gas publication. To ensure timely delivery, *JPT* airmails every issue to subscribers outside of North America.
- *JPT* reaches the entire universe of key buyers and decision makers, including drilling and production engineers, technical field support engineers, operations personnel, R&D specialists, managers and top executives.



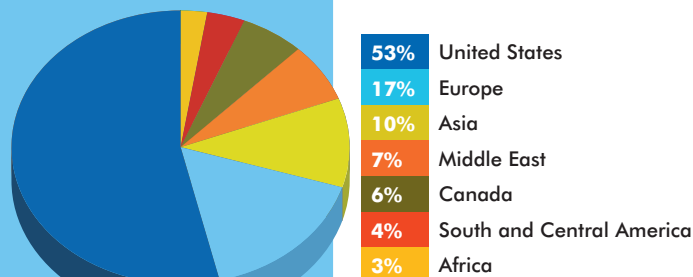
“It answers many of my technical questions and guides me to excellent companies in the oil field to benefit from their expertise or products.”

— Engineer, Middle East

Readers by Technical Discipline



Worldwide Distribution



JPT Authoritative Editorial Content

JPT is the most comprehensive and trusted E&P technology resource today. JPT's 36-member Editorial Board and JPT's editorial staff have first access to the more than 1,500 technical papers written annually for SPE conferences, and choose the most timely, innovative, and reliable technology to showcase in JPT. Readers looking for greater detail on any of the papers highlighted in JPT need only to turn to JPT Online (www.spe.org/jpt), where the full reports behind the digests are posted.

JPT covers the entire breadth and depth of the upstream industry, with timely reports on emerging technology and new products, in-depth feature stories on technology applications and ground-breaking projects, and commentary from leading oil and gas industry executives.

JPT's other dynamic content includes

- **Technology Update**
Reports on the latest technology breakthroughs
- **Technology Applications**
Information on the latest products and tools
- **Case Studies**
In-depth looks at how operators and service companies apply technology in the field
- **Guest Editorial**
Insight and opinion from petroleum professionals around the world
- **Q&A**
Interviews with key executives in the global oil and gas industry
- **Management**
Trends and best practices in running organizations

What JPT readers say

"The articles are so much more reliable than those in other industry magazines. The articles are also more informative and detailed in their explanation and support for the topic."

— US Consultant

JPT Editorial Staff

Editor **John Donnelly** has been covering the global oil and gas industry for 20 years. Prior to being named editor in August 2001, he was a senior editor at an international oil publishing company. He holds a journalism degree from the University of Texas at Austin.

Technology Editor **Dennis Denney** came to JPT in 1996 after more than 20 years in the industry as a reservoir engineer and consultant. A registered professional engineer in Texas and Oklahoma, he earned a BS degree in petroleum engineering from Texas A&M University.

Assistant Technology Editor **Karen Bybee** joined JPT in 1997 after more than 20 years of experience in the industry. A registered professional engineer in Texas, she holds a BS degree in electrical engineering from the University of Texas at Austin.

Features Editor **Diane Langley** has been writing for trade and company oil and gas publications for more than 20 years. She specializes in covering new and developing technologies and holds a journalism degree from the University of Houston.

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Email: jdonnelly@spe.org

"The only journal that covers the most E&P activities."
— Engineer, major oil and gas company, Southeast Asia

2007 Editorial Calendar

Issue	Topics	Bonus Distribution
January	Mature Field Revitalization EOR/IOR Well Intervention and Control	<ul style="list-style-type: none"> • SPE Hydraulic Fracturing Technology Conference, College Station, Texas, 29–31 January
February	Drilling and Cementing Technology Offshore Facilities: Construction and Design Well Testing	<ul style="list-style-type: none"> • SPE/IADC Drilling Conference, Amsterdam, 20–22 February • Middle East Oil and Gas Show and Conference, Bahrain, 11–14 March
March	Hydraulic Fracturing Production Operations High-Pressure/High-Temperature Challenges	<ul style="list-style-type: none"> • SPE/ICoTA Coiled Tubing and Well Intervention Conference and Exhibition, The Woodlands, Texas, 20–21 March • AAPG Annual Meeting, Long Beach, California, 1–4 April • SPE Latin American and Caribbean Petroleum Engineering Conference, Buenos Aires, Argentina, 15–18 April
April	Offshore Drilling and Completion Natural Gas Technology/Monetization Heavy Oil	<ul style="list-style-type: none"> • SPE Digital Energy Conference, Houston, 11–12 April • Offshore Technology Conference, Houston, 30 April–3 May
May	Formation Evaluation (Tools and Petrophysics) Artificial Lift Wellbore Tubulars	<ul style="list-style-type: none"> • European Formation Damage Conference, 30 May–1 June Scheveningen, The Netherlands
June	Deepwater Exploration and Production Reservoir Simulation and Visualization Coiled Tubing Applications	<ul style="list-style-type: none"> • SPE EUROPEC/EAGE Conference and Exhibition, London, 11–14 June
July	Well Stimulation Multilateral/Extended Reach Health, Safety and Environment	
August	Intelligent Field Technology Subsea Technology Unconventional Recovery	<ul style="list-style-type: none"> • Offshore Europe, Aberdeen, 4–7 September
September	Completions Today Reservoir Performance and Monitoring Wellbore Integrity, Sand Management and Frac Pac Field Development Projects	<ul style="list-style-type: none"> • SEG International Exposition and 77th Annual Meeting, San Antonio, Texas, 23–27 September • SPE Asia Pacific Oil and Gas Conference and Exhibition, Jakarta, 30 October–1 November
October	SPE 50th Anniversary Commemorative Issue 	
November	Horizontal and Complex-Trajectory Wells Drilling and Completion Fluids Gas Production Technology Tight Reservoirs	<ul style="list-style-type: none"> • SPE Annual Technical Conference and Exhibition, Anaheim, California, 11–14 November • International Petroleum Technology Conference, Dubai, 4–6 December
December	Production/Facilities Reserves/Asset Management Bit Technology and Bottomhole Assemblies Knowledge Management and Training	

“Articles and advertising in *JPT* are well-written and informative on the latest technologies and practices used in the industry.”
— Engineer, independent oil and gas company, USA

“Keeps me up to date on the successes and latest trends.”
— Executive, independent oil and gas company, USA

“Articles are generally relevant and cover new technology. In fact, I have contacted a company after reading an article to find out more about their tools. Up to date with what’s happening in the industry worldwide.”
— Engineer, major oil and gas company, Northern Europe



EFFECTIVE 1 JANUARY 2007

Ad close 5th of month prior to publication

Materials due 10th of month prior to publication

Submit JPT ad materials to

Mary Jane Touchstone

Technical Publications
Production Manager

222 Palisades Creek Drive
Richardson, Texas 75080 USA

Tel: +1.972.952.9351
Fax: +1.972.952.9358

Email: mtouchstone@spe.org

FTP Address

Host: prodftp.spe.org
User ID: prod
Password: spe
Directory: in

Please wait until your file upload is complete, and then contact Mary Jane Touchstone with your filename and location.

JPT Online

Download PDFs of

- JPT Media Planner
- SPE Insertion Order/Space Contract
- Employment Specifications and Rates
- Professional Services Rates
- Technical Publications Media Planner

at www.spe.org/jpt.

JPT Employment & Professional Services Ads

Please contact Mary Jane Touchstone for information about employment and professional services ads.

Technical Specifications

Preflighted PDF/X files created in QuarkXPress or InDesign with fonts embedded are preferred. Images should be CMYK or grayscale, TIFF or EPS files, with a minimum of 300 dpi at 100%. Keep all text, logos, and important graphics a minimum of 1/4 inch (6 mm) inside from the trim. Bleeds should extend 1/8 inch (3 mm) beyond the trim. A low-resolution PDF Proof is required for all ads unless you are already submitting a high-resolution PDF.

2007 JPT Advertising Rates

All rates listed in US Dollars.

	1x	3x	6x	12x	18x	24x	36x
Black & White Space Rates							
Double Page Spread	\$10,420	\$10,205	\$9,945	\$9,425	\$9,380	\$8,940	\$8,480
Full Page	\$5,210	\$5,110	\$4,970	\$4,715	\$4,690	\$4,465	\$4,240
2/3 Page	\$4,050	\$3,835	\$3,740	\$3,555	\$3,540	\$3,365	\$3,190
1/2 Island	\$3,585	\$3,490	\$3,400	\$3,235	\$3,230	\$3,060	\$2,895
1/2 Page	\$3,205	\$3,115	\$3,025	\$2,880	\$2,800	\$2,725	\$2,590
1/3 Page	\$2,080	\$2,055	\$2,000	\$1,890	\$1,875	\$1,775	\$1,685
1/4 Page	\$1,600	\$1,560	\$1,530	\$1,480	\$1,430	\$1,365	\$1,305
1/6 (Resources)	\$580	\$550	\$525	\$500	\$495	\$470	\$440

Color Rates

Black and each additional color \$725 • 4-color \$1,500 • Spread \$2,250

Special Positions Premium Charges

Cover 4	\$6,450	\$6,285	\$6,120	\$5,825	\$5,790	\$5,500	\$5,220
Cover 2	\$6,050	\$5,880	\$5,745	\$5,400	\$5,425	\$5,315	\$5,165
Cover 3	\$5,635	\$5,490	\$5,355	\$5,075	\$5,050	\$4,790	\$4,560

Editorial	\$660 additional: Opposite Contents Page 2, 1/3 page (V), Contents Page 2 \$550 additional: Opposite Performance Indices, Regional Update, Comments, Guest Editorial, President's Column, Technology Applications, Techbits, Company News, Tech Update.						
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Specialty Programs Contact your JPT sales representative for details and quotes concerning online advertising and inserts (bound-in, tabbed, loose, tip-in).

Agency Commission 15% for all recognized agencies. Cash discount: 2/15 (2% if paid within 15 days of billing), net 30, gross 60. Agencies and advertisers are jointly and separately liable for payment of any amount invoiced. Payment accepted in US dollars only.

2007 JPT Advertising Sizes

	Size (inches)	Size (mm)	Bleed Size (inches)	Bleed Size (mm)
Trim Size	8 1/8 × 10 7/8	206 × 276		
Full Page	6 13/16 × 10	173 × 254	8 3/8 × 11 1/8	213 × 283
Double Page Spread	16 1/4 × 10 7/8	413 × 276	16 1/2 × 11 1/8	419 × 283
2/3 Vertical	4 7/16 × 9 9/16	113 × 243		
1/2 Island	4 7/16 × 7 1/2	113 × 191		
1/2 Vertical	3 1/4 × 9 9/16	83 × 243	4 1/8 × 11 1/8	105 × 283
1/2 Horizontal	6 13/16 × 4 7/8	173 × 124	8 3/8 × 5 7/8	213 × 149
1/3 Vertical	2 1/8 × 9 9/16	54 × 243	2 7/8 × 11 1/8	73 × 283
1/3 Square	4 7/16 × 4 7/8	113 × 124		
1/4 Page	3 1/4 × 4 7/8	83 × 124		
1/6 (Resources)	2 1/8 × 4 3/8	54 × 111		



Society of Petroleum Engineers

www.spe.org/jpt

Advertise in one of these SPE technical journals

– the peer-approved knowledge source for oil and gas professionals.

EFFECTIVE 1 JANUARY 2007

Ad close 16th of month prior to publication

Materials due 21st of month prior to publication

SPE Journal

Published March, June, September, December

A leading source of information for the most recent developments in petroleum engineering. Articles cover both theoretical and practical aspects of oil and gas E&P activities and are useful to practicing engineers as well as researchers.

SPE Reservoir Evaluation & Engineering

Published February, April, June, August, October, December

Presents papers that assist in the integration of reservoir studies, including reservoir characterization, geology and geophysics, core analysis, well logging, well testing, reservoir management, enhanced oil recovery, fluid mechanics, performance prediction and reservoir simulation.

SPE Projects, Facilities & Construction (online only)

Published February, May, August, November

An electronic-only journal designed to meet the needs of professionals working in surface facilities design, project management, operations and abandonment of onshore and offshore facilities.

SPE Production & Operations (formerly SPE Production & Facilities)

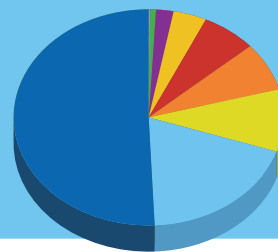
Published February, May, August, November

An invaluable source of technical and field reports on acidizing, artificial lift, downhole equipment, drillstem testing, formation damage control, fracturing gas production, gas storage, measurement of production streams, multiphase flow, pipelines, sand control, workovers and production logging, optimization, metering and control systems.

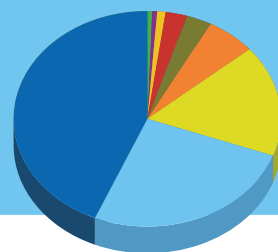
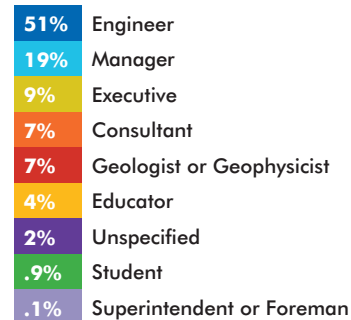
SPE Drilling & Completion

Published March, June, September, December

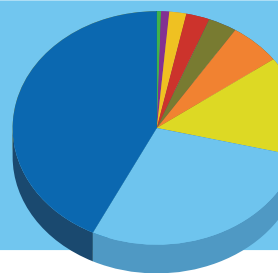
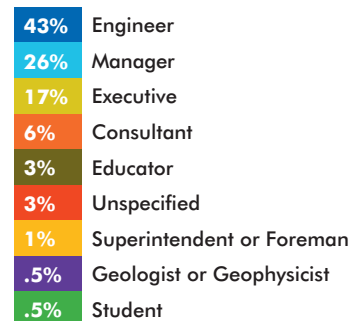
The premier industry publication for petroleum professionals involved in such areas as horizontal/directional drilling, sand control, drilling fluids, bit technology, well control, perforating, cementing and drilling operations.



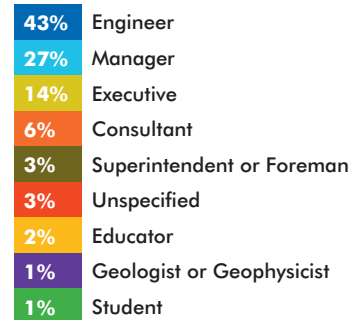
SPE Reservoir Evaluation & Engineering



SPE Projects, Facilities & Construction



SPE Drilling & Completion



2007 Technical Journals Advertising Rates

All rates listed in US Dollars.

	1x	3x	6x	12x	18x	24x	36x
Black & White Space Rates							
Full Page	\$1,750	\$1,710	\$1,685	\$1,580	\$1,540	\$1,500	\$1,455
1/2 Page	\$1,150	\$1,120	\$1,090	\$1,035	\$1,010	\$980	\$950
1/4 Page	\$700	\$680	\$660	\$640	\$620	\$605	\$590
Cover 4	\$2,695	\$2,630	\$2,560	\$2,430	\$2,370	\$2,310	\$2,240
Cover 2	\$2,525	\$2,505	\$2,490	\$2,370	\$2,310	\$2,250	\$2,185
Cover 3	\$2,500	\$2,480	\$2,465	\$2,350	\$2,255	\$2,195	\$2,140

Color Rates

Black and each additional color \$600 • 4-color \$1,095 • 4-color Spread \$1,645



SPE's 50th Anniversary

The year 2007 marks the 50th anniversary of SPE. The October issue of *JPT* will be devoted solely to the Society's and the oil and gas industry's history, growth, accomplishments and future direction. Advertising space for this special keepsake edition is available now.



Society of Petroleum Engineers
www.spe.org/jpt

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