



2012 *OGJ* Advertising Rates*

(All prices are in US dollars.)

Monthly Print Edition

4-Color Process	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	13,850	13,505	13,065	12,695	12,185	11,775	11,425	11,220
2/3 Page	10,745	10,485	10,120	9,805	9,490	9,175	9,030	8,860
1/2 Page	9,065	8,840	8,520	8,390	8,105	7,915	7,780	7,435
1/3 Page	7,075	6,900	6,745	6,610	6,410	6,290	6,015	5,975
1/4 Page	6,190	6,035	5,910	5,815	5,650	5,555	5,340	5,270
1/6 Page	5,090	4,995	4,935	4,825	4,720	4,650	4,455	4,435
Full Page Spread	20,350	20,005	19,565	19,195	18,685	18,275	17,925	17,720
1/2 Page Spread	15,565	15,340	15,020	14,890	14,605	14,415	14,280	13,935

Premiums for Cover and Other Positions

Inside Front Cover	1,265
Inside Back Cover	575
Back Cover	1,330
Island	575

Discounts

Black & White	2,690
2 Color	1,310

Bellyband

Printed on 70-lb. stock, at 5.5" high x 17.75" wide

16,500 (net price with purchase of a full-page ad in the print edition)

For special advertising options, including inserts, supplements, CD or DVD inserts, or to have these options included in one of the Signet Ad Readership studies, please consult your advertising representative for details and pricing. For information regarding Classified Advertising options and rates, please email sales@ogj.com.

Weekly Digital Edition

	Print Advertisers	Non-Print Advertisers
Full Page	2,120	2,940
1/2 Page	1,765	2,355
1/3 Page	1,415	1,765
Digital Bellyband	8,625	11,980
Digital Ad Cover	3,500	5,000

Petroleum Industry Maps and Posters

Single Unit	4,750
Double Unit	8,500
Triple Unit	12,500
Full Bottom Unit	25,000
Full Top Unit	27,000
Single Sponsor	48,000

For specifications and submission methods, contact Stan Terry at +1 713 963 6208, stant@pennwell.com or contact your local *OGJ* representative.

* Prices include four-color and are gross, subject to the 15% agency commission allowance, unless otherwise noted.