

## Webcasts

As the foremost authority on the oil and gas industry, *OGJ.com* webcasts provide qualified leads and position your company as a market leader.

Sponsor an event or create your own, leveraging Microsoft PowerPoint and/or video. Special testing and certification options are also available.

### Live Event Overview

- Up to one hour in length.
- Live and interactive environment, including Q&A.
- Audience polling capabilities.
- Unlimited audience size.
- Personalized introduction and wrap-up message.

### Marketing and Promotion

- OGJ.com* homepage promotion.
- Email promotion to a highly targeted segment of the *OGJ* email database.
- Promotion in all relative *OGJ* eNewsletters.
- Reminder email messages sent to registrants 24 hours and 30 minutes in advance.

### Lead Generation and Reporting

- Minimum 150-registrant guarantee.
- Full contact information reported for all registrants.
- Breakdown of on-demand users and live attendees.
- 24/7-protected access to registration database.

### Post Event

- On-demand archive available within 24 hours of live event.
- Event archived on *OGJ.com* for six months.

### Advertising rates:

- Single Sponsorship – pricing starts at \$18,500
- Multi-Sponsored Editorial – \$10,000/sponsor



## Email Marketing

Targeted email marketing provides one of the highest ROI of any online option available today. Reach your key prospects with an email blast to a highly targeted segment of the *Oil & Gas Journal* email database.

- Advertiser rate: \$450 per thousand
- Non-advertiser rate: \$550 per thousand

## Market and Brand Awareness Surveys

Use the *OGJ* email database to research the industry's perception of your brand or your competitors'. Blind or branded surveys provide a wealth of information to assist in your organization's decision making and growth.

Contact your sales representative for current pricing.



29  
14  
145  
462  
25  
N  
533  
0.  
2.  
189.  
14.  
9.0  
2,566.2  
NA  
56.8  
830.0  
297.2  
15.5  
NA  
NA  
2,121.7  
98.9  
512.0  
NA  
112.4