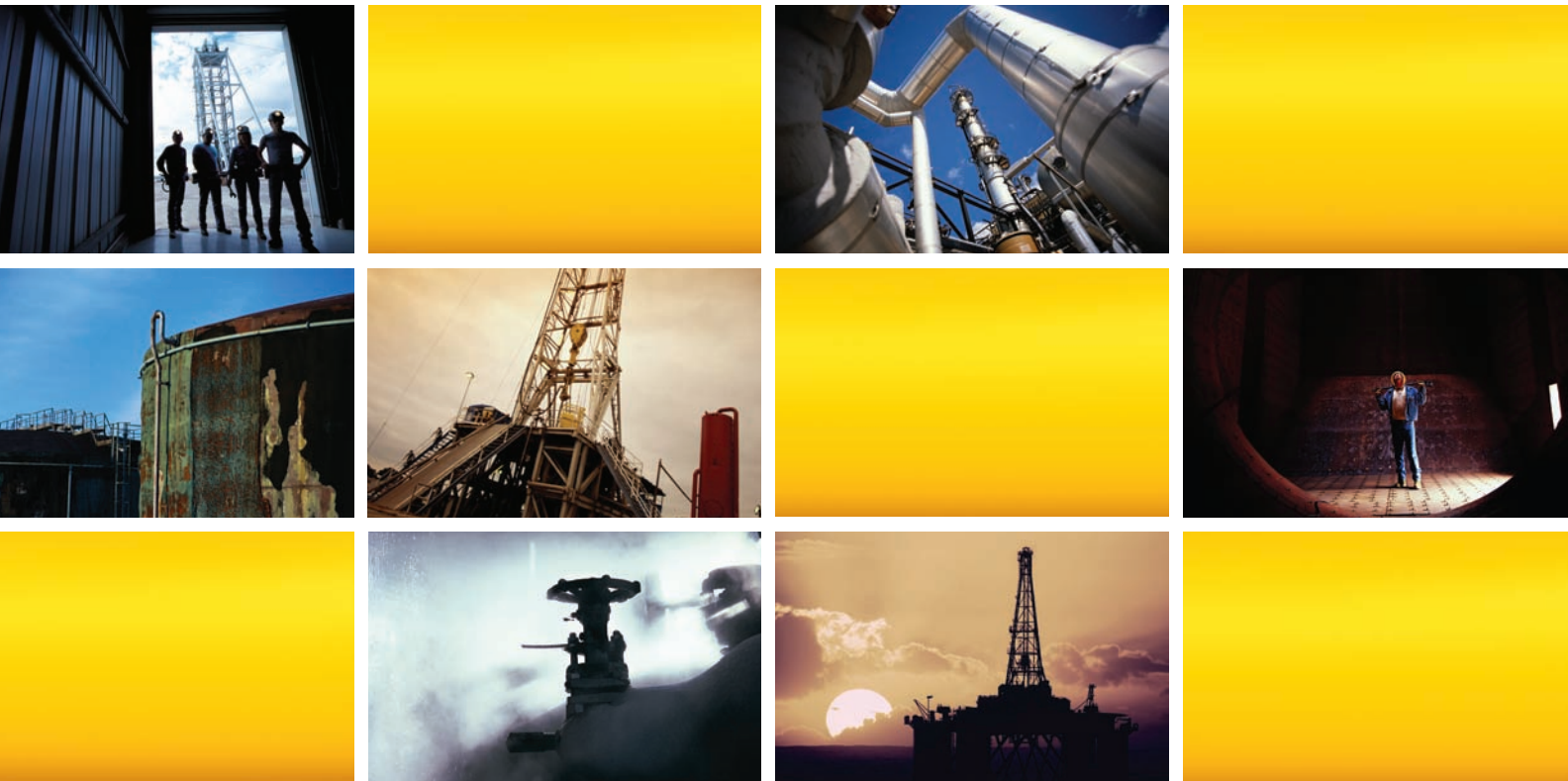


Oil, Gas & Petrochem **EQUIPMENT**®

2011 Media Information



More Leads. More Sales. More Profit.

PennWell®

PennEnergy® | ogpe.com
— products

Your source for top quality sales leads and web traffic

Since 1910, PennWell has been the leader in coverage of and service to the worldwide petroleum industry. Oil, Gas & Petrochem Equipment and **OGPE.com** now in its 57th year, reaches key purchasing decision makers. **OG&PE** is the brand buyers and specifiers look to for new upstream, midstream, and downstream products and services.

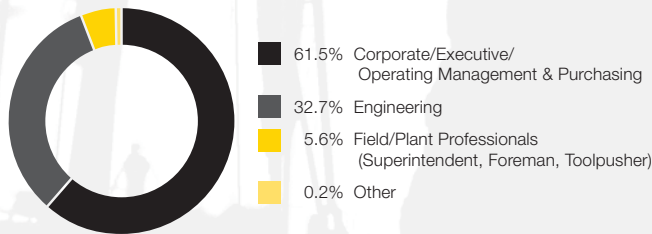
96%* of **OG&PE** subscribers requesting advertising and/or editorial information indicate they specify, recommend, approve, and/or purchase equipment, products, systems, and services.

OG&PE is a print and digitally delivered monthly publication. We also offer a portfolio of online and digital products allowing you to target your most qualified prospects including a monthly Equip Alert E-Newsletter, Online Banner Advertising, Online Buyers Guide, Webcasts, White Paper Hosting, Video Advertising and Custom E-Mail List Rentals.

OG&PE and **OGPE.com** engage global buyers to provide you more leads, more sales, and more profit.

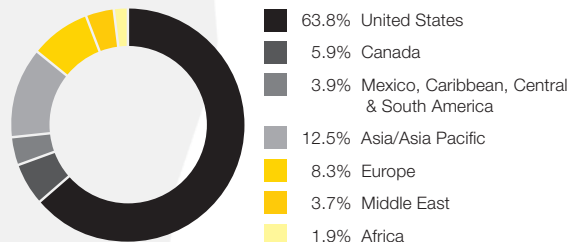
30,000 Qualified Worldwide Subscribers

OG&PE QUALIFIED SUBSCRIBERS



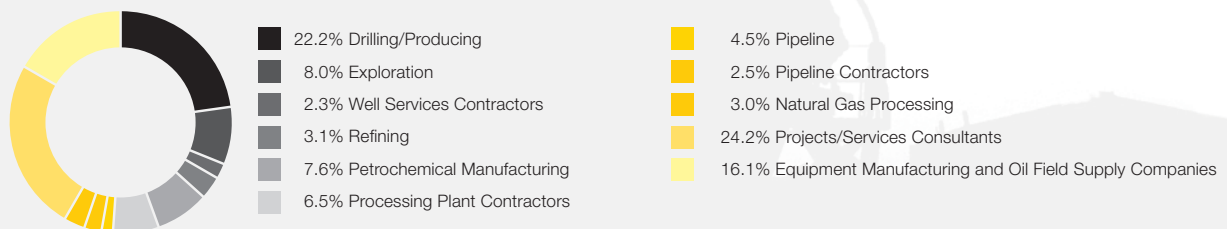
Source: BPA June 2010 Circulation Statement

GEOGRAPHIC BREAKOUT: 30,000 QUALIFIED SUBSCRIBERS



Source: BPA June 2010 Circulation Statement

CIRCULATION BY BUSINESS & INDUSTRY



Source: BPA June 2010 Circulation Statement



*Publisher's own data

2011 OG&PE Advertising Rates

Frequency	1X	3X	6X	9X	12X	18X	24X
Tabloid Pages (10.5x15) four-color							
Full Tabloid Page	11,207	10,807	10,422	10,048	9,690	9,341	9,006
2/3 Tabloid Page	9,606	9,261	8,928	8,299	8,001	7,713	7,500
1/2 Tabloid Page	8,236	7,939	8,257	7,378	7,112	6,855	6,608
1/3 Tabloid Page	5,924	5,709	5,500	5,298	5,105	4,918	4,737
1/2 Tabloid Spread	16,473	15,879	15,310	14,756	14,224	13,710	13,216
Full Tabloid Spread	22,414	21,614	20,843	20,097	19,378	18,684	18,012
Standard Pages (7x10) four-color							
Jr Full Page	10,132	9,837	9,553	9,280	9,015	8,760	8,513
Jr 2/3 Page	7,537	7,333	7,136	6,947	6,764	6,588	6,417
Jr 1/2 Page	5,880	5,735	5,594	5,460	5,329	5,202	5,080
Jr 1/4 Page	4,018	3,936	3,859	3,785	3,713	3,643	3,576
Jr 1/3 Page	4,833	4,723	4,618	4,517	4,421	4,325	4,235
Jr 1/6 Page	3,279	3,224	3,172	3,121	3,072	3,025	2,979
Jr 1/2 Page Spread	11,760	11,468	11,189	10,919	10,658	10,405	10,162
Jr Full Page Spread	20,262	19,676	19,106	18,559	18,029	17,520	17,026

Color Rates:	4-color	\$1,665
	2-color	\$1,279
	1-color	\$ 562

Standard colors: magenta, cyan, process yellow
Use of PMS recommended for matched color

Mechanical Data

Magazine Trim Size: 10 1/2" x 15"

Tabloid Page

Live Area: 9.25" x 13"
Trim: 10 1/2" x 15"
Bleed: 10 3/4" x 15 1/4"



2/3 Tabloid Page (Vertical)
Live Area: 6.25" x 13"



Junior Page Spread
Live Area: 14" x 10"



Junior Page
Live Area: 7" x 10"

2/3 Tabloid Page (Horizontal)
Live Area: 9.5" x 8.6"



1/2 Tabloid Page (Vertical)
Live Area: 4.625" x 13"
Bleed: 5.125" x 15.25"



2/3 Junior Page
Live Area: 4.5" x 9.75"



1/2 Junior Page Island
Live Area: 4.5" x 7.375"

1/2 Tabloid Page (Horizontal)
Live Area: 9.25" x 6.5"
Bleed: 10.75" x 7.875"



1/3 Tabloid Page (Square)
Live Area: 6.25" x 6.5"



1/2 Junior Page (Vertical)
Live Area: 3.375" x 9.75"



1/2 Junior Page (Horizontal)
Live Area: 7" x 4.875"

1/3 Tabloid Page (Vertical)
Live Area: 3" x 13"



1/3 Tabloid Page (Horizontal)
Live Area: 9.5" x 4.125"



1/3 Junior Page (Vertical)
Live Area: 2.25" x 9.75"



1/3 Junior Page (Square)
Live Area: 4.5" x 4.875"

All text, logos, borders and boxes that do not bleed should stay within the live area.



1/4 Junior Page (Vertical)
Live Area: 3.325" x 4.875"



1/4 Junior Page (Horizontal)
Live Area: 7" x 2.3125"



1/6 Junior Page (Vertical)
Live Area: 2.25" x 4.875"

All advertising rates are published as gross rates.

2011 Editorial Calendar, Closings,

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Magazine Schedule						
Special Report	Health, Safety, Security, Environmental, Pollution Control	Midstream Processing	Flow Measurement, Control, Metering, Automation	Drilling, Production, Well Services	Pipeline, Storage, Filtration, Separation	Valves & Actuators with Oil Sands Showcase
Report Summary	To protect, safeguard, and secure personnel, capital investments, and upstream, midstream, downstream environments	Refining, petrochemical manufacturing, and gas processing advancements	What's new to move, meter, prove, control, and automate the flow of oil and gas	Newest developments to drill for and produce oil and gas onshore and offshore	Interrelated movement and storage specialties: detectors, provers, meters, coalescers, inventory controls	Designs that open and close petroleum flow and the products that automate them
Ad Close Date	December 28, 2010	January 28, 2011	March 3, 2011	March 30, 2011	April 28, 2011	May 30, 2011
Ad Materials Due	January 6, 2011	February 4, 2011	March 10, 2011	April 5, 2011	May 5, 2011	June 6, 2011
Bonus Distribution	Subsea Tie-Back, San Antonio; DOT: Deep Offshore Technology, New Orleans	NACEpo, Houston; NPRA Petrochem, San Antonio		Offshore Technology Conference, Houston	Independent Liquid Terminals Association Tradeshow, Houston	Oil Sands & Heavy Oil Recovery Exhibition, Calgary
Manufacturer & Services Provider Profiles			Profiles showcase of manufacturers and service providers. Advertorials on their products, services, case histories, capabilities in OG&PE's unique advertising/editorial mix.			
e-Newsletter Schedule						
	Equip-Alert, Pre-NACEpo, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, Pre-OTC, last Thursday of the month	Equip-Alert, Pre-ILTA, last Thursday of the month	Equip-Alert, Pre-Oil Sands, last Thursday of the month

Oil, Gas & Petrochem Equipment is mailed on the 20th of each month.



Value-Added Benefits

Reader Response Program

OG&PE's Reader Response Program has been praised by advertisers over the years. It's a free service for you as an advertiser. Perhaps its greatest value is we send you only those leads that come from your advertisements and editorial reviews. We do not send you the names of readers who have not asked for your information. No competitors or other companies reap the benefits of your advertising.

eResponse Program

Our proactive and innovative email program helps increase lead volumes for advertisers. eResponse is a free email delivery of the latest issue's reader response offerings. An electronic card is sent to subscribers who instantly generate direct leads by clicking on the company link, product link or by requesting more information. Leads are then delivered to the advertiser in a single, easy to use lead package, either electronically or via printed labels.

Bonus Distribution, E-Newsletters

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Primer Movers: Pumps, Compressors, Engines, Motors	Maintenance, Retrofit, Overhaul, Plant Operations	Instrumentation & Controls	Software	Refining, Petrochem, Gas Processing	Natural Gas Production, Pipelining, Processing
Annual showcase of oil industry "workhorses" that power oil operations	Preventive, predictive, turnaround, retrofit, overhaul configurations	Up/mid/downstream devices, detectors, sensors, systems, and technologies	For drilling, production, processing, pipeline, storage, maintenance, HSSE, asset management	Equipment, products, systems, services for midstream operations	For control, movement, metering, transfer, monitor, safety, Maintenance
June 29, 2011	July 29, 2011	August 31, 2011	September 29, 2011	November 2, 2011	November 30, 2011
July 7, 2011	August 4, 2011	September 6, 2011	October 6, 2011	November 9, 2011	December 5, 2011
Turbomachinery Symposium, Houston	Oil & Gas Maintenance Technology, Galveston; Offshore Europe, Aberdeen, Offshore Middle East	SPE Annual Meeting, Denver; LAGCOE, Lafayette; Unconventional Gas TBA	Profiles showcase manufacturers and service providers. Advertorials on their products, services, case histories, capabilities in OG&PE's unique advertising/editorial mix.	World Petroleum Congress, Doha; Power-Gen, Las Vegas	
Equip-Alert, last Thursday of the month	Equip-alert, Pre-Turbomachinery; Pre-OGMT, last Thursday of the month	Equip-Alert, Pre-SPE; Pre-LAGCOE, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month	Equip-Alert, last Thursday of the month

Manufacturer & Service Provider Profiles

OG&PE's March and October issues offer a company profile opportunity. Purchase a full-junior page ad, fill the remaining tabloid page space with your "advertorial." Purchase a full-tabloid page, receive the entire facing page with your "advertorial". Utilize this great opportunity to showcase your products, services, case histories, and technology breakthroughs – in your own words.

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Please Call to Receive Your **FREE 9th Hardbound Edition, The Complete Pressure, Strain and Force Handbook and Encyclopedia™**
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Over 1600 Full Color Pages Pressure, Strain and Force Products!

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OMEGA PRESSURE AND STRAIN MEASUREMENT

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MINIATURE PORTABLE DEW POINT TESTER MAKES HUMIDITY MEASUREMENTS EASIER THAN EVER

NEW! MINIATURE PORTABLE DEW POINT TESTER MAKES HUMIDITY MEASUREMENTS EASIER THAN EVER

Product & Business Profile: OMEGA Engineering

OMEGADYNE™ LOAD CELLS AID WELLHEAD DESIGN

Now in its 3rd generation, this puppy's pedigree is still best-of-breed.

WIRELESS TRANSMITTER/RECEIVER SET ELIMINATES CABLES AND CONNECTS

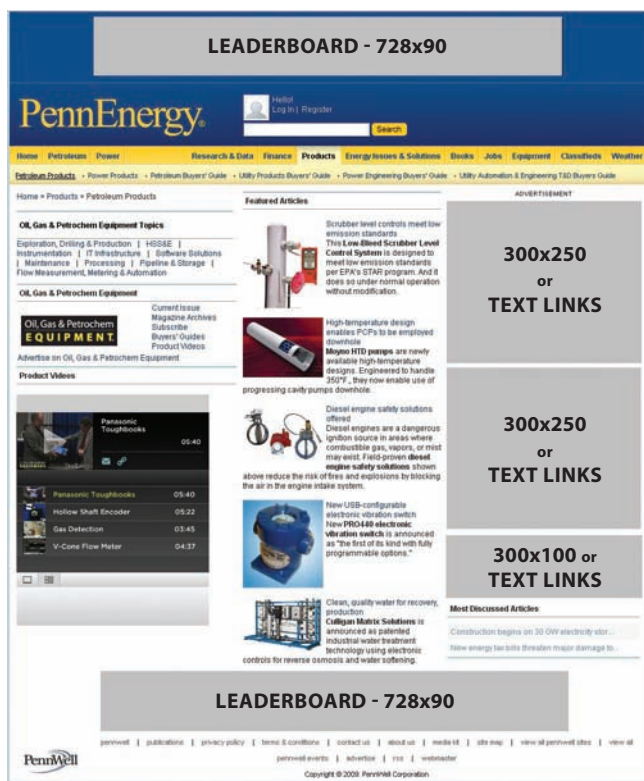
Online Advertising / e-Newsletters

PennEnergy Products Advertising

PennEnergy Products targets global energy professionals with a look at the newest equipment, products, systems, and services for the energy industry.

PennEnergy Products and Oil, Gas & Petrochem Equipment

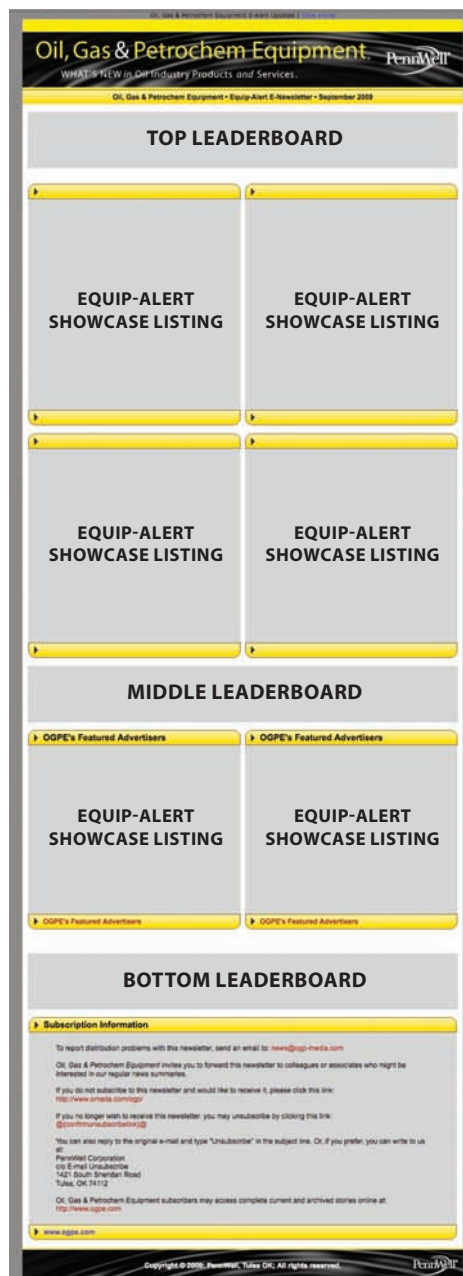
Page Peel	\$2,000/mo
Leaderboard	\$1,600/mo
300 x 250 or text links (First Position)	\$1,500/mo
300 x 250 or text links (Second Position)	\$1,350/mo
300 x 250 or text links (Third Position)	\$1,200/mo



Oil, Gas & Petrochem Equipment Equip-Alert E-Newsletter

OG&PE Equip-Alert is delivered monthly to 30,000 qualified petroleum professionals featuring the newest, cutting-edge product and service developments.

Top Leaderboard	\$1,200/mo
Showcase Listing (12 positions available)	\$1,000/ea
Middle Leaderboard	\$1,000/mo
Bottom Leaderboard	\$900/mo



DIGITAL COVER SPONSORSHIP – EXCLUSIVE

Digital magazine front page sponsorship offers high visibility branding through exclusive placement next to the front cover on all 12,000+ digitally delivered OG&PE issues of our 30,000 global circulation.

Rates: \$1,500/issue

All advertising rates are published as gross rates.

Lead Generation

PennEnergy Buyers Guide

The PennEnergy Buyers Guide allows users worldwide to gain targeted, timely and valuable information through real-time comparisons of products, online interaction with suppliers and peers plus access to relevant content from industry brands. Unlike broad search engines or other websites, the PennEnergy Buyers Guide is specifically designed to enhance, expedite and complete the buying process while providing users with indispensable user comments, industry news and analysis.

Three package options are available giving everyone an option for meeting their budget and marketing objectives. Our most comprehensive option, the All-Access package, offers your company its own microsite, or mini-website.

	Select	Select Plus	All Access
Package Pricing	\$495	\$995	\$5,995*
Company Listing (no email address)	✓		
Company Listing (with email capability)		✓	✓
Company Description (# of words)	30	30	Unlimited
Categories	5	7	10
Company Logo	✓	✓	✓
Email Lead Generation & Reporting		✓	✓
Featured Listing in Search Returns	✓	✓	✓
Product Listings (model name, etc.)	5	7	10
Product Description (# of words)	30	30	100
Product Photos	✓	✓	✓
Product Downloadable Files			5
Product Videos			5
Product Comparison Feature	✓	✓	✓
Additional Product Cost	\$99	\$99	\$99
Company-Branded Expanded Profile			✓
Event Listings			5
Press Releases			5
Downloadable Files (white papers, etc.)			5
Videos			5

All advertising rates are published as gross rates.

Webcasts

- Vendor Sponsored
- Continuing Education / Certification
- Editorial

Generate sales leads and raise awareness with an audience that registers to participate in an educational industry event. Sponsor an event or create your own, leveraging PowerPoint and/or Video, plus a testing and certification option. Webcasting products are highly interactive with global reach, a twelve-month archive, and 24/7 access to a complete registrant report.

SINGLE SPONSORSHIP

\$15,000 - \$18,000

MULTI-SPONSORED

\$5,885 - \$8,885

Email List Rentals

Gain direct access to highly targeted prospects when you rent the PennEnergy email list. With email addresses from all segments of the industry, you can identify your best prospects and deliver your message directly to them.

\$425/thousand for current advertisers

\$525/thousand for non-advertisers

White Papers

Generate sales leads and raise awareness for your company with PennEnergy White Paper postings. You may sponsor content or submit your company's content and receive detailed reports about who reads them and how often. White Paper sponsorship also provides you additional exposure with search prioritization and logo recognition.

REPORTING AND LEAD GENERATION

- Prospective lead reports emailed monthly
- Full contact information for prospects including customer name, business title, email address, mailing address, and phone number

SEARCH

- White Paper content, title, abstract and vendor information is completely searchable providing easy access and increased exposure to your paper. Search capabilities are available throughout PennEnergy.com.

BASIC WHITE PAPER POSTING

\$500/mo

Includes up to five White Papers

PREMIUM WHITE PAPER SPONSORSHIP

\$1,000/mo

Includes up to five White Papers plus additional marketing support and exposure

- Receive maximum brand and White Paper recognition on PennEnergy.com for the duration of your contract through search prioritization, logo placement, leaderboard advertisements, company information including your email address and website links.

Pay for Performance Campaigns

Pay only for the leads generated through PennEnergy promotion of your white paper, case study, etc. Rate is dependent upon the criteria for lead qualification.

WWW.OGPE.COM

Custom Video Advertising

Video Advertising

With the support of a PennEnergy full broadcast-quality video production crew, you can create a product demonstration or conduct a one-on-one interview with a PennEnergy.com editor at a tradeshow or the location of your choice. The final video will be posted on PennEnergy.com giving you valuable exposure to qualified industry buyers. Also included in the video packages are additional marketing efforts to help you promote your video. Call for package details and pricing.

Customer Provided Video

Provide a 3 – 5 minute video of your latest product information, company news, etc. to be posted on PennEnergy.com. - **\$588/mo**

Tradeshow Video

The package includes up to three days of online video and news coverage of your event and gives you the opportunity to extend and promote your event to a global audience. The video is produced by PennEnergy and distributed through post-event direct email promotions, driving video-viewer traffic to your website. Call for package details and pricing.

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