

**Complete Advertising Guide**

# Pipeline & Gas Journal

2 [Staff & Sales Representatives](#)

3 [About Pipeline & Gas Journal](#)

**PRINT:**

4 [Circulation](#)

5 [Inside PGJ](#)

6 [Advertising Rates & Specifications](#)

7 [Editorial Calendar](#)

8 [Buyer's Guide](#)

9 [Capabilities Guide](#)

10 [Product Showcase](#)

11 [Business Card Directory](#)

**ONLINE:**

12 [PGJ Website: pgjonline.com](#)

13 [E-Newsletter](#)

14 [Webinars](#)

15 [Pipeline Opportunities Conference](#)

16 [History of Oildom Publishing](#)

## 2011 Digital Media Kit



# Pipeline & Gas Journal

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## FOR QUALITY CUSTOM REPRINTS AND/OR E-PRINT PRODUCTS:

Foster Printing Service  
866-879-9144 or [sales@fosterprinting.com](mailto:sales@fosterprinting.com)

## PIPELINE & GAS JOURNAL

USPS 040-970 (ISSN 32-0188) is published monthly by Oildom Publishing Co. of Texas, Inc., 1160 Dairy Ashford, Suite 610, Houston, TX 77079. Circulation office: Knowledge Marketing Publishing Services, P.O. Box 47462, Plymouth, MN 55447-9865. ©Copyright 2010 by Oildom Publishing Co. of Texas, Inc. All rights reserved. No part of this publication may be transmitted or reproduced in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher. Subscription rates are: one year \$33, two years \$50 in the United States; one year \$60, two years \$90 in Canada; one year \$70, two years \$105 in all other countries. One year airmail is \$140. Current year single issue copies (pre-paid only): \$20 plus postage. Back issues one year old or more: \$20 plus postage. November Annual Pipeline Directory issue: \$75 plus postage. November Annual 500 Report \$25 plus postage. Cumulative editions of this publication are available in microfilm from University Microfilms Inc., 300 N. Zeeb Rd., Ann Arbor, MI 48106. Ph: (313) 761-4700 Periodical class postage paid at Houston, TX and additional mailing offices. Postmaster send address changes to: *Pipeline & Gas Journal*, P.O. Box 47462, Plymouth, MN 55447-9865.

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## The recognized authority on pipeline operations worldwide.



*Pipeline & Gas Journal* celebrated its 150<sup>th</sup> year of continuous publication in 2009 — a feat unmatched by any other energy publication. As we approach this anniversary we look forward to another milestone as well. In 2010, Oildom Publishing Company reached its 100<sup>th</sup> year of publishing to the pipeline market under three generations of family ownership.

In today's competitive worldwide market, it has been our commitment in producing the highest quality publications and maintaining our industry reputation that has allowed us to reach these milestones.

At a time when publishers are cutting editorial, sales, travel and support staff, *Pipeline & Gas Journal* is renewing its commitment to providing the highest quality editorial product in the market. It will continue to be at the forefront of our industry in reporting on the events and technology worldwide that drive this business.

Attending, speaking and exhibiting at over 25 meetings annually, *Pipeline & Gas Journal* is the most visible publication in the industry. Our editorial and sales staffs are known and respected industry wide, which provides us with a unique access to everyone in this market. The industry reads *Pipeline & Gas Journal* because it invests in the editorial content our subscribers need and want.

Readers don't have time to waste on anything less than top flight editorial, and because they read the magazine, they see your advertising.

Our goal is to partner with our customers in this industry, sharing the benefits of the relationships and reputations we have built over the years. *Pipeline & Gas Journal* offers you the best possible value for your marketing budget, and will for the next 150 years as well.

### Editor's Statement:

*Pipeline & Gas Journal* is written and edited to be of service to those involved in moving, marketing and managing hydrocarbons from the wellhead to the ultimate consumer. Properly built, maintained and operated pipelines are the safest, most efficient method of transporting energy. Our intention is to assist our readers in performing their jobs to the utmost of their abilities and knowledge by providing information required in the day-to-day operation of energy pipelines. Energy transportation is a very technical business that demands continual upgrading of skills and expertise.

*Pipeline & Gas Journal* will continue to serve its readers as it has since 1859: by showing how innovative companies successfully use technology, and cope with changes caused by forces inside as well as outside the industry.



### Editorial Staff:

**The finest, most experienced editorial staff in the industry...**



**Rita Tubb**, managing editor. 30 years energy writing experience and also serves as managing editor of *Underground Construction Magazine*.



**Lew Bullion**, senior editor. 30 years in the energy industry with Tenneco and other industry magazines, as well as senior editor of *Pipeline & Gas Journal*.



**Oliver Klinger**, publisher. Third-generation owner of Oildom Publishing Company, has over 35 years experience producing energy publications.



**Jeff Share**, editor. Jeff has over 30 years of journalism experience, the last eleven as editor of *Pipeline & Gas Journal*.



**Carol Freedenthal**, consulting editor. 30 years experience as an energy consultant in Houston. Carol contributes regular columns and in-depth analysis.



**Steven Barlas**, Washington editor. One of the most successful Washington freelance editors, Steven writes regular columns.

*The publisher of Pipeline & Gas Journal has assembled an expert team of energy industry editors and writers to provide readers with the most informative publication in the industry.*

## Circulation:

*P&GJ's* circulation is unmatched, both in number and quality. No other publication comes close to reaching 28,938 readers, and more importantly ALL of our readers have subscribed in writing to *P&GJ*. This provides the advertiser with an un-matched level of readership. Our list has always been audited and complete demographic information is provided.

We know exactly who ALL our readers are, and since they have requested to receive *P&GJ*, they read it!

A special export edition of *P&GJ* includes 13,745 subscribers, more than most other pipeline related publications total circulation. All international copies are air-freighted to the country of destination where they are put in the country's surface mail system. A costly endeavor that assures same time delivery worldwide. No wonder *P&GJ* is the number 1 publication — worldwide!

You can view Pipeline & Gas Journal's complete circulation statement at [www.pgjonline.com](http://www.pgjonline.com).

### Business/Occupational Analysis

Total including copies which include Export Edition advertising and/or editorial.

#### Classification by Business & Industry Qualified

	Non-Paid	%
1. Energy Transportation and Distribution Companies: Gas Utilities (LDC) (Distribution); Gas Pipelines (Transmission); Integrated Gas Utilities & Gas Pipelines (Transmission & Distribution); Pipelines other than Gas, Underground Gas Storage; Electric Utilities, Combined Gas/Electric Utilities; Gas Marketing, Sales & Energy Management; Gas Producers, Processors, Gatherers & Refiners; Industrial End Users; Generators, Cogenerators, Non-Gas/Electric Utilities. (a) Corporate, Company or City Officials including President, VP, CEO/CFO, Chairman, Owner, Principal, Partner, Director, Business Development, GM, Controller, Public Works Director, Administrator etc.; Buyer, Purchaser; Financial, IT and other Corporate, Company or City Officials.	4,723	16.0
(b) Sales and marketing personnel; other company executives	581	2.0
(c) Engineers, Managers and Superintendents	11,085	37.7
(d) Foremen, Consultants and other operating construction and maintenance personnel	1,421	4.82
2. Engineering, Consulting & Contracting Firms including: Gas Distribution, Mainline or Pipeline Contractors & Subcontractors; Engineering, Engineering Consulting Firms	8,460	28.8
<b>Total of Classifications 1 and 2</b>	<b>26,270</b>	<b>89.33.</b>
3. Equipment Manufacturers, Service and/or Supply Companies; Financial Services, Analysts, Legal, Insurance; Government, Regulators, Research Agencies; Educational Institutes, Industry Associations and others allied to the field	3,149	10.74.
4. Others Allied to the Field Other Paid Circulation Subscriptions Single Copy Sales		
<b>Total Qualified Circulation</b>	<b>29,419</b>	<b>100.0</b>

#### Total Average Qualified Paid & Non-paid Circulation

##### Average Qualified Paid Circulation

Individual .....	
Association .....	
Sponsored Individually Addressed.....	
Multi-Copy Same Addressee.....	
Single Copy Sales .....	

**Total Average Qualified Paid Circulation .....**

##### Average Qualified Non-Paid Circulation

Individual .....	29,387
Association .....	
Sponsored Individually Addressed.....	

**Total Average Qualified Non-Paid Circulation..... 29,387**

##### Average Non-Qualified Circulation

Non-Continuous Market Coverage Copies .....	
Allocated For Shows & Conventions .....	683
Miscellaneous, Including Staff Copies, See Par. 11(a).....	2,735

**Total Average Non-Qualified Circulation .....** 3,418

#### Qualified Paid & Non-paid Circulation by Issues & Qualified Non-paid Removals & Additions

2010 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	29,258		29,258	55	294
Feb.	29,328		29,328	918	988
Mar.	29,443		29,443	2,013	2,128
Apr.	29,356		29,356	87	
May	29,419		29,419	504	567
June	29,516		29,516	179	276
<b>Total</b>				<b>3,756</b>	<b>4,253</b>



Audit Bureau of Circulations

You can view the complete circulation statement by [clicking HERE.](#)

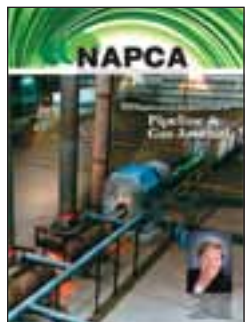
### Special Sections and P&GJ Exclusives:



Product Showcase  
Published in the February, June and October issues.



PPSA Special Pigging Section  
Published in the August issue.



NAPCA Supplement  
Published in the March issue.



Capabilities Guide  
Free matching editorial space. Published in the July issue.



Buyer's Guide  
The most comprehensive source for equipment, contractors, services, systems, manufacturers & suppliers.



Annual International/Offshore Report  
Published in the April issue.



Pipeline Scorecard  
Published in the November issue.



Line Pipe Tables  
Published in the December issue.

### In Every Issue:

**Editor's Notebook:** Every month, *P&GJ* editor Jeff Share offers his insider's perspective of events that impact, or have the potential to impact, virtually every sector of the energy industry.

**Newsreel:** The latest information from around the nation and the world affecting the energy transportation business, presented in a brief, concise format.

**Government Guidelines:** From Washington, D.C., *P&GJ* Contributing Editor Stephen Barlas keeps readers closely informed on all regulatory and legislative rulings and decisions that affect pipeline industry operations and economics along with reaction from industry association executives.

**Projects:** *P&GJ* maintains an ongoing watch on pipeline projects of all sizes either under way or in the planning stages, designed to bring oil and gas to consumers throughout North America and the rest of the world.

**Offshore Review:** Each month, *P&GJ* provides exclusive coverage of major offshore pipeline projects, in addition to informing readers about recent events or changes that might impact future development activity.

**International Highlights:** Every month *P&GJ* takes a special look at oil and gas pipeline-related news globally, in addition to highlights from challenging subsea projects.

**Features:** Every issue, *P&GJ* focuses on the latest technical information relevant to pipeline operations. *P&GJ* editors also interview exclusively and at length the leading executives who make the vital decisions upon which the pipeline industry functions.

**New Products:** The newest in a vast array of equipment and services available to pipeline companies and gas distribution utilities is presented every month.

**Business:** Who's been hired, promoted or changed jobs is listed for key personnel among energy companies and suppliers. Corporate mergers and acquisitions, relocations, name changes and honors.

**Meetings:** A complete menu of key seminars, conferences, exhibitions and other meetings related to the energy business is published monthly in the Calendar.

**Q&A:** Interviews with industry leaders and personalities.

## Pipeline & Gas Journal Rates

### Ad Rates:

Four Color	1x	3x	6x	12x	18x	24x
Full	\$7,670	\$7,390	\$7,205	\$6,895	\$6,675	\$6,455
2/3	6,045	5,915	5,710	5,450	5,265	4,120
1/2 (island)	5,960	5,760	5,525	5,200	5,015	4,830
1/2 (horz. or vert)	5,180	5,070	4,950	4,570	4,450	4,325
1/3	4,200	4,120	3,975	3,735	3,605	3,505
1/4	3,610	3,540	3,460	3,265	3,130	3,005
1/6	3,170	3,095	3,025	2,875	2,795	2,630

Black & White	1x	3x	6x	12x	18x	24x
Full	\$6,460	\$6,270	\$6,020	\$5,810	\$5,570	\$5,350
2/3	4,720	4,580	4,360	4,245	4,145	3,985
1/2 (island)	4,630	4,410	4,150	4,010	3,880	3,840
1/2 (horz. or vert)	3,780	3,655	3,505	3,340	3,275	3,150
1/3	2,680	2,600	2,440	2,355	2,285	2,200
1/4	2,025	1,950	1,855	1,815	1,740	1,670
1/6	1,550	1,445	1,380	1,320	1,240	1,180

Color	Page	Spread
4-color process	(see above)	\$2,150
Single Process Color	\$500	575
Single PMS Color	650	700
Metallic Color	825	900

Covers (includes 4/color)	1x	6x	12x
Second Cover	\$8,125	\$7,965	\$7,445
Third Cover	7,760	7,570	7,120
Back Cover	8,415	8,280	7,575

### Export Edition Advertising

Space charge is 75% of earned frequency rates. Covers not available.

### Classified Advertising

Rates: \$130 per column inch. Rates are determined by column depth. Column width is 2 1/4"; maximum column depth is 10".

### Product Showcase

Showcase is published in the Feb., June and October issues.

In print only: \$750 each

In print and online: \$950 each

All 6x advertisers, 1/4 page or larger, qualify for 3 FREE Product Showcases.

12x advertisers qualify for 6 FREE Product Showcases.

### Special Positioning

Specified editorial location (page 1, facing the Table of Contents, etc.) multiple units requiring facing positions, consecutive right-hand pages, other specified placement: 7% space rate.

### Inserts

Space Rates:	Standard:	Custom:
2 page.....\$8,500	Handling.....\$250.....quoted	
4 page.....13,000	Tip.....40/m.....quoted	
8 page.....21,000	Holding Stich.....50/m	
12 page.....27,000	Polybag.....80/m	
16 page.....35,000		

**Quantity & Materials:** Contact publisher. Inserts are to be shipped prepaid, folded and ready for binding. Mock-up of insert must be submitted to publisher prior to acceptance of inserts.

**Shipping:** Contact publisher. All inserts subject to U.S. Postal Service regulations. If questionable, check post office or submit dummy copy to art director.

**Paper Stock:** 70 lb. paper stock limitation.

### Mechanical Specifications

#### Publication Trim Size:

7 3/4" x 10 3/4" (197 mm x 273 mm).

Live matter should be kept 1/4" in from trim.

Bleed ads should be 1/8" larger on all sides.

#### Display Ad Sizes:

	Inches		Millimeters	
	Width	Depth	Width	Depth
2 page spread, bleed	15 3/4	11	400	280
2 page spread, live area	14 1/2	10 1/4	381	260
1 page, bleed	8	11	203	280
1 page, live area	7	10 1/4	184	260
2/3 page, vertical	4 9/16	10	116	254
1/2 page spread, bleed	15 3/4	5 5/6	406	142
1/2 page spread, live area	14 1/2	4 7/8	394	124
1/2 page, horizontal	7	4 7/8	178	124
1/2 page, vertical	3 3/8	10	86	254
1/2 page, island	4 9/16	7 1/2	116	191
1/3 page, vertical	2 1/4	10	57	254
1/3 page, square	4 9/16	4 7/8	116	124
1/4 page	3 3/8	4 7/8	86	124
1/6 page	2 1/4	4 7/8	57	124

[CLICK HERE](#) for business card advertising information and rates.

#### Printing: Offset

**Material:** Submit digital files, 300 dpi. Press ready PDF files preferred. For complete digital specifications contact: sbiscardi@oildom.com

**Line Screen:** 133 lines per inch, 150 max. Total density not to exceed 260%.

**Color:** 4/color refers to Process Color (CMYK). For 2/color please specify Pantone Matching System (PMS) inks.

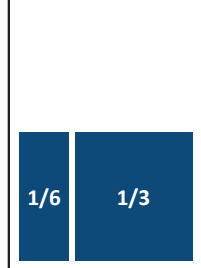
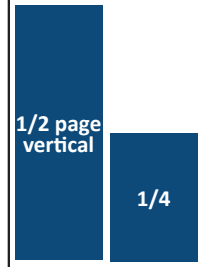
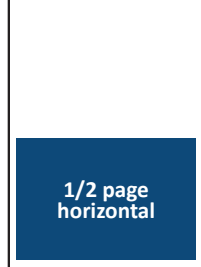
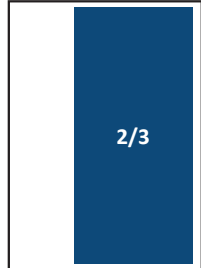
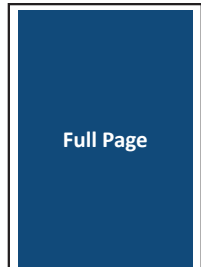
**Closing Dates:** Closing date for orders is 12th of month preceding publication. Closing date for all ad materials is 17th of month preceding publication.

**General Rate Policy:** Advertising orders are accepted subject to terms and provisions of the current rate card. Advertisers and advertising agencies assume liability of all content (including text representation and illustrations) of advertisements printed, and also assume responsibility for claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising that does not conform to publication standards.

Advertisers will be short-rated if within a 12-month period from date of first insertion they do not use the amount of space upon which their rate has been based. Advertisers will be rebated if within a 12-month period from date of first insertion they have used sufficient space to earn a lower rate than that at which they have been billed.

**Combined Frequency:** Display space placed in *Pipeline & Gas Journal*, *Underground Construction*, and *Pipeline News* may be combined for determining the earned frequency rate.

**Commission and Cash Discounts:** Agency commission is 15% of gross space and color billing allowed to recognized advertising agencies. No commission on mechanical, handling, typesetting, artwork, etc. Cash discount: terms from date of invoice. 2% (after agency commission) 10 days, net 30 days.



	<b>EDITORIAL THEME:</b>	<b>BONUS FEATURE:</b>	<b>WHAT'S NEW SECTION:</b>	<b>SHOW</b>
<b>JAN</b>	Worldwide Construction Preview Natural Gas Outlook — Rockies Pipeline Integrity Assessment	UCT 2011 Infrastructure Dev. & Repair	Welding Products Pipeline Const.Products & Svcs.	<b>DISTRIBUTION</b> UCT 2011 Pipeline Pigging, Integrity Assess. & Repair Conf. Deepwater Pipeline Conf. PLCA
<b>FEB</b>	SCADA/Meas./Automation/Instrumentation NGV's LNG Update Storage & Peak Shaving	ENTELEC Show Issue <b>PRODUCT SHOWCASE</b> Valve Automation Gas Scheduling <b>Pipeline Integrity</b>	Security/Communications/SCADA/ Measurement/Buildings Radios, Batteries	ENTELEC DCA NACE APCA CGA Excav. & Safety Conf.
<b>MAR</b>	Pipeline Integrity Management Corrosion Control Engineering Innovations in Pigging API/Liquids Pipeline Construction Report Coatings	Pipe Coatings O & M: Replacement & Repair Rpt. Region Review: Middle East NAPCA Coaters Section <b>Pipeline Integrity</b>	Corrosion Control Products	Pipeline Opportunities Conf. API Pipeline Conference NAPCA INGAA PLCAC
<b>APRIL</b>	Gas Distribution Operations Metering & Measurement Special OTC Offshore Report LDC Integrity/Risk Assessment INGAA/Foundation Report	AGA/OTC/EGRC Issue Gulf Of Mexico Update Weather <b>Pipeline Integrity: Leak Detection</b>	Gas Distribution Products Right-of-Way Acquisitions/Maint.	AGA Operations Conf. OTC SGA Management Conf. Eastern Gas Comp. Rndtble. ISHM
<b>MAY</b>	<b>BUYER'S GUIDE</b> Midstream Report/Shale Play Trenchless Construction & Rehabilitation North American Construction Ethanol Pipelines	Directional Drilling Pipeline Construction Scorecard Pipeline Integrity: Environmental Impact Gathering Lines	Piercing Tools/Pipe Bursting-Ramming Directional Drilling Rigs Locating Systems Vacuum Excavation	ILTA
<b>JUNE</b>	Compressor Station Maintenance & Ops. Field Services Rehab Update Green/Environment	O & M: Replacement & Repair Rpt. <b>PRODUCT SHOWCASE</b> Arctic Update Composite Repair Systems <b>Pipeline Integrity: Pipeline Rehab</b> Project Management Roundtable	Compressor Packages Noise Abatement Utility Operations Software Buildings	
<b>JULY</b>	Measurement & Instrumentation AMR: Automatic Meter Reading Data Access and Storage GIS	<b>CAPABILITY GUIDE</b> Flow Conditioners Valves <b>Pipeline Integrity:</b> <b>Monitoring &amp; Cleaning</b>	Measurement & Instrumentation Signs & Markers	MEA Operations Conf. Gulf South Compr. Conf. Appalachian Meas. Short Course APGA SGA Distr./Trans. Conf.
<b>AUG</b>	International & Offshore Pipelines Pigging Products & Services Assn. Update Welding Technology	IPLOCA Contractors Roundtable International Project Review <b>Pipeline Integrity: Pigs</b> Risk Assessment	Leak Detection/Monitoring/Insp. Erosion Control	IPLOCA SGA Offshore Conference Offshore Europe ASCE Pipelines Conf.
<b>SEPT</b>	Compressors/Engines/Turbines/ Lubricants Noise Abatement Liquids Pipelines SCADA/Technology Report	GIS/GPS Seals <b>Pipeline Integrity: Line Pipe</b> Aerial Leak Detection	Gas Regulators GPS Systems Satellite Monitoring	GITA ASGM Gas Machinery Conference
<b>OCT</b>	Pipeline Integrity Management Corrosion Control Rehab Update Internal Coatings Trenching	<b>PRODUCT SHOWCASE</b> Large Directional Drilling Rig Census O & M: Replacement & Repair Rpt. <b>Pipeline Integrity: Pigs</b> Deepwater Report	Prime Movers/Instrumentation/ Flow Improvers/Coolants Corrosion Inhibitors Emissions Control	INGAA ASME Offshore Pipeline IPTC
<b>NOV</b>	<b>31<sup>ST</sup> ANNUAL P&amp;GJ 500 REPORT</b> LNG Report Gas Transmission Outlook Human Resources	Odorization Technology Pipeline Construction Scorecard <b>Pipeline Integrity: Risk Assessment</b> Bio Fuels	Valves & Valve Operators High Pressure Non-steel Pipe	DCA Fall Board Meeting
<b>DEC</b>	Gas Distribution Report Plastic Pipe Report UCT 2012 Pre-Convention Issue LDC Integrity Update	O & M: Replacement & Repair Rpt. Gas Interchangability <b>Pipeline Integrity: HDPE</b> Project Funding Line Pipe Tables	Pigs & Pigging UCT 2012 Product Preview HDPE Fusion/Fittings	UCT 2012

Space closes the 12<sup>th</sup> and materials are due on the 17<sup>th</sup> of the month preceding publication.

**The industry's most comprehensive source for: equipment, contractors, services, system manufacturers and suppliers....**

### Buyer's Guide Rates

#### Basic Print/Online Listing

Your listing in the printed buyer's guide will include your company's name, full address, phone number, website and email contact. Everyone is allowed five (5) free category listings. Additional categories can be purchased for \$50 each. Advertisers in *P&GJ* (1/6 page or larger) during the last calendar year receive unlimited free listings.

**Cost:** Basic Company info + 5 categories - Free  
Additional categories - \$50 each

#### Enhanced Online Listing

This option upgrades a listing to the top of the page over Basic listings, and the text is displayed in a larger font for more emphasis. The Enhanced listing also allows the company to display an image — a logo, picture or banner advertisement — along with their name, address and contact info. This image will display every time your company's listing is shown. This option comes with unlimited category listings in the buyer's guide (within the verifiable scope of your company's work).

**Cost:** \$2,500 for one year.

#### Premium Online Listing

This option upgrades a listing to the top of the page over Enhanced and Basic entries. Contact info is displayed in a title font for maximum recognition and appeal. The Premium listing allows a company to display a Flash video up to three minutes long beside their listing whenever the company's information is shown. (You can also use a still banner image if you prefer.) The Premium listing also permits up to 600 words of text explaining your company's products, history, special work practices or whatever sets you apart. This option comes with unlimited category listings in the buyer's guide (within the verifiable scope of your company's work).

**Cost:** \$7,500 for one year.

Your listing in *P&GJ's* in-print and online buyer's guide exposes your company to over 28,938 readers worldwide in 120 countries in an issue they will keep and refer to throughout the year. Our website and fully searchable online buyer's guide have been completely updated and you have many new opportunities to showcase your company online. All advertising is up for an entire year!



Online Buyer's Guide



Printed Buyer's Guide

Please contact  
Erin Nelsen at  
(281) 558-6930 X210  
for more information  
about advertising  
on the web

[CLICK HERE](#)  
to view PGJ's  
online  
Buyer's Guide

## The July issue of *Pipeline & Gas Journal* features The Annual Capability Guide with FREE Matching editorial space!

*Pipeline & Gas Journal's* Capabilities Guide is an advertorial section that will be published in July. It will allow advertisers an opportunity to focus their complete marketing message, both editorially and with an advertisement, to over 26,500+ top management, engineering, marketing and supervisory personnel in oil and gas transmission companies, gas utilities, engineering firms, pipeline transmission, and gas distribution contracting firms worldwide. These people operate, maintain, build and rehabilitate pipeline systems of all types. The Capabilities Guide allows you to get your detailed marketing message across to these buyers.

Your advertorial message is a rare opportunity to highlight or explain your product's technical advances, features, benefits, or case history applications. You can also use it to show manufacturing capabilities, company history, corporate or product line overview, or to introduce key sales and management personnel.



### DEADLINES:

**Insertion orders:**  
June 10, 2011  
**Editorial text and photos:**  
June 17, 2011  
**Ad material:**  
June 17, 2011

An opportunity to showcase your company. Your editorial space is **FREE!** To take advantage, just advertise with a full or half page ad in the July issue of *Pipeline & Gas Journal*.

<p>This space FREE!</p> <p>1/2 page horizontal ad</p> <p>Half Horizontal</p>	<p>1/2 page vertical ad</p> <p>This space FREE!</p> <p>Half Vertical</p>	<p>This space FREE!</p> <p>1/2 page island ad</p> <p>Half Island</p>	<p>This space FREE!</p> <p>Full page ad</p> <p>Full page</p>
--	--	--	--

You must advertise within the Capabilities Guide to be able to receive your **FREE** matching advertorial space. There is no limit to the number of ads you can run. Free advertorial space is provided on a matching basis.

#### Color Charges:

Color for your free matching space is based upon the color of your ad. Four color ads can use four color advertorial. Black and white ads can only use black and white advertorial space, etc.

#### Capabilities Rates:

Four Color	1x	3x	6x	12x	18x	24x
Full	\$7,670	\$7,390	\$7,205	\$6,895	\$6,675	\$6,455
1/2 (island)	5,960	5,760	5,525	5,200	5,015	4,830
1/2 (horz. or vert)	5,180	5,070	4,950	4,570	4,450	4,325
Black & White	1x	3x	6x	12x	18x	24x
Full	\$6,460	\$6,270	\$6,020	\$5,810	\$5,570	\$5,350
1/2 (island)	4,630	4,410	4,150	4,010	3,880	3,840
1/2 (horz. or vert)	3,780	3,655	3,505	3,340	3,275	3,150
Color	Page		Spread			
4-color process	(see above)		\$2,150			
Single Process Color	\$500		575			
Single PMS Color	650		700			

The February, June and October issues of *Pipeline & Gas Journal* will feature products, services, and literature for the pipeline and gas utility industry.

Promote your product or service three times a year in full color with this special advertising marketplace. Showcases are a great way to introduce a new product, highlight an existing product or explain your company's services with an image, written description and contact information.

In print only:  
\$750 each

In print and online:  
\$950 each

6x advertisers, 1/4 page or larger, qualify for 3 FREE Product Showcases.  
12x advertisers qualify for 6 FREE Product Showcases.



### Actual Size:



#### Mueller Company

##### Mueller Brisco™ By — Pass Meter Valve

Do away with having to schedule service calls to service meters with the NEW Brisco™ Meter Valve — allows meter set to be isolated without interrupting gas flow to the customer. Saves time and money. Now available as a re-lubricable valve.

For more information about this and other Mueller Gas Distribution Products, contact your local Mueller sales representative or the Mueller Customer Service Center at 1-800-798-3131

[www.muellercompany.com](http://www.muellercompany.com)

Send an image of the product or literature you want to feature along with a 45 word or less description. E-mail high resolution digital files to [sbiscardi@oildom.com](mailto:sbiscardi@oildom.com). Photos must be .jpeg, .tiff, or .eps format @ 300 dpi. Don't forget to include your contact info as you would like it to appear in the issue.

**Contact your sales representative for an order form today!**

Pipeline & Gas Journal's Business Card Directory is published each month in every issue. More than 30,000 copies are produced and distributed each month to your potential customers.

As a business owner, you can take advantage of this opportunity to deliver your business card and contact information directly to thousands of P&GJ readers every month.

Let's face it, you can only hand your business card to so many people. Why not let P&GJ's Business Card Directory do the work for you? Now that's business networking at its best!

### Mechanical Specifications

**Material:** Submit digital files, 300 dpi. Press ready PDF files preferred. For complete digital specifications visit: [www.pgjonline.com](http://www.pgjonline.com).

**E-mail files to:** [sbiscardi@oildom.com](mailto:sbiscardi@oildom.com)  
Line Screen: 133 lines per inch, 150 max.  
Total density not to exceed 260%.

**Color:** 4/color refers to Process Color (CMYK). For 2/color please specify match for Pantone Matching System (PMS) inks.



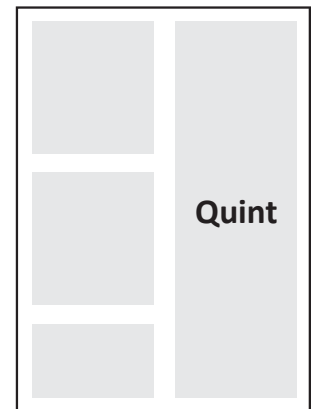
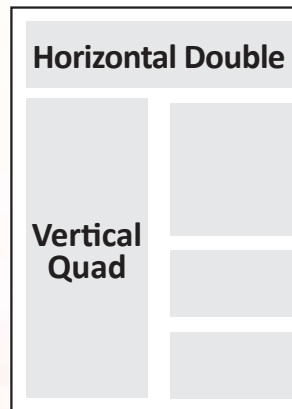
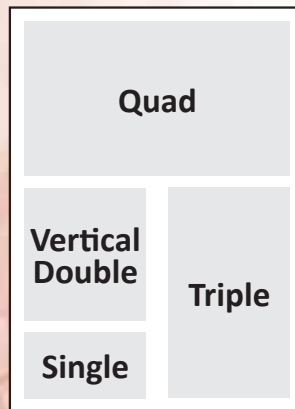
<b>RATES:</b>	<b>6x (b/w)</b>	<b>6x (2c)</b>	<b>6x (4c)</b>
Single	\$ 960	\$ 1,460	\$ 1,960
Double	1,920	2,420	2,920
Triple	2,880	3,840	4,800
Quad	3,840	4,840	5,840
Quint	4,800	6,050	7,300

Total cost for six consecutive issues

### Available Business Card Ad:

Single:	3 3/8" x 1 7/8"
Vertical Double:	3 3/8" x 3 7/8"
Horizontal Double:	6 7/8" x 1 7/8"
Triple:	3 3/8" x 5 7/8"
Horizontal Quad:	6 7/8" x 3 7/8"
Vertical Quad:	3 3/8" x 7 7/8"
Quint:	3 3/8" x 9 7/8"

To be included in the next Business Card Directory, contact your sales representative TODAY!



## Online Advertising

### Display Ads:

**728x90 Leaderboard Banner:**  
\$5000/ 6 months,  
\$7000/year or \$29.50 CPM (cost per mille or cost per thousand views)

**468x60 Front Page Banner:**  
\$3000/6 months,  
\$5000/year or \$19.00 CPM

**300x250 Large Rectangle:**  
\$6000/6 months,  
\$10,000/year or \$29.50 CPM

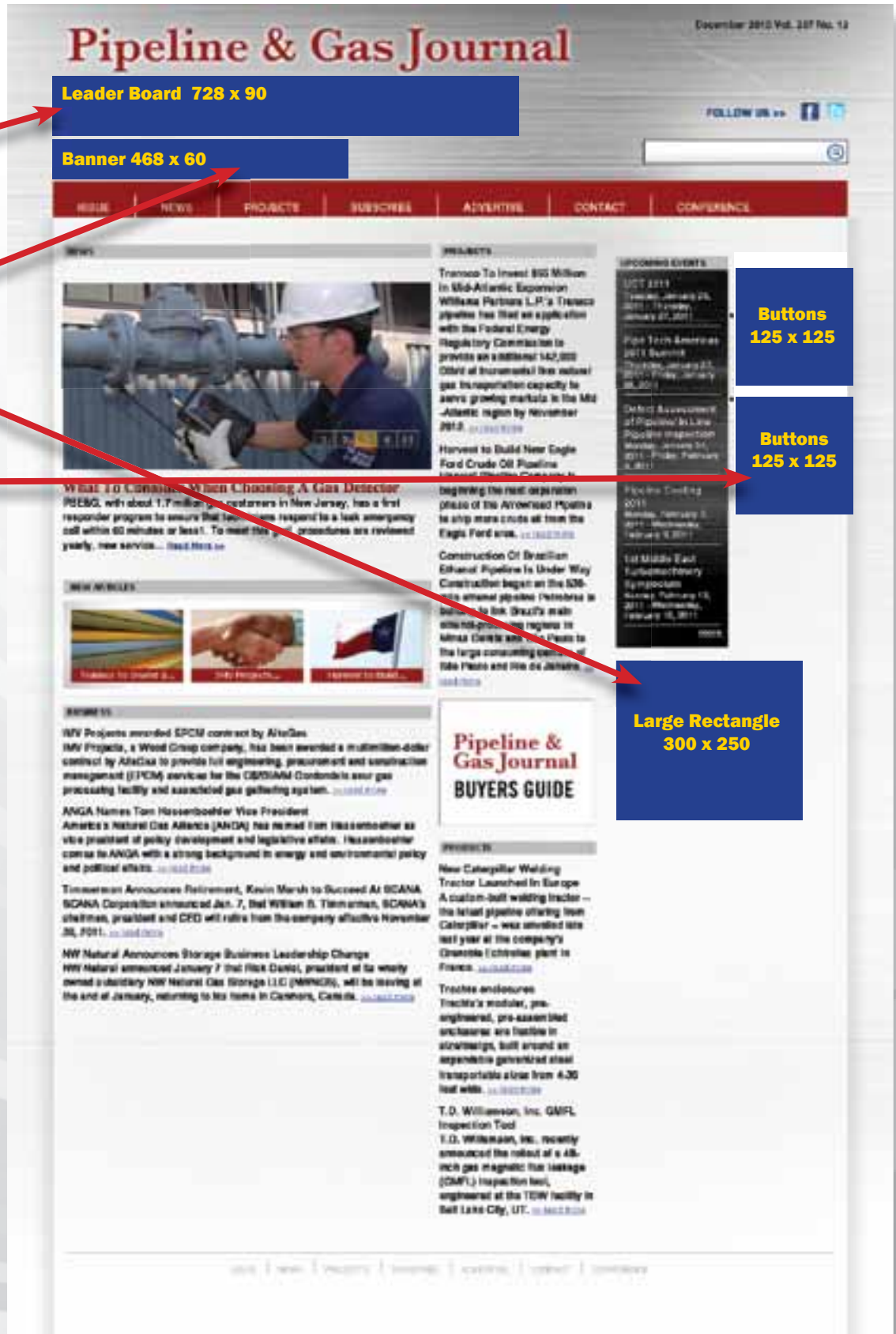
**125x125 Button:**  
\$3000/6 months,  
\$5000/year or \$15.00 CPM

Acceptable files include .gif, .jpg, .png, .swf (Flash, must use clickTAG protocol for tracking), JavaScript, text, third-party tags and HTML. If you have a question about a particular format, please contact the Erin Nelsen at enelsen@ioldom.com.

### White Papers

**\$500/month**

Have a white paper you would like published. Let us place it in a site specific part of our website. White paper postings are promoted through newsletters, website advertising and homepage navigation.



## E-Newsletter

The PGJ E-Newsletter mails once a month and contains links to feature stories, equipment and departments. Your banner or button ad will reach 19,000 key personnel in the pipeline industry.

### Get Specific

Advertise on one of our topic specific newsletters which include links to all our content on specific subjects.

#### 550x70 banner:

\$2500 one-time,  
\$2200 each for six months,  
\$1800 each for 12 months

#### 50-word promotional message:

\$2200 one-time,  
\$1980 each for six months,  
\$1650 each for 12 months.  
Image optional.

#### 125x125 button:

\$2000 one-time,  
\$1500 each for six months,  
\$1200 each for 12 months.  
Please include a 5-10 word slogan or description.  
Acceptable files include:  
.jpg, .png., .gif, text.

#### Custom E-Blasts

Available to known clients only.  
Message approval required.  
Please contact your representative.

## Pipeline & Gas Journal

30th Annual 500 Report



Renewal from US and Canada | International renewal | Subscribe to the magazine | More  
WEDNESDAY, 17 NOVEMBER 2009 | [View the web version of this email](#)

### Banner 550 x 70

- Higher Natural Gas Consumption and Improving Economic Conditions Improve U.S. Outlook
- Natural Gas Storage Offers Big Opportunities And Big Complexities
- Exploring The Cost Of Lost Natural Gas
- Western Energy Security: Will There Be A Gas OPEC?
- U.S. Oil And Gas Merger/Acquisition Activity Shows Strong Gains

NOVEMBER 2009



30th annual pipeline review, natural gas OPEC, right-of-way and more

#### HIGHER NATURAL GAS CONSUMPTION AND IMPROVING ECONOMIC CONDITIONS IMPROVE U.S. OUTLOOK

Pipeline & Gas Journal's 30th Annual 500 Report is the industry's most comprehensive statistical review of U.S. energy pipeline systems.

[back to top](#)

#### NATURAL GAS STORAGE OFFERS BIG OPPORTUNITIES AND BIG COMPLEXITIES

The underground storage of natural gas has historically been critical in meeting customer demand. Increased domestic natural gas production and government policies that allow market forces to play a larger role in guiding capital investments in natural gas storage facilities have helped accelerate development of new storage capacity.

[back to top](#)

#### EXPLORING THE COST OF LOST NATURAL GAS

Volatility in natural gas prices for the past decade has not only impacted consumers, but also has changed corporate thinking. This volatility in the commercial, industrial, transportation and electric power sectors, in concert with global greenhouse gas (GHG) emissions concerns, has created a paradigm shift in corporate attitude.

[back to top](#)

#### WESTERN ENERGY SECURITY: WILL THERE BE A GAS OPEC?

Russia, the world's top producer and exporter of natural gas, is spearheading Gas Exporting Countries Forum's (GECF) efforts to inflate its profile and mission amid a global gas glut. Russia and fellow member countries Iran and Qatar form a trika that controls over half of global reserves.

[back to top](#)

#### U.S. OIL AND GAS MERGER/ACQUISITION ACTIVITY SHOWS STRONG GAINS

Merger and acquisition (M&A) activity in the U.S. oil and gas sector reached its highest level in more than six quarters during the second quarter 2009, according to PricewaterhouseCoopers LLP (PwC).

[back to top](#)

#### PROJECTS

Director's Express And ETC Ties Pipelines Early and \$400 Million Under Budget

#### This month's sponsors

### Buttons 125 x 125

AGS  
Advanced Geodetic Surveys, Inc.



PPIM 2011 - Houston



UCT 2011 in Houston, TX  
Education, exhibits and networking in the underground construction industry

**Price: \$6,000**



Oildom webinars are designed to maximize attendance and exposure and are a unique way to interact with your audience as well as educate them about your business, products and services.

- ✓ **45 to 90+ minute sessions**
- ✓ **One year archival of webinar**
- ✓ **Multiple speakers**
- ✓ **Video Chat**
- ✓ **Interactive Q&A**
- ✓ **Poll questions during webinar**
- ✓ **Attendance numbers and feedback**
- ✓ **Promotion ad on UC website and e-newsletter**

### We'll get the word out

The standard promotion package involves

- a webinar-only run-of-site web button (125x125 pixels) up at the magazine site for the month preceding the seminar, yielding 15,000 impressions (more impressions and other sizes available on request);
- 20,000 total email messages to our readers, to be subdivided into as few as two or as many as five e-blasts targeted at the subset of our readers you believe would benefit most from your message. If you have a wide-ranging topic, we can send a blast to all our opted-in readers one month before the webinar and again one week before. If you have a more finely targeted subject, we will work with you to develop the best list to distribute to and send up to five messages to this list; for instance, one at six weeks, one at four, one at two, one seven days away, and a reminder on the day of or before the webinar. We can also combine tactics or add additional blasts as needed;
- Reminder email to registrants on the day of or before the seminar;
- Button promotion on our monthly e-newsletter in the edition before your webinar (circulation: 20,000);
- Inclusion in the magazine's online calendar of events;
- Inclusion with optional image on magazine's webinar page.

### A complete interactive experience

While engaged in the webinar, the speakers will enjoy the following technological capabilities:

- Multiple speaker, screen-share, video chat, and interactive Q&A capabilities;
- Polling capabilities;
- Simple control-switch options to pass the "mic" among different speakers, even if they are physically very far apart;
- Optional technical assistant to smooth the process and remotely control presentation visuals;
- Flexible time allotments from 45 minutes to 90 minutes or more;
- Logo on signup page allowing association of webinar with corporate identity;
- Tailored registration questions to learn more about your audience and easily identify candidates for further contact;
- One-year archival presence online, with later viewers reported to hosting company contact;
- Optional packaging to allow distribution of webinar via company site or CD.

### Audience response and follow up

The webinar host has the following methods of gauging audience response.

- Reports tallying signups after each registration push (e-blast, newsletter);
- Audience poll questions during webinar;
- Event attendance numbers and names, including registered no-shows;
- Post-event surveys asking attendees for feedback;
- Record of all poll results and questions asked by audience member;
- Post-event website drop-off
- Registration vs. attendance numbers; attendance vs. completion numbers.

This is a partial listing of capabilities and features. Other custom options may be available upon request. Please ask if you're interested in a specific feature.

04.19.2011

Intercontinental Hotel,  
Houston, TX

# The industry's ONLY conference solely dedicated to the pipeline projects



## The 7<sup>th</sup> Annual Pipeline Opportunities Conference

*Pipeline & Gas Journal*, in partnership with the Interstate Natural Gas Association of America (INGAA) presents the annual Pipeline Opportunities Conference. The day-long conference features energy executives who will examine: oil and gas pipeline challenges in today's climate; the renewal of the Pipeline Safety Act; safety of the aging pipeline infrastructure; challenges and implications of new

pipeline development; Alaskan Natural Gas Pipeline Update and the outlook for 2011 and beyond. The speakers represent pipeline operators, associations, service companies and the federal government. Topics cover new and future pipeline construction projects, the issues that are driving the industry forward and the growing number of challenges facing pipeline operators and service companies.

### Sponsorship Opportunities

Pipeline Opportunities Conference provides a forum for the more than 500 attendees to source key vendors and pipeline projects at a time and place that's both practical and convenient. Sponsors receive many benefits, based on the level of participation chosen.

Networking opportunities begin with the full breakfast that's in the "prefunction"/lobby area in front of the ballroom. There's a mid-morning break, plated luncheon in the adjacent ballroom and a mid-afternoon break. Sponsorships range from Platinum to Silver and offer a host of attention-getting opportunities.

#### 2011 Sponsorship Levels

##### Platinum Sponsor

**\$7,000**

- 4C, ½ pg ad in Pipeline & Gas Journal (a \$5,080 value!)
- 8'w x10'd furnished exhibit space (table, 2 chairs, sign, exhibit area is carpeted).

Choose your location!

- Electricity
- 1 invitation to the Speakers Dinner, Monday, April 18
- Pre-registered attendee list/post attendee list
- Reserved table at luncheon for your staff or guests
- 8 complimentary passes to be used for your staff or guests
- Listing in all promotional material
- On-site signage
- Recognition in the conference brochure
- Acknowledgment on the official conference website

##### Gold Sponsor

**\$5,000**

- 8'w x10'd furnished exhibit space (table, 2 chairs, sign, exhibit area is carpeted). Location will be assigned.
- Electricity
- On-site signage
- Pre-registered attendee list/post attendee list
- 5 complimentary passes to be used for your staff or guests
- Listing in all promotional material
- Recognition in the conference brochure
- Acknowledgment on the official conference website

##### Silver Sponsor

**\$2,200**

- Shared literature table in lobby/prefunction area
- On-site signage
- 2 complimentary passes to be used for your staff or guests
- Listing in all promotional material
- Recognition in the conference brochure
- Acknowledgment on the official conference website

**Contacts:** Conference Director/Program info:  
**Jeff Share, [jshare@oildom.com](mailto:jshare@oildom.com)**

Conference Manager/Sponsorship info:  
**Karen Francis, [kfrancis@oildom.com](mailto:kfrancis@oildom.com)**

Presented by *Pipeline & Gas Journal* and the Interstate Natural Gas Association of America (INGAA).  
The one-day conference attracts more than 500 corporate executives.

# Pipeline & Gas Journal



**CLICK HERE**  
for more details  
and to register  
online today!

## 1908 - 2008

### 100 Year History of Oildom Publishing

Oliver C. Klinger Sr., the 30-year-old engineer for Standard Oil Company (forerunner to Exxon) had already written several energy-related articles. He recognized a need for a special journal to focus on the rapidly growing petroleum industry. This was only eight years after the discovery of oil at Spindletop, TX, changed the face of the industry forever.

It has been 100 years since he created Oildom Publishing Company in the landmark Woolworth building in New York City. During that century, two constants have marked this unique company's history. The first is a continuing tradition of publishing excellence; the second is that an Oliver C. Klinger is still the president and publisher.

Klinger Sr.'s first venture was Oildom, a monthly magazine that covered a variety of petroleum-related issues. As World War I ended, he built a printing plant in Bayonne, NJ, which was Oildom's headquarters for more than 50 years.

Klinger Sr. gradually added different publications including Oildom Daily Service and The Oildom Marketer. In 1928 he began publishing Pipeline News monthly in order to track construction jobs. Oildom still publishes Pipeline News.

Perhaps a bit ahead of his time, Klinger started a natural gas magazine in the early years of the Great Depression, but the industry was still in its infancy and the magazine didn't quite take off until years later. Today, *Pipeline & Gas Journal*, known as *P&GJ*, is the world's largest, oldest and most-respected magazine that covers the natural gas and oil products pipeline businesses.

During the 1930s, Klinger was joined by his son, Oliver Jr., a journalism graduate of Columbia University, and they began publishing Fuel Oil News to cover the heating oil market.

In 1949, Oildom acquired *Pipelinier*, now published as *Underground Construction*, a leader in that sector of the industry. That purchase also gave the company a significant foothold in Houston, which was becoming the world's oil capital. As the pipeline business continued to boom, Oildom added several petroleum-related directories and books to its mix.

The publishing patriarch died in 1954 and ownership of the business passed to his three sons. In 1956, John Klinger sold his interest to Oliver Jr. and Curtis Klinger. They divided the business until Oliver Jr. assumed control in the early 1970s. Oliver III joined the company in 1971 after graduating with a marketing degree from Lehigh University. Soon, the printing plant in N.J. was sold and the company moved to Houston.

By 1991, Oliver Jr. had semi-retired and Oliver III was running the company. That year Oildom completed the most important deal in the company's history by acquiring *P&GJ*, which traces its history to a Wall Street newsletter first published in 1859. Oildom Publishing Co of Texas, Inc. was now the world's largest publisher of pipeline magazines.

In addition to magazines, Oildom sponsors two successful industry conferences. Oildom's Pipeline Opportunities Conference has become a premiere event for the industry since its inception in 2005. The company's Underground Construction Technology (UCT) conference began in 1995 and is the largest

trade show and conference for that market.

Very few privately held companies make it to the 100 year milestone, and it would not have been possible without the incredible staff of professional who have helped make Oildom Publishing the publishing leader in the pipeline and construction industries. ■

"It has been 100 years since Oliver Klinger, Sr. created Oildom Publishing Company in the landmark Woolworth building in New York City. During that century, two constants have marked this unique company's history. The first is a continuing tradition of publishing excellence; the second is that an Oliver C. Klinger is still the president and publisher."

