

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

Printing: Offset

Material: Submit digital files, 300 dpi. Press ready PDF files preferred. For complete digital specifications visit: www.pgjonline.com. Email files to: biscardi@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.

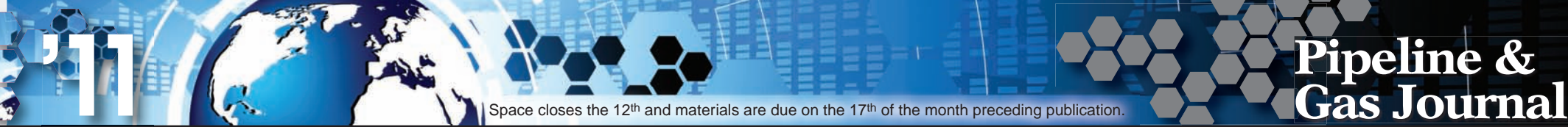
Closing Dates: Closing date for orders is 12th of month preceding publication. Closing date for all ad materials is 17th of month preceding publication.

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.



Pipeline & Gas Journal

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

Issue:	Editorial Theme:	Bonus Feature:	What's New Section:	Extra Show Distribution
January	Worldwide Construction Preview Natural Gas Outlook — Rockies Pipeline Integrity Assessment	UCT 2011 Infrastructure Development & Repair	Welding Products Pipeline Construction Products & Services	UCT 2011 Pipeline Pigging, Integrity Assess. & Repair Conf. Deepwater Pipeline Conference Pipe Line Contractors Association
February	SCADA/Mechatronics/Automation/Instrumentation NGV's LNG Update Storage & Peak Shaving	ENTELEC Show Issue PRODUCT SHOWCASE Valve Automation Gas Scheduling Pipeline Integrity	Security/Communications/SCADA/ Measurement/Buildings Radios, Batteries	ENTELEC Distribution Contractors Association NACE APCA CGA Excavation & Safety Conference
March*	Pipeline Integrity Management Corrosion Control Engineering Innovations in Pigging API/Liquids Pipeline Construction Report Coatings	Pipe Coatings O & M: Replacement & Repair Report Region Review: Middle East NAPCA Coaters Section Pipeline Integrity	Corrosion Control Products	Pipeline Opportunities Conference API Pipeline Conference NAPCA INGAA Pipe Line Contractors Association of Canada
April	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 Pipeline Integrity: Leak Detection	Gas Distribution Products Right-of-Way Acquisitions/Maintenance	AGA Operations Conference OTC SGA Management Conference Eastern Gas Compression Roundtable ISHM
May	Buyer's Guide 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
June	Compressor Station Maintenance & Operations Field Services Rehab Update Gas Processing Green/Environment	O & M: Replacement & Repair Report PRODUCT SHOWCASE Arctic Update Composite Repair Systems Pipeline Integrity: Pipeline Rehab Project Management Roundtable	Compressor Packages Noise Abatement Utility Operations Software Buildings	
July	Measurement & Instrumentation AMR: Automatic Meter Reading Data Access and Storage GIS	CAPABILITY GUIDE w/FREE matching Ad space Flow Conditioners Valves Pipeline Integrity: Monitoring & Cleaning	Measurement & Instrumentation Signs & Markers	MEA Operations Conference Gulf South Compressor Conference Appalachian Measurement Short Course APGA SGA Distribution/Transmission Conference
August	International & Offshore Pipelines Pigging Products & Services Assn. Update Welding Technology	IPLOCA Contractors Roundtable International Project Review Pipeline Integrity: Pigs Risk Assessment	Leak Detection/Monitoring/Inspection Erosion Control	IPLOCA SGA Offshore Conference Offshore Europe ASCE Pipelines Conference
September	Compressors/Engines/Turbines/ Lubricants Noise Abatement Liquids Pipelines SCADA/Technology Report	GIS/GPS Seals Pipeline Integrity: Line Pipe Aerial Leak Detection	Gas Regulators GPS Systems Satellite Monitoring	GITA American School of Gas Measurement Gas Machinery Conference
October	Pipeline Integrity Management Corrosion Control Rehab Update Internal Coatings Trenching	PRODUCT SHOWCASE Large Directional Drilling Rig Census O & M: Replacement & Repair Report Pipeline Integrity: Pigs Deepwater Report	Prime Movers/Instrumentation/ Flow Improvers/Coolants Corrosion Inhibitors Emissions Control	INGAA ASME Offshore Pipeline IPTC
November	31st Annual P&GJ 500 Report LNG Report Gas Transmission Outlook Human Resources	Odorization Technology Pipeline Construction Scorecard Pipeline Integrity: Risk Assessment Bio Fuels	Valves & Valve Operators High Pressure Non-steel Pipe	DCA Fall Board Meeting
December	Gas Distribution Report Plastic Pipe Report UCT 2012 Pre-Convention Issue LDC Integrity Update	O & M: Replacement & Repair Report Gas Interchangability Pipeline Integrity: HDPE Project Funding Line Pipe Tables	Pigs & Pigging UCT 2012 Product Preview HDPE Fusion/Fittings	UCT 2012

*Ad Readership Study

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

Size:	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.

Business Card Ads

	6x (b/w)	6x (4c)
Single (3 3/8" x 1 7/8")	\$ 960	\$1,960
Double (3 3/8" x 3 7/8")	1,920	2,920

Total cost for six consecutive issues

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.

Monthly E-Newsletter

	1X	6X	12X
Monthly button ad	\$2,000	1,500	1,200
Monthly banner ad	2,500	2,200	1,800

Web Advertising

Dimensions	1 year	6 mo.
Leader Board 468 x 60px	\$7,000	\$5,000
Skyscraper 120 x 600px	10,000	6,000
Button 125 x 125px	5,000	3,000

Online Buyer's Guide:

Basic Listing	\$0 up to five categories
Enhanced Listing	\$2,500 (including all categories)
Premium Listing	\$7,500 (including all categories)

Online Buyer's Guide Ads: Button: 125 x 125px. Banner: 468 x 60px.

File formats accepted: .gif, .jpg, .swf, .png, .html, text

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2011 Editorial Calendar

Pipeline & Gas Journal

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2011 Rates



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.

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.

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