

# PERMIAN BASIN EDITORIAL CALENDAR

## JANUARY

Deadline: 12/17

### Special Topics this month:

1. Glancing Back, Moving Forward: Recap of 2010 Highlights, Challenges of 2011
2. Burmass Tools of the Trade Preview
3. 82nd Legislative Session Preview
  - PBPA Day
4. PBPA Top Hand Banquet
5. February Luncheon Preview
6. Industry Reports
7. News Reviews
8. Education & Training Calendar
9. Back in the Day

## FEBRUARY

Deadline: 1/18

### Special Topics this month:

1. Water Recycling
2. Oil and Gas in Texas: A Joint Association Education Message
  - Excerpts from Publication
3. Effective Use of Pipeline Pigs
4. Industry Reports
5. News Reviews
6. Education & Training Calendar
7. Back in the Day

## MARCH

Deadline: 2/18

### Special Topics this month:

1. Health Care Changes and the Oil & Gas Industry
2. Permian Basin Hot Exploration Plays Including New Mexico Coverage
3. Residual Oil Zones
4. Industry Reports
5. News Reviews
6. Education & Training Calendar
7. PBPA Golf Tournament Preview
8. Back in the Day

## APRIL

Deadline: 3/18

### Special Topics this month:

1. Industry Safety
  - Equipment Safety
  - Chemical Safety
  - Training and Certification
  - Public Safety
2. Industry Reports
3. News Reviews
4. Education & Training Calendar
5. PBPA Golf Tournament Preview
6. Back in the Day

## MAY

Deadline: 4/18

### Special Topics this month:

1. Permian Carbon Capture and Storage Center
  - Summit Power Plant – Penwell
  - Tenaska Plant – Colorado City
2. Blowout Prevention
3. Memorial Day – Profile Industry Veteran
4. Industry Reports
5. News Reviews
6. Education & Training Calendar
7. Back in the Day

## JUNE

Deadline: 5/18

### Special Topics this month:

1. 82nd Legislative Session Recap
2. Remote Monitoring Technology and Related Efficiencies and Cost Savings
3. Summer Series: From Whence We Came – Peer Profiles Part One
4. Industry Reports
5. News Reviews
6. Education & Training Calendar
7. Back in the Day

*\* This editorial calendar is subject to change.*

# PERMIAN BASIN EDITORIAL CALENDAR

## JULY

Deadline: 6/17

### Special Topics this month:

1. Role West Texas Renewable Energy (Primarily Wind) Plays in Comparison to Historical Role as a Provider of Hydrocarbon Energy
2. Corrosion Prevention Techniques
3. Summer Series: From Whence We Came – Peer Profiles Part Two
4. Industry Reports
5. News Reviews
6. Education & Training Calendar
7. Back in the Day

## AUGUST

Deadline: 7/18

### Special Topics this month:

1. Industry Personnel – Training for the Future
2. Statewide Plugging Rules & Effect on Operators
3. Summer Series: From Whence We Came – Peer Profiles Part Three
4. September Luncheon Preview
5. Annual Meeting Preview
6. Industry Reports
7. News Reviews
8. Education & Training Calendar
9. Back in the Day

## SEPTEMBER

Deadline: 8/18

### Special Topics this month:

1. Global Energy Demand
  - Permian Basin as Energy Provider
  - Outlook for Oil and Gas Commodity Prices and Global Supply and Demand
2. Impact of Climate Legislation on Oilfield Operations
3. Use of Fluid Systems to Stabilize Well Bores
4. Annual Meeting Preview
5. Industry Reports
6. News Reviews
7. Education & Training Calendar
8. Back in the Day

## OCTOBER

Deadline: 9/19

### Special Topics this month:

1. Economic Impact of Industry at Local, State and National Levels
  - Texas & New Mexico
2. GIS Industry Applications
3. Oilfield Caterers
4. Industry Reports
5. News Reviews
6. Education & Training Calendar
7. Back in the Day

## NOVEMBER

Deadline: 10/18

### Special Topics this month:

1. Top Hand Feature
2. Frac Technology Advances
  - Emerging Plays
3. Veteran's Day – Industry Veteran Profiles
4. Industry Reports
5. September Luncheon Spread
6. News Reviews
7. Education & Training Calendar
8. Back in the Day

## DECEMBER

Deadline: 11/18

### Special Topics this month:

1. PBPA 2011 Recap
2. Giving Back: Industry Support of Local Communities
3. Keys to Drilling Efficiency & Related Cost Savings
4. Annual Meeting Report
5. Industry Reports
6. News Reviews
7. Education & Training Calendar
8. Back in the Day

*\* This editorial calendar is subject to change.*

# PERMIAN BASIN RATES

*Frequency is the key to a consistent and successful advertising campaign!*

## COLOR RATES:

Size	1X	3X	6X	12X
Full	\$1,800	\$1,500	\$1,100	\$1,000
Two-Thirds	\$1,590	\$1,325	\$995	\$950
Half	\$1,370	\$1,142	\$850	\$815
Third	\$1,150	\$958	\$740	\$710
Quarter	\$990	\$825	\$670	\$645
Business Card	\$750	\$625	\$500	\$405



*Rates listed above are per insertion. Special placement available at a 20% premium. Call for availability.*

**SPACE DEADLINE:** 18<sup>th</sup> of the month preceding publication.

**MATERIALS DEADLINE:** 20<sup>th</sup> of the month preceding publication.

*Complimentary artwork provided with a minimum 6 month commitment.*

## WEB RATES:

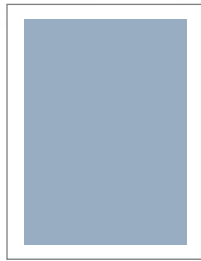
Type	Monthly Rate	Size (inches)	Size (pixels)
Horizontal Banner	\$300	6.111 x 1.25	440 x 90
3" Vertical Banner	\$250	1.875 x 3	135 x 216
2" Vertical Banner	\$200	1.875 x 2	135 x 144
1" Vertical Banner	\$150	1.875 x 1	135 x 72

# AD SIZES & SPECIFICATIONS

Publication trim size: **8.5" x 11"**

\* Live copy should be kept at a minimum of .5" from the trim size on all bleeds.

## AD SIZES:



**Full Page**  
7 X 9.75"



**2/3 Page Vert**  
4.5 X 9.75"



**1/2 Page Vert**  
4.5 x 7"



**1/2 Page Horiz**  
7 X 4.625"



**1/3 Page Vert**  
2.25 X 9.75"



**1/3 Page Horiz**  
4.5 X 4.625"



**1/4 Page Vert**  
3.375 X 4.625"



**1/4 Page Horiz**  
4.5 X 3.625"



**Business Card**  
3.5 X 2"



**Back Cover**  
8.5 X 9"  
*bleed: 8.75 X 9.25"*

## MAGAZINE AD SPECIFICATIONS:

### ACCEPTABLE SOFTWARE & PLATFORMS

Files may be produced and submitted in Adobe InDesign, Adobe PageMaker, Adobe Photoshop, and Quark Xpress or created in Adobe Illustrator or Freehand and submitted as .eps or .pdf files. Please contact your Sales Representative for .pdf exporting instructions. PC and Macintosh files are acceptable. All files must be binary encoded and accompanied by a hard copy of the ad.

### ACCEPTABLE MEDIA

Files may be submitted on CD-ROMs as well as via e-mail or posted to our FTP site (Call your Sales Representative for FTP information). A hard copy of the ad must be faxed or mailed to Zachry Publications.

### DIGITAL VS. MECHANICAL

Since we are a digital house, mechanical production is not accepted.

### FONT USAGE

Please include ALL fonts with ad files each time files are submitted. Ensure that any fonts embedded in .eps files are also included. Ad files in .pdf format or a rasterized .tif file may be sent without fonts.

### GRAPHIC ISSUES

All graphics within ads should be in .tif or .eps format only. All .eps files must be binary encoded versus ASCII. You must include all graphics with ad files. If there are embedded fonts in your graphics, those font files must be included also. For optimal resolutions, photos should be scanned at a minimum resolution of 300 lpi (lines per inch) or ppi (pixels per inch). Be sure to scan images at the size they appear in your files since enlarging images after scanning reduces resolution.

All ink colors must be CMYK, not RGB.

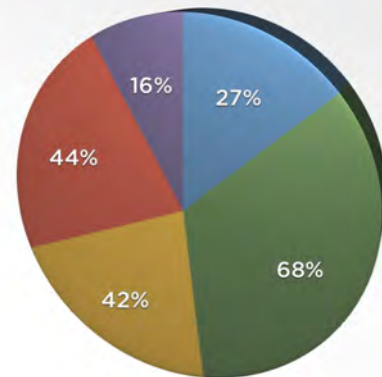
# PERMIAN BASIN OIL & GAS OVERVIEW

*Permian Basin Oil & Gas Magazine is the Official Publication of the Permian Basin Petroleum Association. With a monthly circulation approaching 4,000, we completely saturate the Western Texas and Eastern New Mexico counties known as the Permian Basin.*

## CIRCULATION QUICK FACTS

*What do our readers do for a living?*

- 27% are members of PBPA
- 68% are Owners, Partners or Managers
- 42% are Operating and Production Companies
- 44% are Service Companies
- 16% are Professional Service Companies



*Please note that our readers may work in more than one category so the totals equal more than 100%*

*This is the **ONLY OIL & GAS PUBLICATION** that completely **SATURATES** the Permian Basin from West Texas to New Mexico. Make sure your company is in the next issue!*

“

*It has been my privilege to work with Amy and the staff at PB Oil & Gas Magazine. They have been professional and creative in all of our business. Our advertising in the magazine has helped expand our marketing in the Permian Basin. We have seen a substantial increase in our business in the Permian Basin, and the magazine was our first attempt at advertising directly in this market area.*

- John Berry, EC Tool”

