



DRILLING
CONTRACTOR

MEDIA KIT 2017



For a complete list of advertising opportunities, go to www.drillingcontractor.org/mediakit.

DRILLING CONTRACTOR MAGAZINE

DC continues to set new standards for excellence in E&P B2B publishing to fulfill our mission as definitive media in the drilling space. In the pages that follow, you will learn how **DC** has built upon its proud 72-year history to break ground in exciting ways.

MISSION: **DC** is the definitive source for the global drilling and completion industry, both land and offshore, and the only viable magazine exclusively covering this space. **DC's** enhanced editorial employs QR codes to help readers find related multimedia and other resources. The official magazine of the International Association of Drilling Contractors, **DC** has been published since 1944 and is the longest continuously published magazine focusing on drilling and completion (D&C).

EDITORIAL: **DC's** editorial is 100 percent drilling and completion focused - technology, markets, HSEQ, trends and other critical issues impacting D&C. **DC** is the only E&P magazine to write about HSE, training and competency in every issue. **DC** is also the only magazine covering completions in every issue. And of course, every issue features drilling technology and trends.

READERSHIP: **DC's** 33,000-plus readers are professionals in the oil-and-gas and geothermal drilling and completion industry and include senior management at exploration & production and drilling contractor companies. **DC** also offers the largest circulation available among drilling contractors (more than 12,300). Further details are available on the circulation page.

MISSION DRIVEN AS THE **DEFINITIVE B2B SOURCE** FOR DRILLING AND COMPLETIONS GLOBALLY, LAND AND OFFSHORE.

DRILLING CONTRACTOR.ORG

MISSION: **DC's** website, dedicated to all things drilling and completions, offers features, news articles and exclusive videos to help readers keep up with the newest trends in the industry. **DC** will continue to offer enhanced editorial to complement the print magazine, including animations, videos, additional graphics and content.

READERSHIP: More than 28,000 unique visitors each month! Total ad clicks average more than 6,750 per month with the overall click-through-rate nearly 5% for the first half of 2016.

ENEWS FROM DRILLING CONTRACTOR.ORG

MISSION: Driven by original reporting from key industry events and on the latest industry news and technology updates. Innovative use of video and multimedia distinguish **eNews** from the herd.

READERSHIP: 20,000 subscribers and growing, up from 8,000 in mid-2012. With mid-year impressions upwards of 230,000, **eNews** boasts a strong 0.92% click-through rate.

IADC.ORG

MISSION: Provide the best information and resources to catalyze improved performance in drilling by enhancing operational integrity and championing better regulation and legislations. Internet marketers can efficiently target the global drilling industry through select pages on this key website - **IADC.org**, official site of the International Association of Drilling Contractors.

READERSHIP: **IADC.org** is one of the oldest websites in the E&P industry, founded in 1995, and enjoys traffic of more than 38,000 visitors per month, with more than 99,000 page views and a high click-through-rate (0.49% CTR).

DRILL BITS ELECTRONIC NEWSLETTER

MISSION: IADC champions better legislation and regulation for well delivery, and the monthly e-letter **Drill Bits** addresses this complex regulatory world. **DB's** mission is reporting the myriad activities of IADC, along with updates on legislation, regulation and standards affecting your business.

READERSHIP: **Drill Bits** reaches some 18,000 subscribers monthly with its unique menu of short, punchy regulatory updates.

IADC MEMBERSHIP DIRECTORY

MISSION: The **IADC Membership Directory** details IADC members worldwide, rig statistics and locations, IADC officers and staff, highlights of new programs and more. The **IADC Membership Directory** is the definitive guide to the global drilling industry and your opportunity to connect with the global wellsite industry - rig owners both land and offshore and the oil companies they serve.

READERSHIP: The **IADC Membership Directory** is your opportunity to connect with the global wells industry. With more than 5,000 recipients, the **IADC Membership Directory** has matured into an indispensable global reference of key operators, contractors, drilling rigs, suppliers and services for the full year of its useful life.



EDITORIAL CALENDAR

For the most complete and up-to-date editorial calendar, visit www.DrillingContractor.org.

Issue Coverage

Scheduled Bonus Distribution

JANUARY/FEBRUARY

- Critical Issues in Drilling & Completion
- Health, Safety, Environment & Training
- 2017 IADC Chairman Profile
- 2017 SPE/IADC Drilling Conference Special
- Completions: RFID in Completions

AD CLOSING: 5 JANUARY • MATERIALS DUE: 12 JANUARY

- » IADC HEALTH, SAFETY, ENVIRONMENT AND TRAINING CONFERENCE & EXHIBITION, 7-8 February, Houston, Texas
- » SPE/IADC DRILLING CONFERENCE, 14-16 March, The Hague

MARCH/APRIL

- Innovating While Drilling (IWD)*, including Drill Pipe, Drill Bits and Managed Pressure Drilling
- Regional Focus: Asia Pacific
- Completions: Coiled Tubing & Well Intervention

AD CLOSING: 16 FEBRUARY • MATERIALS DUE: 23 FEBRUARY

- » COILED TUBING & WELL INTERVENTION CONFERENCE & EXHIBITION, 21-22 March, The Woodlands, Texas
- » IADC DRILLING HSE&T ASIA PACIFIC, 22-23 March, Kuala Lumpur, Malaysia
- » IADC/SPE MANAGED PRESSURE DRILLING & UNDERBALANCED OPERATIONS CONFERENCE & EXHIBITION, 28-29 March, Rio de Janeiro, Brazil

MAY/JUNE

- Offshore Market & Technologies
- Onshore Drilling, including a Shale Report
- Regional Focus: Gulf of Mexico, including Mexico
- Completions: Hydraulic Fracturing

AD CLOSING: 3 APRIL • MATERIALS DUE: 10 APRIL

- » OFFSHORE TECHNOLOGY CONFERENCE, 1-4 May, Houston, Texas
- » IADC DRILLING ONSHORE CONFERENCE & EXHIBITION, 18 May, Houston, Texas
- » IADC WORLD DRILLING 2017 CONFERENCE & EXHIBITION, 28-29 June, Amsterdam

JULY/AUGUST

- Innovating While Drilling (IWD)*, including Rotary Steerable Systems and Drilling Fluids
- Regional Focus: North Sea and Europe
- Asset Integrity & Reliability
- Well Control
- Completions: Sand Control

AD CLOSING: 8 JUNE • MATERIALS DUE: 15 JUNE

- » IADC ASSET INTEGRITY & RELIABILITY CONFERENCE & EXHIBITION, 22-23 August, Houston, Texas
- » IADC WELL CONTROL OF THE AMERICAS CONFERENCE & EXHIBITION, 29-30 August, Galveston, Texas
- » OFFSHORE EUROPE, 5-7 September, Aberdeen, UK

SPECIAL READERSHIP SURVEY! How many readers read and remembered your ad? Find out with our bonus reader survey. Select ads only. Contact sales rep for details.

SEPTEMBER/OCTOBER

- Drilling Rigs, Equipment and Automation
- Health, Safety, Environment and Training
- Regional Focus: Brazil
- Completions: Intelligent Completions

AD CLOSING: 3 AUGUST • MATERIALS DUE: 10 AUGUST

- » IADC DRILLING HSE EUROPE CONFERENCE & EXHIBITION, 27-28 September, Amsterdam
- » IADC DRILLING MIDDLE EAST CONFERENCE & EXHIBITION, 3-4 October, Dubai
- » SPE ANNUAL TECHNICAL CONFERENCE & EXHIBITION, 9-11 October, San Antonio, Texas
- » IADC ADVANCED RIG TECHNOLOGY CONFERENCE & EXHIBITION, 24-25 October, Amsterdam
- » LAGCOE, 24-26 October, Lafayette, Louisiana
- » OTC BRASIL, 24-26 October, Rio de Janeiro, Brazil

NOVEMBER/DECEMBER

- 2018 Global Drilling Outlook
- IADC Annual General Meeting Special
- Regional Focus: Middle East
- Completions: Cementing

AD CLOSING: 5 OCTOBER • MATERIALS DUE: 12 OCTOBER

- » IADC ANNUAL GENERAL MEETING, 8-10 November, Austin, Texas
- » ADIPEC, 13-16 November, Abu Dhabi, UAE

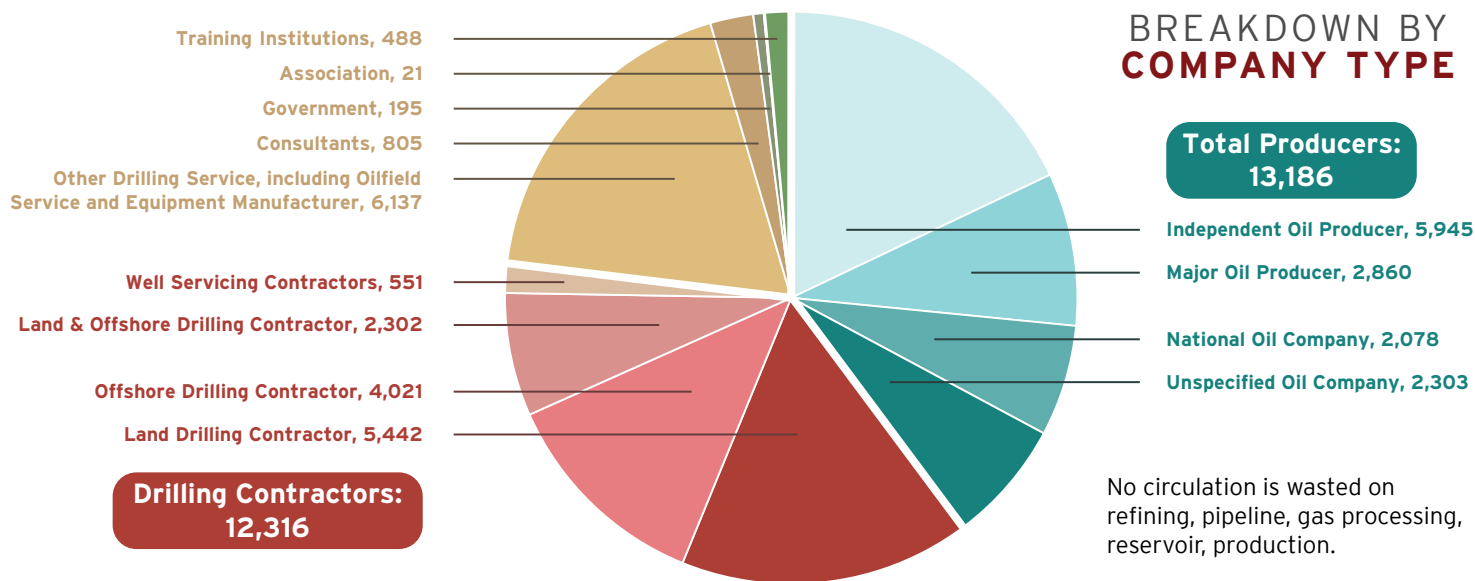
* "Innovating While Drilling (IWD)" is a trademark of the International Association of Drilling Contractors and Drilling Contractor.

PRINT CIRCULATION

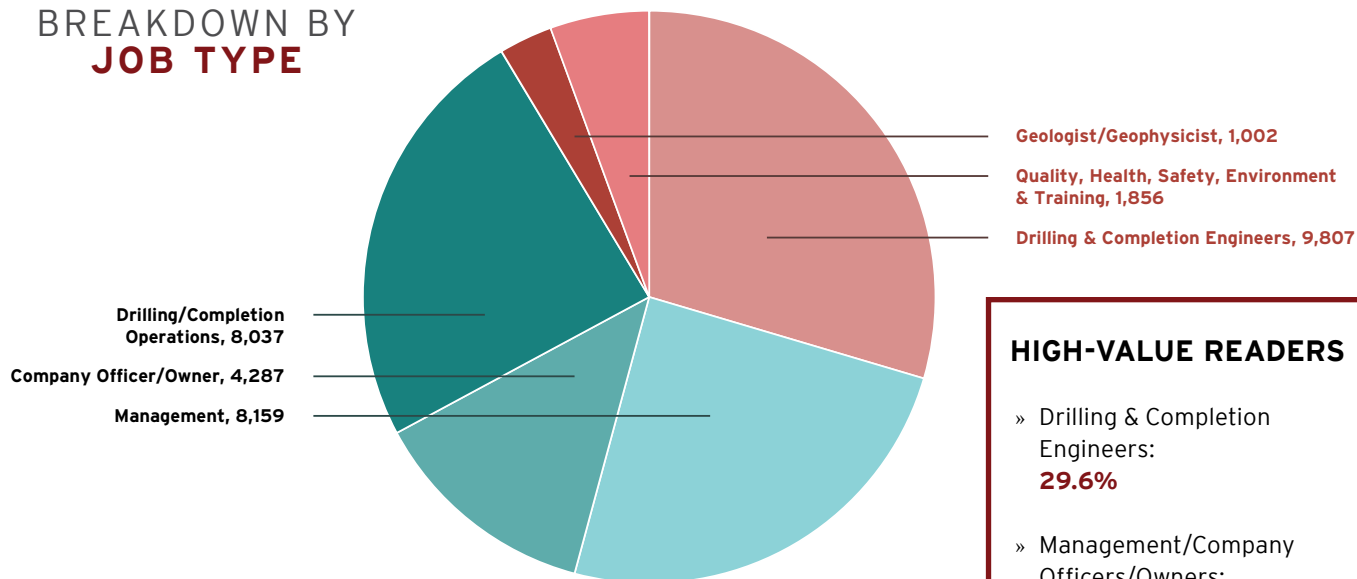


Nearly all of our readers are involved in **drilling and completion activities** or **upstream management**.

TOTAL 33,148



BREAKDOWN BY JOB TYPE



HIGH-VALUE READERS

- » Drilling & Completion Engineers: **29.6%**
- » Management/Company Officers/Owners: **37.5%**
- » Drilling/Completion Operations: **24.2%**

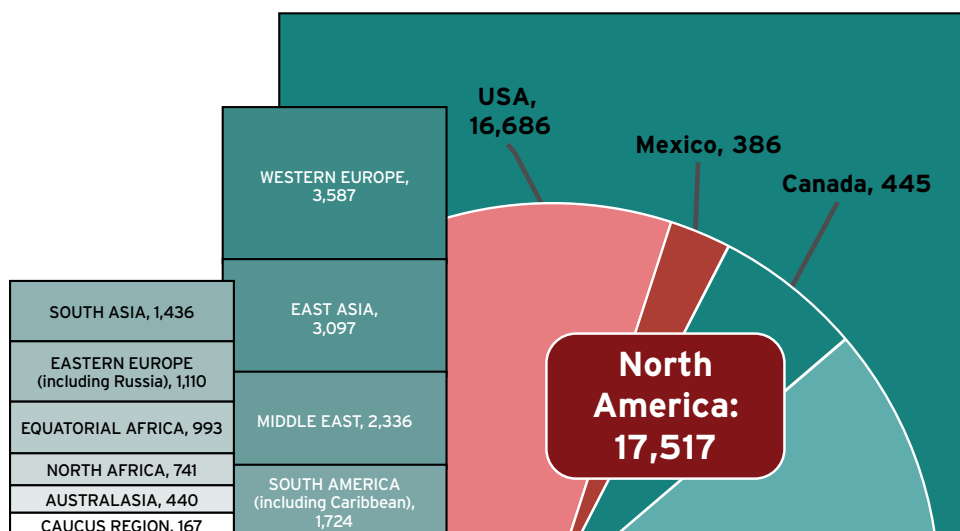
REACHING KEY PLAYERS

- » Drilling & Completion Professionals employed by Oil-Producing Firms: **39.8%**
- » Drilling Contractors: **37.2%**

BONUS DISTRIBUTION

- » DC is distributed at **17** high-interest conferences worldwide.

GEOGRAPHIC ANALYSIS



* Publisher's Sworn Statement, 23 June 2016. Includes 4,195 readers from Offshore Engineer magazine.



ADVERTISING RATES (4/COLOR)

	1x	3x	6x	9x	12x	18x	21X	24x
2-Page Spread	17,180	16,650	16,140	15,780	15,480	15,250	15,115	15,010
Full Page	9,045	8,765	8,495	8,305	8,150	8,025	7,955	7,900
2/3 Page	7,420	7,190	6,965	6,810	6,680	6,580	6,520	6,475
1/2 Island	6,700	6,490	6,340	6,145	6,030	5,940	5,890	5,850
1/2 Page	6,060	5,875	5,690	5,565	5,460	5,380	5,335	5,300
1/3 Page	4,620	4,560	4,505	4,365	4,315	4,250	4,212	4,185
1/4 Page	3,980	3,860	3,740	3,660	3,620	3,550	3,520	3,495

SPECIAL POSITION ADVERTISING RATES (4/COLOR)

	1x	3x	6x	9x	12x	18x	21X	24x
Back Cover	10,730	10,325	10,015	9,815	9,680	9,575	9,490	9,425
Inside Front Cover	10,100	9,715	9,425	9,240	9,110	9,010	8,930	8,870
Inside Back Cover	9,470	9,110	8,840	8,665	8,545	8,450	8,375	8,315
Opposite Table of Contents	9,855	9,480	9,195	9,010	8,885	8,790	8,710	8,650
Spread Between Table of Contents	18,705	17,995	17,455	17,105	16,865	16,800	16,650	16,550
Opposite Drilling Ahead, Tech Digest, D&C News	9,470	9,110	8,840	8,665	8,545	8,451	8,375	8,315

INSERTS/SPECIALTIES

Bound-in, tabbed, CDs - contact publisher. Details available upon request.

ALL PRICES ARE IN US DOLLARS: Frequency rates are based on the number of insertions used within a 12-month period (whether ROB, special position, covers, etc). Each page or fraction qualifies as one insertion. Spreads count as 2 insertions.

RATE PROTECTIVE CLAUSE: When new rates are announced, contract advertisers will be protected at their contract rates for the duration of their contract. Contracts made prior to the effective date of the new rates will also be protected at the then-existing rates.

AGENCY COMMISSION: 15% commission to recognized agencies on gross billing for space, color, cover or special position, and insert charges. No commission on miscellaneous charges or for classifieds.

CASH DISCOUNT: 2% net after agency commission, if paid within 15 days from date of invoice.

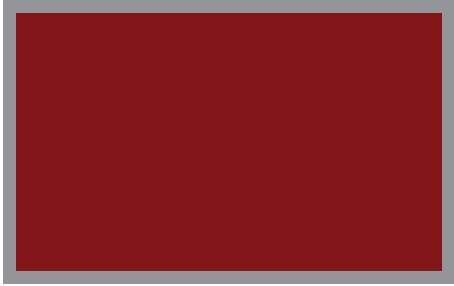
PUBLISHER'S PROTECTIVE CLAUSES:

- Advertisers and advertising agencies assume liability for all content and illustrations printed and assume responsibility for any claims arising therefrom against the publisher.
- Publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards and to prominently place the word "advertisement" with copy that closely resembles editorial material.
- Publisher will repeat latest advertisement for scheduled space when no new acceptable copy is furnished.
- Cancellations accepted only before closing date for reservations.
- Publisher reserves the right to require payment in advance.



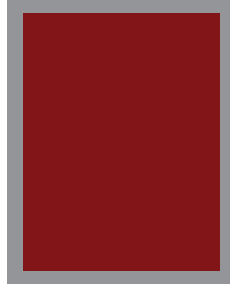
ADVERTISEMENT DIMENSIONS

*Do not reserve additional space for gutter.



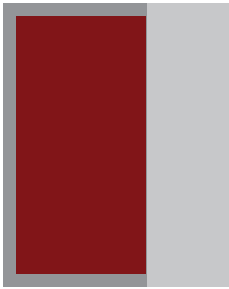
2P SPREAD w/BLEED

16 1/2 x 11 1/8 in
(419 x 283 mm)



FULL PAGE w/BLEED

8 3/8 x 11 1/8 in
(213 x 283 mm)

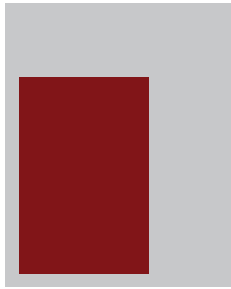


2/3 VERTICAL

4 5/8 x 10 in
(118 x 254 mm)

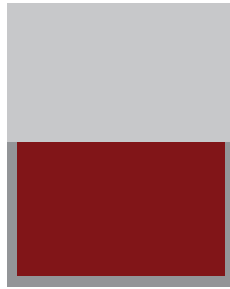
w/BLEED

5 3/16 x 11 1/8 in
(132 x 283 mm)



1/2 ISLAND

4 5/8 x 7 1/2 in
(118 x 191 mm)

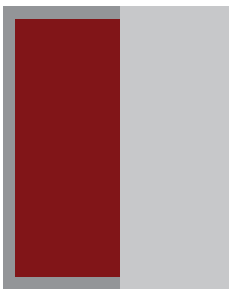


1/2 HORIZONTAL

7 x 4 7/8 in
(178 x 124 mm)

w/BLEED

8 3/8 x 5 5/8 in
(213 x 143 mm)

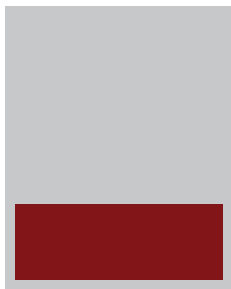


1/2 VERTICAL

3 3/8 x 10 in
(86 x 254 mm)

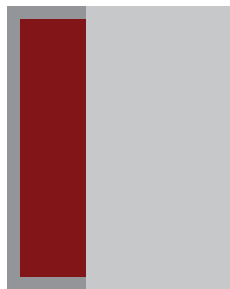
w/BLEED

4 3/16 x 11 1/8 in
(106 x 283 mm)



1/3 HORIZONTAL

7 x 3 1/4 in
(178 x 83 mm)

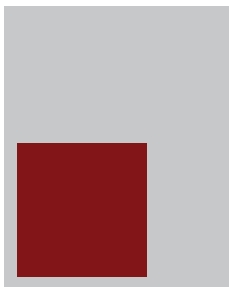


1/3 VERTICAL

2 1/4 x 10 in
(57 x 254 mm)

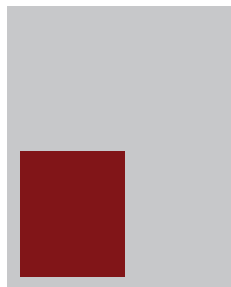
w/BLEED

2 7/8 x 11 1/8 in
(73 x 283 mm)



1/3 SQUARE

4 5/8 x 4 7/8 in
(118 x 124 mm)



1/4

3 3/8 x 4 7/8 in
(86 x 124 mm)

PUBLICATION SPECS

Trim Size	8 1/8 x 10 7/8 inches (206 x 276 mm)
Binding	Perfect Bound
Printing	Web Offset, 4-color sequence (CMYK)

PREFERRED MATERIALS: Digital artwork can be supplied in most platforms, preferably high-resolution PDF, Adobe InDesign CC (INDD), Adobe Illustrator CC (AI/EPS), or Photoshop CC (EPS/TIF). Please ensure colors are CMYK (PMS spot colors should be converted to process). All fonts should either be included or converted to outlines.

- **ADOBE INDESIGN CC** - preflight to ensure colors are CMYK (PMS spot colors should be converted to process) and use package function to copy all fonts and images.
- **ADOBE ILLUSTRATOR CC** - save graphics in EPS format with fonts outlined. Set document color mode to CMYK (PMS spot colors should be converted to process).
- **ADOBE PHOTOSHOP CC** - save as EPS or TIF files in CMYK format with a preview of 8 bits/pixel and binary encoding. Minimum resolution must be 254 pixels/inch (100 pixels/cm).

FTP REQUIREMENTS: You may supply your advertisement to the **Drilling Contractor** FTP site. Connection details are:

HOST (FTP ADDRESS): ftp.iadc.org
USER ID: IADCFTP
PASSWORD: 14tpn0w (one-four-t-p-n-zero-w)

Please Note: Select "Allow Passive Transfers" in your FTP browser or application such as Fetch/Filezilla (usually found under the "Advanced" tab). Once the file transfer has completed, please send an e-mail to drilling.contractor@iadc.org with the file name.

SHIPPING/EMAIL INFO: You can email materials (less than 15mb) to drilling.contractor@iadc.org, or ship to:

DRILLING CONTRACTOR
10370 Richmond Ave., Ste. 760
Houston, TX 77042 USA
+1 713 292 1945

REPRINTS: Reprints are available in low-resolution PDF format of articles published in **Drilling Contractor**. Reprints may be modified slightly to eliminate internal advertisements or to add promotional material provided by the customer. However, text, headlines and illustrations will remain as they appeared in the original published article.

Price for the low-resolution PDF is US\$1500. Links to articles on **DrillingContractor.org** are available at no charge. **DC** will supply a JPG of the cover of the issue in question, if desired. Contact drilling.contractor@iadc.org. For pricing on hard-copy reprints, please contact the publisher.



Drilling Contractor's website, dedicated to all things drilling and completions.

DRILLINGCONTRACTOR.ORG is a source of breaking news for the drilling industry, as well as a unique companion to the print edition of **Drilling Contractor**. DrillingContractor.org reports via text and video alike on the latest news affecting and shaping the global drilling and completions industry.

DrillingContractor.org is set apart by its unique enhanced online editorial complementing **DC's** respected print version. Examples of web exclusives include animations and videos related to articles published in **DC**, as well as additional graphics, editorial and case histories. Each article featuring enhanced editorial includes a footnote directing readers to check out the additional material on DrillingContractor.org. DrillingContractor.org also maintains thorough archives of past issues.

STATS

Yearly (2015)

Sessions: **457,968**

Users: **299,375**

Pageviews: **706,535**

Impressions: **1,535,579**

Clicks: **43,003**

Clickthrough Rate: **2.80%**

Monthly (July 2016)

Sessions: **19,834**

Users: **16,524**

Pageviews: **31,356**

Impressions: **92,190**

Clicks: **2,128**

Clickthrough Rate: **2.31%**

SOCIAL MEDIA

Different companies use social media in different ways, but our primary goal is simple: drive users back to our site. Our secondary goal is to take advantage of the engaging nature of social media outlets to extend our web presence. Each piece of great content we produce has the potential to go viral in any number of our social media platforms, which will lead to more impressions for **DrillingContractor.org** and will also increase ad clicks.



27,500 + Likes



1,100+ Subscribers
1,239,000+ Views



2,750+ Followers



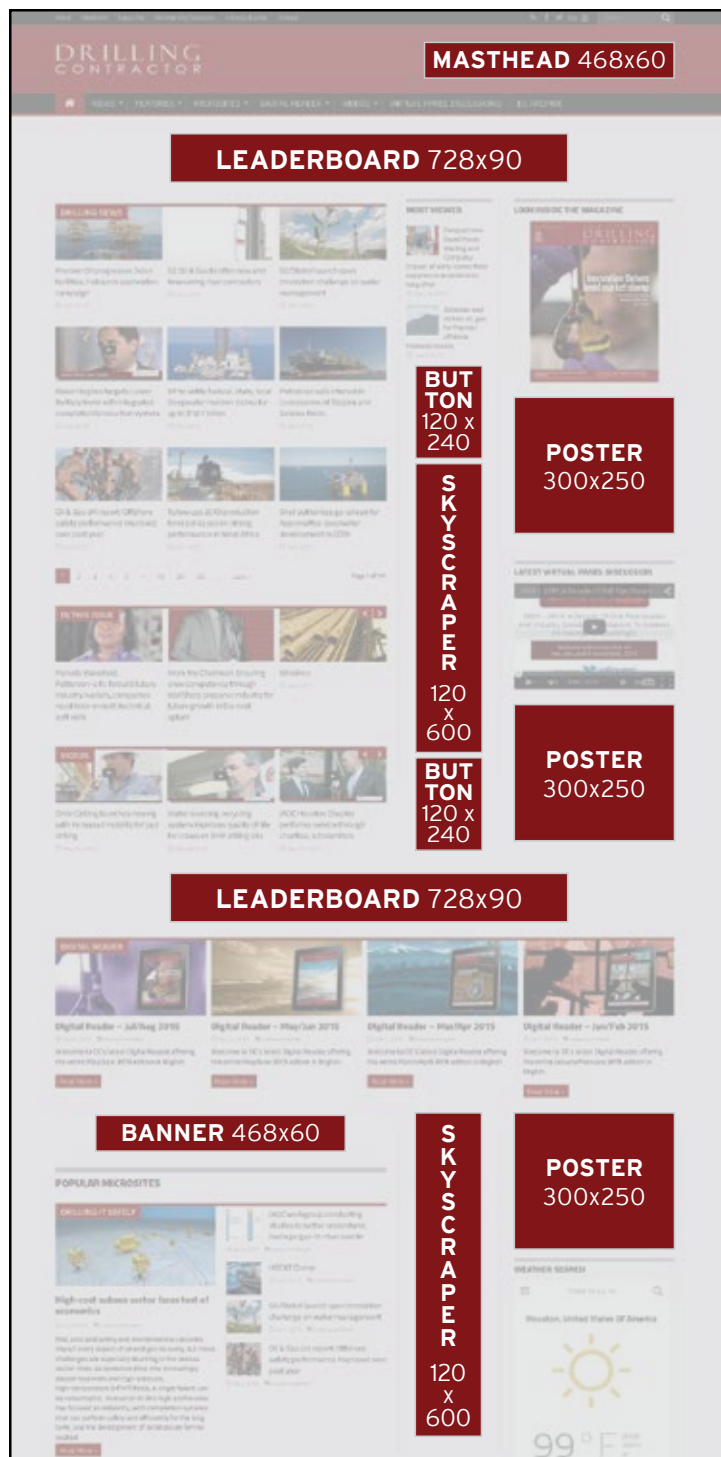
34,000+ Members

PREFERRED MATERIALS: Artwork can be supplied as JPG, PNG, or Animated GIF. For Double-click and other third-party ad support, please contact the publisher for more information.

Please Note: Ads rendered in Shockwave Flash format will not be visible on iOS platforms and are commonly blocked by default on numerous web browsers and email clients. In light of these developments, we no longer accept files in SWF format.

AVAILABLE SIZES & PRICING

(Monthly charges, USD)	Homepage	Inside Pages
Leaderboard (728x90)	1,390	1,270
Masthead (468x60)	1,335	1,155
Poster (300x250)	1,335	1,155
Skyscraper (120x600)	1,335	1,155
Banner (468x60)	1,155	1,000
Button (120x240)	850	725



FOCUSED MICROSITES



NEW! FOCUS ON YOUR NICHE, BUT BENEFIT FROM THE ENTIRE WEBSITE

DrillingContractor.org offers highly specialized microsites to help you carefully hone your marketing message.

Each of our eight standing microsites focuses on a specific area of interest within the well-construction sector, from HSE to global markets.

DC microsite advertisers dominate their respective microsite landing pages as the sole advertiser. Even better, microsite adverts will also appear as a leaderboard ON EVERY ARTICLE LINKED TO ANY MICROSITE on **DrillingContractor.org**. (Article adverts will rotate with two to seven other adverts.)

That's right. If you advertise on any microsite, your ad will show on all landing pages for that microsite. In addition, your advert will rotate with other leaderboard ads (2-7) on ALL ARTICLES linked to ANY OR ALL MICROSITES!

Example: Advertise on the Onshore Advances microsite. Your ad appears on all landing pages for Onshore Advances. Your ad will also appear on ALL ARTICLES linked to any of the eight microsites.

With approximately 2,400 microsite-linked articles on **DrillingContractor.org**, that's a lot of exposure! Also, **DC** microsites enjoy heavy drill down. Many of **DC** microsites are clicked through many sets of pages. For example, the Drilling It Safely microsite is drilled down all the way to Page 50.

Content includes our great topical articles from **DC**, as well as original editorial and multimedia.

- **DRILLING RIGS & AUTOMATION:** covering cutting-edge advances in automation, rig equipment and design, control systems, maintenance, cybersecurity and condition monitoring, and other topics.
- **INNOVATING WHILE DRILLING (IWD)*:** addressing key downhole advances, including underbalanced and managed pressure drilling; rotary steerable systems; MWD, LWD, SWD; directional drilling; geosteering; bits; drilling and completion fluids; slim-hole well designs, coiled tubing and much more.
- **ONSHORE ADVANCES:** a close look at the hard-charging land market, both in North America and around the world, with extra focus on shale-driven activity and technologies;
- **COMPLETING THE WELL:** examining fracturing, stimulation, completion and cementing;
- **IADC: GLOBAL LEADERSHIP, GLOBAL CHALLENGES:** a review of IADC initiatives and regulatory challenges;
- **DRILLING IT SAFELY:** which puts the focus on HSE and well control, central to industry maintaining its license to operate;
- **GLOBAL AND REGIONAL MARKETS:** examining trends in the market place, economics of hydrocarbons, and drivers for well construction; and,
- **THE OFFSHORE FRONTIER:** looking at exciting developments in marine drilling and completions.

DC will also periodically develop ad hoc microsites, for example, for IADC conferences and other events, such as OTC.



MICROSITE ADS

(Monthly charges, USD)

Leaderboard (728x90)	3,000
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STATS

1ST HALF 2016

Total (all microsites) Pageviews **12,603**
Time On Page **00:04:25**

Time On Landing Page

<i>Completing The Well</i>	00:08:12
<i>Innovating While Drilling™</i>	00:07:28
<i>Drilling It Safely</i>	00:07:25
<i>Global & Regional Markets</i>	00:02:18
<i>Onshore Advances</i>	00:01:34
<i>Drilling Rigs & Automation</i>	00:01:24
<i>Offshore Frontier</i>	00:01:12
<i>IADC</i>	00:01:10



VIRTUAL PANEL DISCUSSIONS

Get up close and personal with prospective clients!

DC virtual panel discussions are one of the greatest values available to drilling and completion marketers. These high-interest webcasts feature expert panelists on the critical issues confronting the well-construction industry. Each of the pre-recorded VPDs will span 45 minutes to an hour. Virtual panel discussions will be posted on DrillingContractor.org for a full year following initial airing.

DC VPDs differ from typical webinars because they blend video, shot in **DC's** in-house studio, with PowerPoint and additional videos or animations.

Each VPD is promoted multiple times through combinations of **DC**, and **eNews/Drill Bits** dedicated promotions, reaching more than 20,000 drilling and completion professionals. In addition, pre- and post-VPD reminders are sent to all registrants the day before and after the webcast, respectively. All promotions for the VPD, whether print or electronic, will prominently feature the sponsor logo. In addition, the sponsor will be thanked at the start and finish of the VPD and the sponsor logo displayed on the video. Further, each VPD will be promoted with a special marketing box in scheduled issues of **eNews from DrillingContractor.org**, as well as dedicated eblasts, as outlined in the table to the right. Sponsors will also receive names and contact information of all VPD registrants.

Our virtual panel discussions provide significant added value, as the table on the right shows. Likewise, all **DC** virtual panel discussions must also be deemed as value adding to readers and viewers. Excessive commerciality tends to discourage viewers and diminishes credibility.

VPD VALUE PROPOSITION

Items included (and associated value in USD)

Drilling Contractor Magazine advertising (1 issue, 1/3 page color)	3,927
Drilling Contractor eNews / Drill Bits promotion (x2)	5,000
Dedicated email promotion* (x1)	2,450
Archiving of VPD at DrillingContractor.org (for 1 year)	12,000
Analytics post event	1,500
Pre- and post-VPD emails** (x2)	2,000
Database asset delivery	2,000

Project Value	28,877
Added Value Discount	- 13,877
TOTAL PRICE (NET USD)	15,000

*NOTE: SINCE DC DOES NOT SELL MAILING LISTS OR OFFER THIRD-PARTY EBLASTS, THIS IS THE ONLY MECHANISM FOR A SINGLE COMPANY TO EBLAST THE DC READERSHIP.

**PRE-EVENT REMINDER SENT TO REGISTRANTS ONE DAY PRIOR TO VPD, AND POST-EVENT WRAP-UP EMAIL TO REGISTRANTS THE FOLLOWING DAY.

ALL TIME STATS

Pageviews: **25,742**

Unique Pageviews: **18,494**

Avg Viewers: **199/VPD**



IADC.ORG

Make your impact on the global drilling industry



Internet marketers can now target the global drilling industry through selected pages on its leading website, IADC.org, official site of the International Association of Drilling Contractors. IADC.org is one of the oldest websites in the E&P industry, founded in 1995, and enjoys traffic of more than 38,000 visitors per month with more than 99,000 page views (76,800 unique) and a low bounce rate (55%).

Advertise only on a given landing page or opt for "run of category" - all pages directly linked to the landing page. (PDF files linked to the landing page are excluded.)* Choose from six high-interest IADC landing pages:

ABOUT: Links to About the Drilling Industry, Memberweb links, IADC Regions and Chapters, IADC Officers, IADC Staff, IADC Rotary Rig Report, and many more);**

COMMITTEES: Links to committees on HSE, Well Control, Training, Advanced Rig Technology, Managed Pressure Drilling, and many more;

TECHNICAL RESOURCES: Links to IADC newsletter Drill Bits, Drilling Contractor magazine & subscriptions, IADC Membership Directory and IADC Bookstore Catalog;**

ACCREDITATION: Links to IADC's exclusive industry-developed training curricula, including our powerful new well control training program WellSharp, as well as IADC RigPass (rig safety) and more;

HSE: Links to IADC Safety Alerts, IADC Incident Statistics Program (Introduction), IADC HSE Case Guidelines.

SPECIAL POSITION: In addition, advertising is available on the **Search page**, which will carry through to the Search Results page(s). Price is \$1500 gross per month, 3-month minimum run. (Advertisement will not carry through to page links found during searches.)

* ADVERTISING IS UNAVAILABLE ON THE IADC.ORG HOME PAGE AND THE IADC EVENTS PAGE, ALONG WITH INDIVIDUAL EVENTS (WWW.IADC.ORG/EVENTS AND LINKED PAGES).

** ADVERTISING WITHIN THESE PUBLICATIONS IS NOT INCLUDED.

WWW.IADC.ORG RATES

(Monthly charges, gross, USD)	Landing Page Only	Run of Category
Leaderboard (728 x 90)	1,365	2,940

STATS

Yearly (2015)

Sessions: **490,635**

Users: **292,714**

Pageviews: **1,333,705**

Impressions: **182,522**

Clicks: **1,336**

CTR: **0.73%**

Monthly (July 2016)

Sessions: **31,684**

Users: **22,208**

Pageviews: **83,355**

Impressions: **29,427**

Clicks: **234**

CTR: **0.80%**



Driven by **original reporting** from key industry events and on the **latest industry news** and **technology updates**

eNews from DrillingContractor.org is DC's electronic tool to communicate with the drilling & completion industry. DC is published in print format six times per year, and eNews from DrillingContractor.org ensures that our readers receive up-to-date information 12 times per year.

eNews presents original news and features, as well as information from key industry players, updates on IADC activities, exclusive reports from IADC conferences, reader surveys and more. Each edition of eNews links back to DrillingContractor.org.

FREQUENCY DISCOUNTS follow the same program as for DrillingContractor.org. Placements in eNews count as DrillingContractor.org placements, and vice versa.

MONTHLY STATS

JULY 2016

Impressions: **9,761** Ad Clickthrough rate: **1.57%** Open Rate: **23.8%**

ENEWS SPONSORSHIPS

	Top of Page	Middle of Page	Bottom of Page
Leaderboard (728x90)	2,500	2,300	2,100
Poster (300 x 250)	4,000	3,800	3,200

2017 ENEWS SCHEDULE

(12 EDITIONS)

February

- 15 Report from IADC Health, Safety, Environment and Training Conference and SPE Hydraulic Fracturing Technology Conference

March

- 17 Report from SPE/IADC Drilling Conference

April

- 5 Report from IADC Drilling HSE&T Asia Pacific Conference and IADC/SPE Managed Pressure and Underbalanced Operations Conference

May

- 10 Report from OTC
- 24 Report from IADC Drilling Onshore Conference

June

- 7 General news & features

July

- 6 Report from IADC World Drilling 2017

September

- 6 Report from IADC Asset Integrity & Reliability Conference and IADC Well Control of the Americas Conference

October

- 11 Report from IADC Drilling HSE Europe Conference
- 18 Report from IADC Drilling Middle East Conference & SPE Annual Technical Conference & Exhibition

November

- 1 Report from IADC Advanced Rig Technology Conference
- 15 Report from IADC Annual General Meeting

The screenshot shows the eNews website interface. At the top, it says 'eNews FROM DRILLING CONTRACTOR.ORG' and 'OFFICIAL PUBLICATION OF THE INTERNATIONAL ASSOCIATION OF DRILLING CONTRACTORS'. The date is '8 July 2015'. A prominent red box contains the text 'POSTER 300x250'. Below this, there are several news articles with headlines and images. The first article is 'Baker Hughes targets Lower Tertiary trend with integrated completion/production system'. The second is 'Oil & Gas UK report: Offshore safety performance improved over past year'. The third is 'GE/Statoil launch open innovation challenge on water management'. The fourth is 'Tullow ups 2015 production forecast based on strong performance in West Africa'. The fifth is 'Shell authorizes go-ahead for Appomattox deepwater development in GOM'. The sixth is 'District Court orders delay of BLM's hydraulic fracturing rule on federal and Indian lands'. At the bottom, there are two 'LEADERBOARD 728x90' ad slots.



DRILL BITS E-NEWSLETTER

Drill Bits is IADC's major vehicle for communicating about pending legislation and regulation impacting the global drilling community. IADC's electronic newsletter **Drill Bits** reaches 18,000 readers monthly, keeping them abreast of the latest news that can affect their business.

In addition, **Drill Bits** highlights IADC initiatives, new IADC members, safety milestones, newly accredited training providers and more.

For ad placements, see **eNews** graphic on previous page.

Champion better legislation and regulation: Advertise in **Drill Bits**

STATS

Email Stats (July 2016 Edition)

Sent: **18,172**
Open Rate: **24.6%**

Ad Stats (May 2016)

Impressions: **9,128**
Clickthrough Rate: **0.18%**

DRILL BITS E-NEWSLETTER ADS

	Top of Page	Middle of Page	Bottom of Page
Leaderboard (728x90)	1,700	1,400	1,200
Poster (300 x 250)	2,900	2,700	2,400



IADC MEMBERSHIP DIRECTORY

Join the leaders of the global drilling industry. Advertise in the **2017 IADC Membership Directory!**

MISSION: The **2017 IADC Membership Directory** is the definitive guide to the global drilling industry and your opportunity to connect with the global wellsite industry - rig owners both land and offshore and the oil companies they serve.

READERSHIP: IADC, the International Association of Drilling Contractors, is the only industry trade association with international scope among drilling contractors, oil companies and service firms alike. Accordingly, the **2017 IADC Membership Directory** has matured into an indispensable global reference of key operators, contractors, drilling rigs, suppliers and services for the full year of its useful life.

The **IADC Membership Directory** puts your marketing message in the hands of 5,000 drilling and producing executives. If you do business with the worldwide rig fleet, the **2017 IADC Membership Directory** is an outstanding advertising value. It is also an excellent way to highlight your company's support for IADC's initiatives in government affairs, HSE, well control, technology and more.

The **IADC Membership Directory** will be published in April and enjoy bonus distribution at the 2017 Offshore Technology Conference, 1-4 May in Houston.

Tabbed Section dividers boost ad visibility economically

- » Increase the visibility of your firm's advertisement in the **2017 Directory** by reserving a tabbed section divider. Each of the **Directory's** major sections will be introduced by a tabbed, heavy-stock divider. Hurry! Spots are limited!
- » Right of first refusal applies to divider-page advertisers in the **2016 IADC Directory**.



AD RATES

	4/Color	B&W
2-Page Spread	12,300	N/A
Back Cover	8,100	N/A
Inside Front Cover	7,960	N/A
Tabbed Divider Page	7,830	N/A
Full Page	7,000	6,300
1/2 Island	4,600	4,000
1/2 Page Vertical or Horizontal	4,400	3,750
1/4 Page	2,600	1,950

MECHANICAL REQUIREMENTS:

Publication specs, ad sizes and other mechanical requirements are identical to those of **Drilling Contractor**.

AD CLOSING: 14 MARCH
MATERIALS DUE: 21 MARCH

IADC DRILLING MANUAL



The **definitive** rig operations guide

Reach your target technical drilling engineering and operations audience by sponsoring a chapter of the **IADC Drilling Manual**, the definitive rig operations guide. Released as electronic books during 2014 and print format in 2015, the new edition of the **IADC Drilling Manual** represents the first major upgrade of this respected reference since 1992.

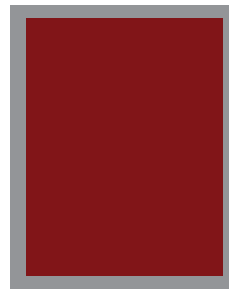
All chapter sponsorships are exclusive and will be in force for a full year from the initial ad placement (electronic and print-on-demand chapters only)! Sponsors can place a full-page, four-color advertisement on the inside front cover of the electronic chapter. This advertisement will be sole placement in the chapter (excepting one IADC house ad).

Hurry! Many chapters are already sold out.

And the potential distribution reach of these chapters has expanded to include a market of 600,000 professionals. This is through our new venture with Techstreet (part of Thomson Reuters, the world's leading source of intelligent information for business and professionals), whose customer base exceeds half a million.



AD SPECS



FULL PAGE w/BLEED
8 3/4 x 11 1/4 in
(222 x 286 mm)



IADC DRILLING MANUAL ADS

All rates net USD	4/Color
Inside Front Cover	5,000

IADC RIG REPORTS



Reach the Rig with Your Message!

Have a message you want to bring straight to the rig? Marketing your company's products and services through IADC checklists and forms provides in-your-face presence at the rig site and before rig-based operational specialists.

High-visibility advertising is available on the front and back covers and inside "flap" of these recently updated checklists and forms. "Flap" visibility is ensured by its purpose to separate pages so that notes will not bleed through to underlying pages. (See illustration below.)

IADC will place your company's advertisement in each of a 500-unit press run for any of the following indispensable rig forms and checklists (all rates net USD):



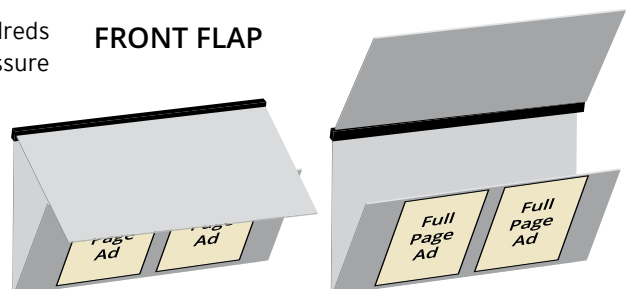
IADC DAILY DRILLING REPORT

The **IADC Daily Drilling Report** is the primary data-collection form for hundreds of rigs around the world. Also called the "tour sheet," the DDR captures pressure information, depth, payroll information and much more.

Up to two adverts are available on the front flap. (See diagram.)

All rates net USD	Front Flap
Full Page (8 x 11 1/8 in)	4,500

FRONT FLAP





IADC DRILLING RIG SAFETY INSPECTION CHECKLIST

The definitive checklist for rig safety inspection is indispensable at the rig site as a comprehensive guide to key hazards. The checklist was recently updated and redesigned. Older versions will need replacement, making this checklist a hot seller. Printed on carbonless paper to provide multiple records.

Adverts available on the back cover, and on both the front and reverse flap. The flap stands out, due to its purpose in separating pages to avoid overwriting future pages.

All rates net USD	Front Flap	Back Flap	Back Cover
Page Dominant (8 x 14)	Check for pricing & availability		
Full Page (8 x 11 1/8 in)	3,500	3,000	2,500
Fractional (8 x 4 7/8 in)	N/A	1,500	N/A

IADC SAFETY MEETING TOPIC AND RECORD BOOK

Safety meetings on the rig are more important than ever, and the **IADC Safety Meeting Topic and Record Book** are a rig crew's guide to vital HSE topics.

Significant revisions were incorporated into this popular form to highlight important safety topics in today's complex drilling industry. Further, the form was reorganized to improve the flow of topics in this popular form. Printed on carbonless paper for multiple copies.

All rates net USD	Inside Front Cover	Front Flap	Back Flap	Back Cover
Page Dominant (8 x 14)	Check for pricing & availability			
Full Page (8 x 11 1/8 in)	3,500	3,300	3,000	2,500
Fractional (8 x 4 7/8 in)	N/A	N/A	1,500	N/A

IADC WEEKLY SAFETY MEETING REPORT

Crews can choose their own topics for discussion using this convenient and fast-selling form, printed on carbonless paper for multiple copies.

IADC DAILY ENGINE REPORT

The newly revised **IADC Daily Engine Report** is an essential record of drilling engine temperature and pressures. Among the functional improvements is space for measurements of additional mud pumps and multiple record sheets on carbonless paper.

All rates net USD	Inside Front Cover	Front Flap	Back Flap	Back Cover
Page Dominant (8 x 14)	Check for pricing & availability			
Full Page (8 x 11 1/8 in)	3,000	2,800	2,300	2,100
Fractional (8 x 4 7/8 in)	N/A	N/A	1,300	N/A

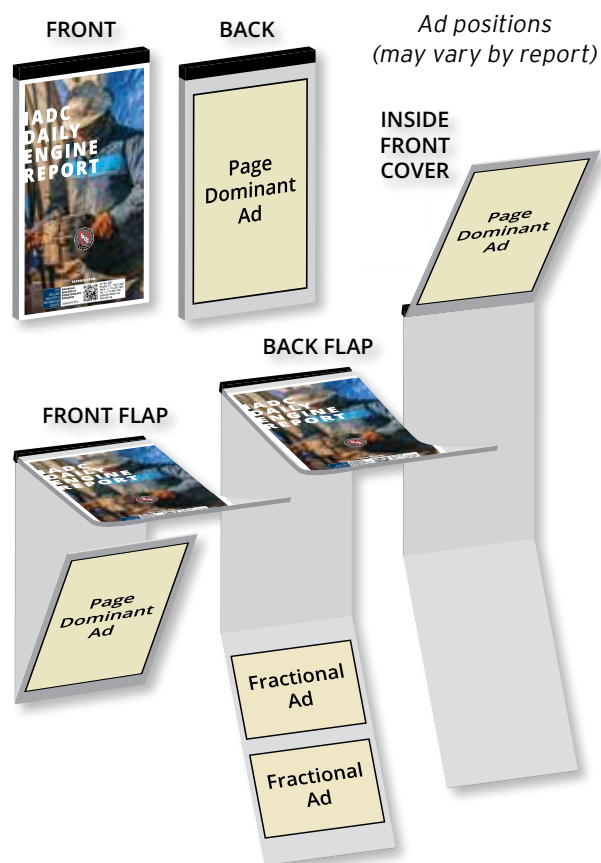
IADC MUD PUMP INSPECTION CHECKLIST

Maintaining high fluid throughput is essential in many of today's difficult wells. This new form is one that goes to the heart of today's drilling challenges.

IADC NEAR-MISS REPORTS

Reducing near misses is the next big push in wells safety. This new form, supported by several major international operators, is a huge step forward in wells HSE. Two versions! One for Drilling, one for Well Servicing/Workover!

All rates net USD	Front Flap	Back Flap	Back Cover
Page Dominant (8 x 14)	Check for pricing & availability		
Full Page (8 x 11 1/8 in)	2,000	1,000	1,700
Fractional (8 x 4 7/8 in)	N/A	900	N/A



SALES OFFICES



For all sales inquiries regarding **Drilling Contractor** and our other products, please contact the offices below

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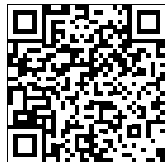
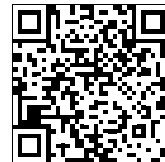
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QUICK LINKS

DC**DC WEB****IADC WEB****DIRECTORY****BOOKS**

ALL DRILLING • ALL COMPLETIONS • ALL THE TIME



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