

ALBERTAOILMAGAZINE.COM

**ENERGY INTELLIGENCE
FOR A SOPHISTICATED READER**

Not just an award-winning magazine, but a highly targeted way of reaching online audiences

advertisewithventure.com

Publishing and Sales Office

T (780) 990-0819

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Calgary Sales Office

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ALBERTAOILMAGAZINE.COM: AN INTRODUCTION

AlbertaOilMagazine.com, the online companion to *Alberta Oil*, is the perfect advertising vehicle for your brand's online message. *Alberta Oil* readers, 62% of which are senior executives, love the ease of use and quick access to our extensive database of award-winning editorial content. Combined with constantly updated web-exclusive content, **albertaOilMagazine.com** provides both readers and advertisers unparalleled value.

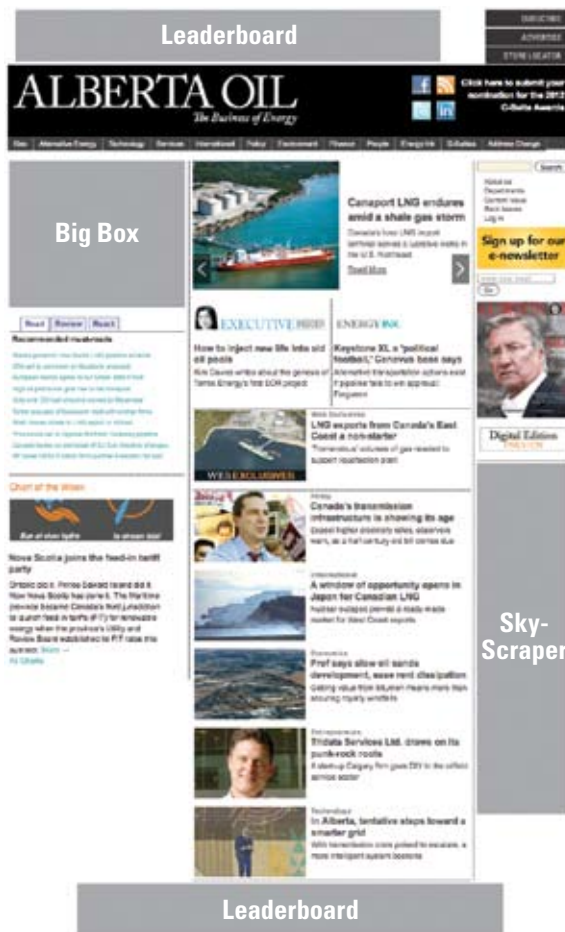
KEY FACTS

- 1 AlbertaOilMagazine.com** is the #1 search result in Google, Bing, and Yahoo for the term "Alberta Oil."
- 2 AlbertaOilMagazine.com** is regularly featured in Google News resulting in an international audience of interested energy sector professionals
- Close to 230,000 ad impressions are served every month to nearly 17,000 unique visitors. Site traffic has increased over 240% in 2011 alone.
- Alberta Oil's* e-newsletter goes out to +9,500 energy professionals twice a month.

ALBERTAOILMAGAZINE.COM AUDIENCE: ALBERTA AND BEYOND

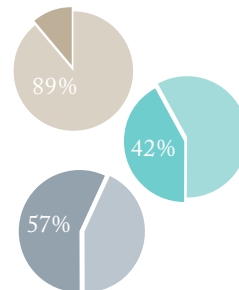
Elite, well-informed, and affluent; these three words describe our readership and indeed our province. Alberta is expected to lead Canada in GDP growth in 2012 with a projected 3.9% growth compared the national average of 2.5%. In addition to this, Alberta families are the wealthiest in the country with Stats Canada reporting Alberta's median income to be \$91,570 compared to the Canadian median of \$68,860.

Your marketing message will be placed before an audience that possesses both business acumen as well as the power to act on information absorbed from our website and magazine. 76% of readership either specify or approve corporate purchases meaning that our customers are your potential clients.



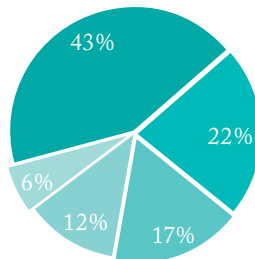
DEMOGRAPHICS

89% are male, 11% are female
42% have personal annual incomes of more than \$95,000
57% are between the ages of 40 and 55

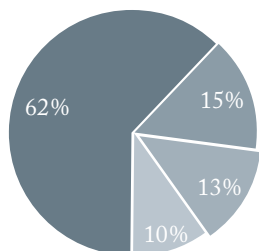


ORIGIN OF TRAFFIC:

43% from Alberta
22% from the United States
17% Canadian outside of Alberta
12% from Europe
6% from Asia

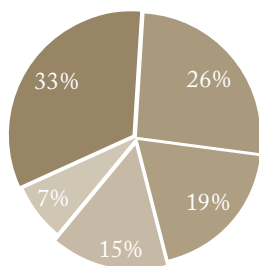


ALBERTA OIL READERSHIP: IN PRINT AND ONLINE



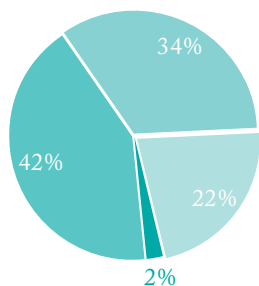
JOB TITLES

62% are senior management
15% are middle management
13% are independent contractors
/tradespeople/administration
10% not specified



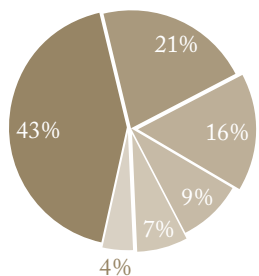
INDUSTRY BREAKDOWN:

Energy & Petroleum: 33%
Energy Services: 26%
Government: 19%
Financial: 15%
Engineering/Construction: 7%



PURCHASING DECISIONS

42% Specify purchases
34% Approve purchases
22% Responsible for making purchases
2% Do not participate in purchasing decisions



INDUSTRY BREAKDOWN:

Energy & Petroleum Companies: 43%
Services/Consulting: 21%
Energy Services: 16%
Financial: 9%
Engineering/Construction: 7%
Government: 4%

MONTHLY WEB TRAFFIC*

AVERAGE TOTAL VISITS: 40,000
AVERAGE UNIQUE USERS: 17,000
AD IMPRESSIONS: 230,000

*Web averages from October 2011

PRINT AND ONLINE: A DYNAMIC DUO

Online and magazine advertising work together to create unparalleled engagement and awareness. Many of our 107,000 print readers are driven to read more online by the "albertaoilmagazine.com" logos, present throughout *Alberta Oil* magazine as well as full colour print advertisements promoting the website. By advertising in both mediums, your marketing message will be available to the maximum possible audience. Integrated media campaigns allow magazine and online advertising to be more engaging, trustworthy and motivational. This relationship allows albertaoilmagazine.com's advertisers to benefit from multi-faceted awareness and a highly-motivated audience of purchasers and decision-makers.

ALBERTAOILMAGAZINE.COM 24/7

Albertaoilmagazine.com is more than a website. It's a community that provides Alberta business executives and global decision-makers with information and advice, available 24 hours a day, seven days a week. Users can immerse themselves in 4+ years of award-winning content. Organized by industry and topic, your advertisements are paired with a wealth of industry-specific information, allowing you to target the ideal audience for your campaign.

- > **INTERACT** with CEO and entire businesses—reaching corporate leaders means your message can influence an entire company.
- > **ENGAGE** users at work – workplaces are ideal for spreading word-of-mouth awareness about new products, special offers and events.
- > **ALIGN** with an authority on business—albertaventure.com is known for trustworthy information.

AN ONLINE STUDY BY FORBES.COM AND GARTNER REVEALED:

- > Senior executives are researching industry trends online on a daily basis
- > More than two out of five senior executives believe the web contains the most informative advertising

PLACEMENT, SPECS AND RATES

Rates quoted in net dollars unless otherwise specified

Advertisements on albertaoilmagazine.com are rotated to ensure visitors are viewing a variety of different ads as they explore our website. Also, advertisements can be placed within specific sections of our expansive, industry-specific content, ensuring you reach the exact audience you want. This makes your ad more attention-grabbing and ensures maximum impact.

1) TOP LEADERBOARD (728 x 90) \$40 CPM

Rotation at top of page

2) BIG BOX (300 x 250) \$35 CPM

Ad will rotate between the following three positions:

- A. Top right on homepage
- B. Middle of article pages
- C. Bottom of industry pages

3) SKYSCRAPER (160 x 600) \$35 CPM

Rotation on right-hand side of page

4) BOTTOM LEADERBOARD (728 x 90) \$25 CPM

Rotation at bottom of page

5) SITE SKIN (1440 x 1854) \$200 CPM

ADDITIONAL OPTIONS

Floating Units (max 900x600)	\$45 CPM
Prestitial/ Interstitial (300x250)	\$75 CPM
Pop Ups (300x250)	\$75 CPM

AO INSIDER: E-NEWSLETTER ADS

(1 Leaderboard, 1 Skyscraper, 1 Big Box available; + 50 word text ad)

\$80/CPM per newsletter spot (9,500 subscribers) A 50 word advertising paragraph costs **\$100** and is located in a skyscraper position

THIRD PARTY E-BLASTS

third party opt-in subscriber list.
(8,100 subscribers)

\$120/CPM with a minimum spend of \$500.

An additional charge of \$75 will be added to all e-blast purchases in order to cover set-up and testing costs.

CATEGORY SPONSORSHIP*

Basic Sponsorship Logo placement on the section homepage as well as within each section-specific article. **\$750/month**

Comprehensive Sponsorship Leaderboard, big box, and skyscraper ad placements on the section homepage. Logo placement on the section homepage as well as within each section-specific article **\$1500 /month**
**Minimum three month commitment*



All sizes and specifications conform to Interactive Advertising Bureau of Canada standards. (Cancellations may be subject to a 20% fee)

CUSTOM ONLINE ADVERTISING

Let us create a custom advertisement or an entire campaign for you. Working with you, our editorial, digital and marketing departments are able to create and execute the most effective and engaging advertising campaigns for your brand or business. Examples of custom advertising options include:

THIRD PARTY E-BLASTS Your targeted advertising message delivered directly to the emails of 9,500 third party opt-in subscriber list.

SITE SKIN Your brand wraps around the albertaoilmagazine.com content for maximum impact.

CATEGORY SPONSORSHIP By sponsoring a specific web category (such as Environment or Gas) your brand is aligned editorial content that speaks specifically to your business interests. In a crowded advertising marketplace, targeted advertising has been proven to be the most effective.

VIDEO ADS Attractive, informative and entertaining – video ads deliver superior engagement.

MICRO-SITES We can develop an entire section of albertaoilmagazine.com featuring exclusive content, designed just for you.

BLOGS Sponsor a blog and be front and centre as top energy executives discuss the latest business issues.

CONTESTS Donate a prize for a survey or quiz and put your products in the hands of influential business executives.

WEB POLLS An interactive way to build awareness by sponsoring user-generated content.

INTERSTITIALS Get premium exposure as users navigate through our site.

PODCASTS Develop informative audio or video content that users can download and share with colleagues/friends.

E-NEWSLETTERS You can sponsor a content specific *Alberta Oil* e-newsletter or work with our awardwinning staff to create a custom piece for your organization.

Minimum commitment for all advertisers on albertaoilmagazine.com is \$700 per contract. Lead time for online advertisements is five business days.

Contact your account executive for more details or visit advertisewithventure.com.

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