

PETROLEUM SERVICES NEWS



SERVICES NEWS

THE OFFICIAL VOICE OF THE PETROLEUM SERVICES ASSOCIATION OF CANADA

2012 media kit



A DIRECT CONNECTION TO A \$65 BILLION INDUSTRY

About Petroleum Services News and PSAC

Petroleum Services News is the official voice of the Petroleum Services Association of Canada (PSAC). Founded in 1981, PSAC is the national trade association representing the service, supply and manufacturing sectors within the upstream petroleum industry. The Association represents a diverse range of over 250 member companies, employing more than 52,000 people and contracting almost exclusively to oil and gas exploration and production companies. PSAC member companies represent over 80 per cent of the business volume generated in the petroleum services industry.

Petroleum Services News is PSAC's quarterly trade publication that discusses issues of importance to PSAC's members and to the entire upstream oil and gas industry. PSAC's mission is to champion the interests of its members and the industry, and Petroleum Services News aligns with this mission by promoting awareness of salient industry issues that will affect PSAC's members and the industry.

2012 Advertising Deadlines

Spring 2012

Ad Close: Friday, January 13
Ad Material Due: Friday, January 27
Release: Thursday, March 1

Summer 2012

Ad Close: Wednesday, April 4
Ad Material Due: Tuesday, April 17
Release: Friday, June 1

Fall 2012

Ad Close: Friday, July 20
Ad Material Due: Thursday, August 2
Release: Monday, September 3

Winter 2012

Ad Close: Friday, October 12
Ad Material Due: Thursday, October 26
Release: Monday, December 3

Welcome to Petroleum Services News

Now, more than ever, business leaders in the petroleum service and manufacturing sector want access to credible information on the energy sector. The petroleum industry's key decision-makers will be turning to the Petroleum Services News for guidance and innovative ideas on how to grow their business.

Advertising in an issue of Petroleum Service News will showcase your brand to a highly targeted audience of petroleum industry professionals.

Distribution

Each quarter, 4,000 copies of Petroleum Services News are printed and distributed to PSAC's member companies, as well as to members of the Canadian Association of Oilwell Drilling Contractors (CAODC), exploration and production companies, and government stakeholders. Additionally, Petroleum Services News is available at industry-related tradeshow and conferences.

Our Regular Columns

DRILLING FORECAST - Smart, concise, and full of statistics on drilling activity for the coming year.

PSAC IN ACTION - Bringing you PSAC's latest activities on behalf of its members and the services sector.

BUSINESS MATTERS - Business solutions for the busy executive. In every edition, we will cover a new topic to help our members grow their businesses.

MEMBER PROFILE - We profile a PSAC member company that has embraced innovation and share their best business practices.

COMMUNITY MATTERS - How are PSAC companies giving back to the community? Each issue we showcase a prominent example of their community work.



The Canadian Energy Research Institute (CERI) and Mission Capital Inc. recently found that the oil and gas services sector annually contributes \$65 billion to Canada's GDP and employs as many as 800,000 workers across Canada.

Who should advertise in Petroleum Services News?

- Construction product suppliers
- Equipment rental, repair and maintenance companies
- Workplace Safety Organizations
- Employment agencies which specialize in the petroleum services industry
- Colleges, universities and technical schools
- Insurance companies
- Oil and Gas services consultants
- Upstream engineering and supply firms
- Investment firms
- Telecommunication firms
- Legal and accounting firms
- Hotels and motels
- Automotive and truck suppliers
- Financial service providers

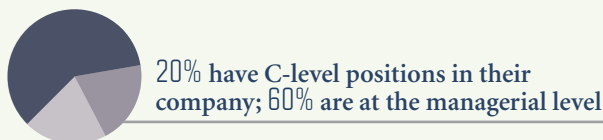
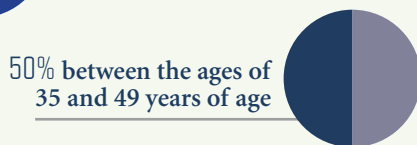
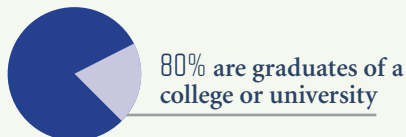
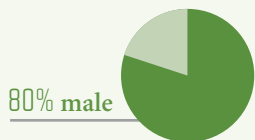
I received the magazine... and was very impressed with the quality of the stock and cover. A classy edition!!

Leo Gillis
- Compass Bending LTD

THE PSN READERSHIP SURVEY:

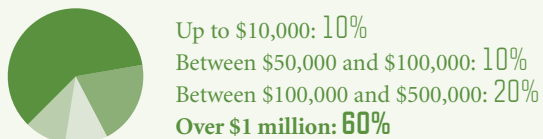
conducted by PSAC in August 2010

Desirable Demographics



Extensive Purchasing Power

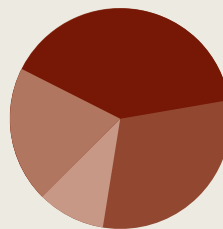
All of our survey respondents reported having purchasing authority in their company to a greater or lesser degree. Our readers' approximate annual purchasing:



Areas of purchase decisions include:

- Oilfield services (Drilling Operations/Related Services, Completions, Oilfield Environmental, Production and Optimization, Pipeline and Facilities Construction, Other)
- Commercial/fleet vehicles
- Finance/investment / insurance/risk management products
- Accounting services (General, Production, Tax, Payroll, Other)
- Professional/Technical (Landmen, Wellsite Consultants, etc.)
- Manufacturing
- Accommodation (Hotels/Motels/Camps)
- IT (i.e. hardware, software, and services)
- Office equipment (fax, printer, projectors, etc.)
- Telecommunications services (i.e. Internet, wireless and wireline, including voice and data)
- Administrative services (courier, professional, training, personnel, etc.)

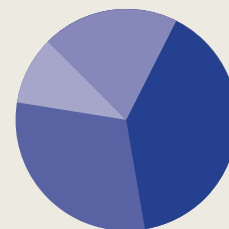
Company Description



Company size by workforce:
 1-25 employees: 20%
 26 to 200: 40%
 201 to 500: 30%
 501 to 2000: 10%

PSAC Member company size by annual revenues:

Less than \$2 million: 10%
 \$2 million to \$10 million: 20%
 \$10 million to \$50 million: 30%
 \$50 million and over: 40%



Reading Patterns

70% describe the magazine as excellent or very good
 70% read every issue of the magazine
 90% pass the magazine onto others in their organization to read
 100% turn to the magazine for an in-depth perspective on service sector issues

When asked for their top three sources of information for making purchasing decisions, respondents most often cited the following:

Industry associations: 90%
 Industry trade shows and conferences: 90%
 Industry publications: 50%
 Consumer publications: 30%
 Word of mouth: 20%

Do you have products or services that demand the attention of the petroleum services industry? *Petroleum Services News* provides a unique forum to reach more than 250 of the sector's companies and their executives.

PETROLEUM

PSAC SERVICES NEWS

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Why advertise in a specialty magazine like Petroleum Service News?

Industry-specific business magazines like *Petroleum Service News* are the most powerful advertising vehicle available to modern businesses. This is because targeted magazines offer **the lowest cost per thousand qualified business prospects** out of any other medium available. Your brand message reaches the decision-makers that determine business budgets and future purchasing.

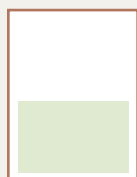
Specialty business magazines are read cover-to-cover by industry insiders and used as year-long references. Advertisements within are welcomed and reviewed by companies looking for the products and services needed to make their business successful.

Advertising Sizes & Rates

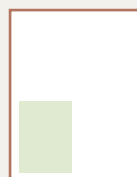
Size	1x	2x	4x
Double Page	\$2,800	\$2,600	\$2,400
Full Page	\$1,750	\$1,625	\$1,500
1/2 Page (horizontal)	\$950	\$875	\$800
1/4 Page (vertical)	\$550	\$500	\$450
Outside Back Cover	\$2,500	\$2,350	\$2,200
Inside Front Cover	\$2,250	\$2,100	\$1,950
Inside Back Cover	\$2,250	\$2,100	\$1,950



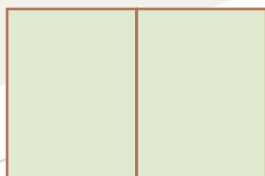
Full page
trim: 8.25" x 10.75"
bleed: 8.75" x 11.25"
live area: 7.75" x 10.25"



1/2 page (horizontal)
trim: 7.0625" x 4.625"



1/4 page (vertical)
trim: 3.4375" x 4.625"



Double page
trim: 16.5" x 10.75"
bleed: 17" x 11.25"
live area: 16" x 10.25"



Outside backcover and
Inside front/back cover
trim: 8.25" x 10.75"
bleed: 8.75" x 11.25"
live area: 7.75" x 10.25"

Contact us

For more information or to place an ad, please contact our account executives:

EDMONTON SALES OFFICE

T (780) 990-0839
F (780) 457-7588
E sales@albertaventure.com

CALGARY SALES OFFICE

T (403) 228-4337
F (780) 452-7588
E calgarysales@albertaventure.com

How to submit your ad

Visit www.advertisewithventure.com and follow the easy, online instructions to upload your digital advertisement via our ftp site.

Alternatively, email production@venturepublishing.ca call (780) 990 0839 ext 231 or toll free on 1-866-227-4276 ext 231.

For further details or to discuss your advertising needs, contact Venture Publishing

Who is Venture Publishing?

Venture Publishing Inc. is the award-winning publisher of *Alberta Venture* and *Alberta Oil*. As a full-service publishing company it regularly publishes *Tracks & Treads* for Finning Canada, *Alberta Innovators* for the Consulting Engineers of Alberta and *Commerce News* for the Edmonton Chamber of Commerce. Working with the Petroleum Services Association of Canada, Venture Publishing will produce an effective, vibrant publication that reflects the association's mission.

Venture
PUBLISHING INC.

