

ALBERTA OIL
The Business of Energy

Top

100

Event Sponsorship

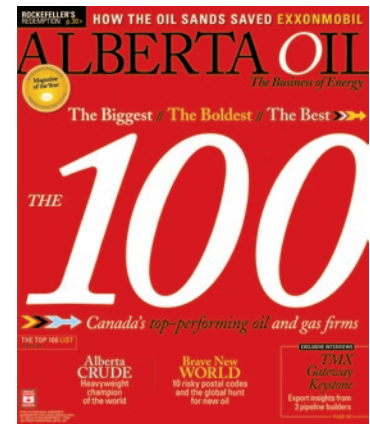
Sponsor Deadline: Feb 8th, 2012



Top 100 Event Sponsorship

This sponsorship will:

- Connect your brand with Alberta Oil's +150,000 monthly print and online readers multiple times in the spring of 2012
- Give you a comprehensive marketing solution that includes print advertising, online advertising, and event sponsorship
- Align your company with the very best of Alberta's energy industry



About the Top 100

The Top 100 - the definitive list of Canada's largest public oil and gas firms by revenue, net income, oil production and natural gas production - is released annually in June and only found in *Alberta Oil*. In recognition of the popularity of the Top 100 feature, *Alberta Oil* is expanding the package to serve the needs of our +150,000 monthly print and web audience through a targeted networking and educational event. This event will bring together executives from the biggest energy companies in Alberta in celebration of the Top 100 list.

In addition to the event, 2012 will also introduce our list of the Top 50 Oilfield Service Companies, ranked by revenue. This additional content will provide substantive value to readers and draw attention from companies across the energy sector. Sponsors will find unique benefit in a partnership on this comprehensive and powerful package.

Event and Sponsorship Details

In conjunction with the June release of the 2012 Top 100 list, *Alberta Oil* will produce a lunch event to honour those companies that made the list. Featuring a keynote speaker, this event will be a unique opportunity for attendees to network and celebrate with senior-level executives from the biggest and best companies in Canada's energy sector. A maximum of five sponsors will be accepted for this event and sponsors will receive industry category exclusivity.

The event will be held in Calgary on May 31, 2012, at which time the lists will be revealed. Each company on the list will receive one free ticket to attend; remaining tickets will be sold to an interested business audience through *Alberta Oil* and *Alberta Venture* marketing efforts.

Event Summary

Date: May 31st, 2012

Location: Calgary

Audience: Executives from the most successful energy and oil field service

Attendees: +300



Key Program Sponsors Benefits:

- Company logo on all Top 100 related promotional and marketing materials, including all related e-newsletters, direct marketing communications, advertisements and all other Top 100 promotional and marketing materials produced by Venture Publishing
 - Top 100 ads to promote the 2012 list will run in February and March issues of *Alberta Oil*
 - Event promotion ads will run in April, May and June issues of *Alberta Oil* and *Alberta Venture*
- One full page, full color advertisement in the June issue of *Alberta Oil* magazine (\$5,055 value)
- Signage at the lunch including on video display which will run through lunch
- Table of 8 at the lunch
- Each lunch attendee will receive a USB with the Top 100 list loaded on it; USB will include sponsor's logo, info page, and link

Total investment for Top 100 sponsorship is \$12,500 (net) for one year or \$11,000 (net) per year with a three year commitment

2012 Microsite Advertising Add-On

With *AlbertaOilMagazine.com* increasing in popularity every month, we see additional sponsorship opportunity for brands who wish to connect with our online readers specifically. By purchasing the microsite add-on, you'll extend your event sponsorship to a special "Top 100 microsite" that will host all Top 100 event and magazine content.

MICROSITE FEATURES

- The site will run from June 2012 to May 2013 and will include searchable lists, feature articles and video/audio podcasts.
- All event details and content (photo galleries, videos, and speeches) will be posted on the micro-site.
- Only sponsor advertising will run on the microsite. Sponsors will have banner advertisements positioned prominently on the Top 100 microsite and masthead logo positioning.
- We will produce additional sponsor-branded web content such as audio and video podcasts with a minimum of one new video/audio podcast or special online feature to be posted per month. Sponsors will have the opportunity to be interviewed for a podcast.
- The microsite will be promoted through *Alberta Oil* and *Alberta Venture's* e-blasts and e-newsletters throughout the year.

Additional investment to Top 100 sponsorship: \$975/mo (net) for a minimum of six months



Alberta Oil: An Executive-Minded Magazine and Website

Alberta Oil magazine offers its readers unique insight into the Canadian energy sector, a community attracting international attention as “the quiet energy superpower.” Recipient of the 2010 Canada’s Business Magazine of the Year award, Alberta Oil is Canada’s leading energy magazine. We have an extensive executive print readership (+107,000) and highly engaging editorial and design. With a print circulation of over 17,000 that is specifically targeted at energy decision makers, our readers are the most valuable demographic in the province. As a brand, Alberta Oil continues to expand its reach with massively successful events like our annual C-Suite Awards, our polished and popular website albertaoilmagazine.com, and unique content like the Top 100 feature.

Albertaoilmagazine.com is experiencing dramatic growth. From February to Nov 2011, visitors have increased by more than 312%, with site traffic growing from 16,500 visits per month to over 51,400. We are the number one result in Google, Bing, and Yahoo for the term “Alberta Oil.”



Contact Information

Visit albertaoilmagazine.com for past Top 100 lists and event details as they emerge.

Alternatively contact our sales department at either of the following locations:

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