A LETTER FROM THE EDITOR

Thank you for considering the *Journal of Petroleum Technology* (*JPT*) as a marketing and branding vehicle for your company in 2016 and beyond.

*Journal of Petroleum Technology* (*JPT*) is the leading magazine for petroleum professionals in the global upstream oil and gas industry. Published by the prestigious Society of Petroleum Engineers (SPE), every month *JPT* delivers editorial content covering the expansive breadth and depth of the upstream sector through featured articles, technical papers, interviews, guest columns, and news stories.

Since 1949, *JPT* has been the industry’s leading information source for upstream oil and gas technology. From cutting-edge technology developments and breakthroughs to practical applications and trends, *JPT* has you covered.

- Eight full-time editors and writers focus on publishing the latest and most valuable upstream information on emerging technologies, trends, and innovations.
- The *JPT* editorial staff spotlights the best technical papers from SPE events around the globe to keep industry professionals informed about the technologies that help them in their jobs and enhance their careers.
- Every year 4,000 technical papers are reviewed by a *JPT* editorial committee to select the top 140 papers to be summarized in *JPT*.
- *JPT* covers 47 separate technical upstream topics by tracking the most important worldwide developments.
- Each month *JPT* features: Technology Applications, Technology Focus, Technology Updates, Performance Indices, Upstream Notes, Company News, Regional Update.

JOHN DONNELLY
*JPT* Editor
jdonnelly@spe.org
GET AHEAD OF THE COMPETITION

BY ADVERTISING IN JPT

- **JPT** has the **largest global print circulation** in the upstream sector
- At the time of writing, every month printed issues of **JPT** were being **mailed to 79,428*** individually qualified upstream professionals
- Our **digital circulation includes an additional 40,000+**
- **JPT**’s circulation continues to grow by approximately 4% per year
- Bonus distribution delivers additional marketing exposure at 25+ SPE and affiliated association industry events

**HOW MUCH DOES IT COST PER PERSON TO REACH YOUR TARGET MARKET?**

Compare **JPT** to other upstream publications by using an “apples-to-apples” comparison. Higher circulation and lower rates make advertising in **JPT** an easy decision.

<table>
<thead>
<tr>
<th></th>
<th>Print circulation</th>
<th>FP, 4C, 1X rate</th>
<th>Cost per thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JPT</strong></td>
<td>79,428*</td>
<td>$9,635</td>
<td>$121/thousand or 12 cents/person</td>
</tr>
<tr>
<td>Publication A</td>
<td>40,000</td>
<td>$12,500</td>
<td>$313/thousand or 31 cents/person</td>
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<td>Publication B</td>
<td>20,000</td>
<td>$14,000</td>
<td>$700/thousand or 70 cents/person</td>
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</table>

**JPT**’s print circulation is BPA-verfied at 79,428***

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*JOURNAL OF PETROLEUM TECHNOLOGY MEDIA GUIDE 2016 | WWW.SPE.ORG/JPT*

BPA Worldwide Circulation Statement Total Average Circulation 79,428 as per December 2014 BPA Statement.
GLOBAL AUDIENCE PROFILE

JOB FOCUS
- Engineer 42%
- Executive, Manager, Superintendent or Foreman 29%
- Consultant, Unspecified Job Focus 22%
- Geologist or Geophysicist 4%
- Educator, Student 3%

TECHNICAL DISCIPLINES
- Reservoir Description and Dynamics 27%
- Independent Oil & Gas Co. (E&P), National Oil Company, Major Integrated Oil 47%
- Production and Operations 23%
- Management and Information 12%
- Projects, Facilities and Construction 7%
- Health, Safety and Environment 3%

INDUSTRY CATEGORIES
- Service/Manufacturing 22%
- Government Agency 1%
- Academia 2%
- Consultant 10%
- Unspecified Industry Category 18%
- Geologist or Geophysicist 4%
- Engineer 42%

LARGEST PRINT CIRCULATION

GEOGRAPHIC DISTRIBUTION
- North America 50%
- Europe and Russia 16%
- Middle East 13%
- Asia Pacific and Australia 14%
- Africa 4%
- Latin America and Caribbean 3%

16%
50%
13%
14%
3%
MEET THE EDITORIAL TEAM

JOHN DONNELLY
JPT Editor
jdonnelly@spe.org

John Donnelly has been covering global oil and gas for more than 20 years. Prior to being named JPT editor in 2001, he was a senior editor at an international oil publishing company. He holds a journalism degree from the University of Texas at Austin. Donnelly is also SPE’s Director of Magazines and Web Content.

PAM BOSCHEE
Senior Manager, Magazines
pboschee@spe.org

Pam Boschee has more than 20 years of writing and editing experience in petroleum and related industries, with a prior background in oil and gas market analysis, oilfield services marketing, and trade publications. She holds an MS from North Dakota State University and a BS in chemistry from the University of North Dakota.

CHRIS CARPENTER
JPT Technology Editor
ccarpenter@spe.org

Chris Carpenter joined SPE in 2001 as an editor for its peer-reviewed technical journals, later serving as managing editor for those publications. He previously worked as an editor in the medical field. He holds a BS degree in history from Hendrix College, an MA degree in English from Texas A&M University, and an MFA degree from the University of Arkansas.

STEPHEN RASSENFOSS
JPT Emerging Technology Sr. Editor
srassenfoss@spe.org

Stephen Rassenfoss has more than 20 years of writing and editing experience. He was the former assistant business editor for the Houston Chronicle and was a columnist and reporter for the Fort Worth Star-Telegram and Jackson Clarion Ledger newspapers. He received a BS degree in journalism from the University of Illinois.

TRENT JACOBS
JPT Senior Technology Writer
tjacobs@spe.org

Trent Jacobs has held various positions in journalism and communications for more than seven years. He studied History and English at Texas Tech University.

JOEL PARSHALL
JPT Features Editor
jparshall@spe.org

Joel Parshall has more than 30 years’ experience as a writer and editor for company and trade publications with further background as a newspaper journalist. He holds a bachelor’s degree from Beloit College in Wisconsin.

ADAM WILSON
Special Publications Editor
awilson@spe.org

Adam Wilson joined SPE in 2008 as a staff editor for technical journals and, in 2012, joined the staff of JPT as editorial manager. Before joining SPE, he worked for 13 years in daily newspapers, including the Abilene Reporter-News, the Birmingham Post-Herald, and The Dallas Morning News. He holds an honors bachelor’s degree in journalism from the University of North Texas.
### JPT Editorial Calendar 2016

**As of 1 January 2016 • Subject to Change**

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FebrUARY</th>
<th>March</th>
<th>APRIL</th>
<th>May</th>
<th>June</th>
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<tr>
<td>AD CLOSING 4 December 2015</td>
<td>AD CLOSING 5 January 2016</td>
<td>AD CLOSING 5 February 2016</td>
<td>AD CLOSING 4 March 2016</td>
<td>AD CLOSING 1 April 2016</td>
<td>AD CLOSING 5 May 2016</td>
</tr>
</tbody>
</table>

**EDITORIAL TOPICS**

- EOR Performance and Modeling
- Mature Fields and Well Revitalization
- Well Integrity and Well Control
- Decommissioning and Abandonment
- Drilling Technology
- Offshore Facilities
- Well Testing
- Formation Damage
- Hydraulic Fracturing
- Production Monitoring/Surveillance
- Heavy Oil
- Seismic Applications
- Offshore Drilling and Completion
- Natural Gas Processing and Handling
- High-Pressure/High-Temperature Challenges
- History Matching and Forecasting
- Deepwater Projects
- Intelligent Fields Technology
- Multilateral/Extended Reach Cementing/Zonal Isolation
- Coiled Tubing Applications
- Matrix Stimulation
- Wellbore Tubulars
- EOR Operations

**IN EVERY ISSUE**

- Performance Indices
- Regional Update
- Company News
- President’s Column
- Technology Applications
- Technology Update
- E&P Notes
- People
- Editor’s Comments

**BONUS DISTRIBUTION**

- **SPE/IADC Middle East Drilling Technology Conference and Exhibition**
  Abu Dhabi, UAE
  26–28 January 2016
- **SPE Hydraulic Fracturing Technology Conference**
  The Woodlands, Texas, USA
  9–11 February 2016
- **SPE International Conference and Exhibition on Formation Damage Control**
  Lafayette, Louisiana, USA
  24–26 February 2016
- **SPE Mexico Health, Safety, Environment and Sustainability Symposium**
  Mexico City, Mexico
  8–9 March 2016
- **IADC/SPE Drilling Conference and Exhibition**
  Fort Worth, Texas, USA
  1–3 March 2016
- **SPE EOR Conference at Oil and Gas West Asia**
  Muscat, Oman
  21–23 March 2016
- **SPE/IoT Coiled Tubing and Well Intervention Conference and Exhibition**
  Houston, Texas, USA
  22–23 March 2016
- **OTC Asia**
  Kuala Lumpur, Malaysia
  22–25 March 2016
- **SPE International Conference and Exhibition on Health, Safety, Security, Environment and Social Responsibility**
  Stavanger, Norway
  11–13 April 2016
- **SPE/IADC Managed Pressure Drilling and Underbalanced Operations Conference and Exhibition**
  Galveston, Texas, USA
  12–13 April 2016
- **Offshore Technology Conference (OTC)**
  Houston, Texas, USA
  2–5 May 2016
- **SPE Oilfield Corrosion Conference**
  Aberdeen, Scotland, UK
  9–10 May 2016
- **SPE Oilfield Scale Conference**
  Aberdeen, Scotland, UK
  11–12 May 2016
- **SPE/IoE Hydrocarbon Economics and Evaluation Symposium**
  Houston, Texas, USA
  17–18 May 2016
- **SPE EUROPEC**
  Vienna, Austria
  30 May–2 June 2016
- **SPE Canada Heavy Oil Technical Conference**
  Calgary, Alberta, Canada
  7–9 June 2016
### JPT Editorial Calendar 2016

As of 1 January 2016 • Subject to Change

<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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</table>

### Editorial Topics

- Reservoir Simulation
- Artificial Lift
- Unconventional Resources
- CO₂ Applications
- Formation Evaluation
- Subsea Hardware and Technology
- Health, Safety, Environment, and Social Responsibility
- Reservoir Performance and Monitoring
- Completions
- Drilling Management and Automation
- Oilfield Chemistry
- Field Development Projects
- Tight Reservoirs
- Data Management and Communication
- Sand Management and Sand Control
- Drilling and Completion Fluids
- Horizontal and Complex-Trajectory Wells
- Gas Production Technology
- Offshore Production and Flow Assurance
- Reserves/Asset Management
- Production and Facilities
- Bit Technology and Bottomhole Assemblies
- Water Management

### In Every Issue

- Performance Indices
- Regional Update
- Company News
- President's Column
- Technology Applications
- Technology Update
- E&P Notes
- People
- Editor’s Comments

### Bonus Distribution

- **SPE/AAPG/SEG Unconventional Resources Technology Conference**
  - San Antonio, Texas, USA
  - 1–3 August 2016
- **IADC/SPE Asia Pacific Drilling Technology Conference and Exhibition**
  - Singapore, Singapore
  - 22–24 August 2016
- **SPE Intelligent Energy Conference**
  - Aberdeen, Scotland, UK
  - 6–8 September 2016
- **SPE Deepwater Drilling and Completions Conference**
  - Galveston, Texas, USA
  - 14–15 September
- **SPE Annual Technical Conference and Exhibition**
  - Dubai, UAE
  - 26–28 September
- **Arctic Technology Conference**
  - St. John’s, Newfoundland and Labrador, Canada
  - 24–26 October 2016
- **SPE Asia Pacific Oil and Gas Conference and Exhibition**
  - Perth, Australia
  - 25–27 October 2016
- **International Petroleum Technology Conference**
  - Bangkok, Thailand
  - 14–16 November
- **SPE Artificial Lift Conference and Exhibition—North America**
  - The Woodlands, Texas, USA
  - 25–27 October 2016
- **Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC)**
  - Abu Dhabi, UAE
  - Date TBD
While *JPT*’s circulation continues to climb, 2016 rates did not increase.

### 4-COLOR RATES

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<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
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<td>$9,510</td>
<td>$9,330</td>
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### 4-COLOR COVER RATES

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<td>$11,405</td>
<td></td>
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<tr>
<td>Inside Front Cover</td>
<td>$11,920</td>
<td>$11,405</td>
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<tr>
<td>Inside Back Cover</td>
<td>$10,955</td>
<td>$10,535</td>
<td></td>
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<td></td>
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</tbody>
</table>

### SPECIAL EDITORIAL POSITIONS

$800 additional: Opposite 2nd Contents Page, 1/3 Page (V) on Contents Page 3, Opposite 3rd Contents Page, 1/3 Page (V) on Contents Page 5.

$680 additional: Company News, Comments, Guest Editorial, Opposite Performance Indices, President’s Column, Regional Update, Technology Applications, Techbits, Technology Update, and Young Technology Showcase.

Additional Opportunities: *JPT* offers specialty advertising opportunities beyond the traditional printed advertising within the magazine. Contact your *JPT* sales representative for information about separate printing pieces or other items that can be mailed with *JPT* as a tip-in, or loose onsert within the poly bag. Whatever your idea, *JPT* can help you spread your message.

### SUBMITTING YOUR AD TO THE AD PORTAL

- Upload to: [SPE.sendmyad.com](http://SPE.sendmyad.com)
- You will be directed to the company profile page. All contact information must be provided before the ad can be uploaded. Please place your ad in the correct publications folder.
- For all inquiries about the ad portal, email [PrintPublishing@spe.org](mailto:PrintPublishing@spe.org). Please include advertiser and publication name in the subject of the email.

**NOTE:** All ads will be kept for 12 months only.

- InDesign templates of all ad sizes can be downloaded from the SPE Ad Portal. Templates for other programs are available upon request.
- The SPE Publications Joboptions file contains PDF settings that when selected, will produce a PDF consistent with the SPE Publications specifications. Using this file will produce an Adobe PDF suitable for submission to all Society of Petroleum Engineers’ publications and meetings materials. Available for download at [www.spe.org/sales/publications](http://www.spe.org/sales/publications).
- Please contact [PrintPublishing@spe.org](mailto:PrintPublishing@spe.org) for all print advertising technical production questions.
**DIGITAL ART REQUIREMENTS**

Unless specifically noted, all ad materials should be submitted in CMYK with all additional colors eliminated from the files. Preflighted PDF/X-1a files created in InDesign with fonts embedded are preferred.

Note: Ads, logos, and/or photos that are submitted in Microsoft Word, Publisher or PowerPoint files will not be accepted.

**4-COLOR ADS:** Supply digital files in CMYK. Standard second colors (red, blue, green, yellow) must be built from process colors. PMS equivalents are given for reference only.
- Red (equivalent to PMS 185) - 100 magenta plus 70 yellow
- Blue (equivalent to PMS 300) - 100 cyan plus 50 magenta
- Green (equivalent to PMS 355) - 100 cyan plus 100 yellow
- Yellow - 100 process yellow

**TECHNICAL SPECIFICATIONS:** Images must be in CMYK or grayscale, TIFF or EPS files, with a minimum of 300 dpi at 100%. Please make sure you convert all colors to CMYK, 4-Color process.

**CROP MARKS:** Crop marks are not required but if used in the file, please offset crop marks, color bars, and registration marks so they are outside the bleed.

**BLEED ADS:** Keep all text, logos, and important graphics to a minimum of .375 in. (9.5 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim, on the sides that bleed.

**NON-BLEED ADS:** Please set up the file to the “Live” specs. If your ad has a white background, please add a hairline rule (0.5 pt) around the ad (the size of the “Live” specs).

**PDF PRESETS FOR JOBOPTIONS FILE:** The SPE Publications Joboptions file contains PDF settings that when selected, will produce a PDF consistent with the SPE Publications specifications. Using this file will produce an Adobe PDF suitable for submission to all Society of Petroleum Engineers' publications and events materials. Available for download at www.spe.org/sales/publications.

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**DOUBLE PAGE**

- Trim: 16.25 x 10.875 in.  
  413 x 276.225 mm
- Bleed: 16.5 x 11.125 in.  
  419 x 283 mm
- Live (Non-Bleed): 15.75 x 10 in.  
  400 x 254 mm

**2/3 PAGE VERTICAL**

- Live (Non-Bleed): 4.5 x 9.6 in.  
  114.3 x 243 mm

**1/2 PAGE ISLAND**

- Live (Non-Bleed): 4.5 x 7.5 in.  
  114.3 x 191 mm

**1/3 PAGE VERTICAL**

- Trim: 2.75 x 10.875 in.  
  71.691 x 276.225 mm
- Bleed: 2.875 x 11.125 in.  
  73 x 283 mm
- Live (Non-Bleed): 2.125 x 9.6 in.  
  54 x 243 mm

**1/4 PAGE VERTICAL**

- Live (Non-Bleed): 3.33 x 4.625 in.  
  84.6 x 117.5 mm

**FULL PAGE**

- Trim: 8.125 x 10.875 in.  
  206.375 x 276.225 mm
- Bleed: 8.375 x 11.125 in.  
  213 x 283 mm
- Live (Non-Bleed): 6.8 x 10 in.  
  173 x 254 mm

**1/2 PAGE VERTICAL**

- Trim: 4 x 10.875 in.  
  101.6 x 276.225 mm
- Bleed: 4.125 x 11.125 in.  
  104.775 x 283 mm
- Live (Non-Bleed): 3.33 x 9.6 in.  
  84.6 x 243 mm

**1/2 PAGE HORIZONTAL**

- Trim: 8.125 x 5.375 in.  
  206.375 x 136.5 mm
- Bleed: 8.375 x 5.5 in.  
  213 x 139.7 mm
- Live (Non-Bleed): 6.8 x 4.625 in.  
  173 x 117.5 mm

**1/3 PAGE SQUARE**

- Live (Non-Bleed): 4.5 x 4.625 in.  
  114.3 x 117.5 mm

**1/6 PAGE VERTICAL (JPT RESOURCES)**

- Live (Non-Bleed): 2.125 x 4.375 in.  
  54 x 111 mm
The Journal of Petroleum Technology (JPT) is a monthly publication of the Society of Petroleum Engineers (SPE). When your company advertises in JPT, it is supporting not only JPT but other SPE programs as well. SPE is a not-for-profit organization. Income from JPT is invested back into the Society to provide even more opportunities for industry professionals to enhance their technical and professional competence. Scholarships, certifications, the Distinguished Lecturer program, and SPE’s energy education program, Energy4me, are just a few examples of programs that also benefit from your company’s support of JPT.
SPE MISSION
To collect, disseminate, and exchange technical knowledge concerning the exploration, development, and production of oil and gas resources, and related technologies for public benefit; and to provide opportunities for professionals to enhance their technical and professional competence.

SPE VISION
To enable the global oil and gas E&P industry to share technical knowledge needed to meet the world’s energy needs in a safe and environmentally responsible manner.

“JPT should be a guiding light for practicing engineers, who should eagerly wait for each issue, to refresh their day-to-day knowledge of engineering and the petroleum industry.”*

“Always look forward to receiving my JPT to keep updated as well as learn new things.”*

INDUSTRY FOCUS
For 67 years, the Journal of Petroleum Technology (JPT)—SPE’s flagship publication—has been committed to supporting the exchange of knowledge among petroleum professionals. Written by the industry and for the industry, JPT is the most trusted source for delivering timely, relevant information worldwide.

With every issue focused on technological trends, the latest advancements, and important case studies, JPT remains unrivaled in supporting the growth and technological development of exploration and production in upstream oil and gas. The most accessible resource for industry news and communication, JPT is distinguished as the global thought leader by the industry.

JPT’s editorial content is focused on 47 separate technical topics within six disciplines of the upstream market:

- Drilling and Completions
- Production and Operations
- Health, Safety, Security, Environment and Social Responsibility
- Management and Information
- Reservoir Description and Dynamics
- Projects, Facilities, and Construction

*JPT Reader Survey, 2015