

SPE Digital Advertising Opportunities

Society of Petroleum Engineers (SPE) offers a wide range of ways for you to reach your target audience. SPE has more than 91,000 professional members in 143 countries. SPE publications, websites, and eNewsletters also reach thousands of upstream professionals who are not SPE members.



You want to create brand awareness, introduce a new product or service, or showcase a current product to a global audience. A banner advertisement on one of our websites is for you.

Journal of Petroleum Technology (JPT) Website

www.spe.org/jpt

The *JPT* website is the place for global oil and gas technical professionals to stay abreast of the latest upstream information on emerging technologies, applications, and innovations. Monthly visitors have grown dramatically since the new, mobile-friendly website was launched in January.

JPT homepage ads put you next to the technology content our readers are seeking. As they read our top stories and highlighted content, your brand will be right there to communicate your message.

Article page ads appear in the right column site wide – every article read on the site displays the same ads. This can mean 2-4 times (or more) views each month than the homepage.

Oil and Gas Facilities (OGF) Website

www.spe.org/ogf

OGF delivers an audience of production and facilities engineers, focusing on the projects, systems, and technology they need. Key topics include: flow assurance, separators, risers, decommissioning, water treatment and reuse, gas processing, corrosion and more. **If you need to reach the people who are designing and operating our industry's facilities, *OGF* is right for you.**

OGF includes advertising opportunities on the home page including a leaderboard, center banner, and square and skyscraper ads in the right column. Similar to *JPT*, article page ads are shown with every article viewed on the *OGF* site, and are located in the right column.

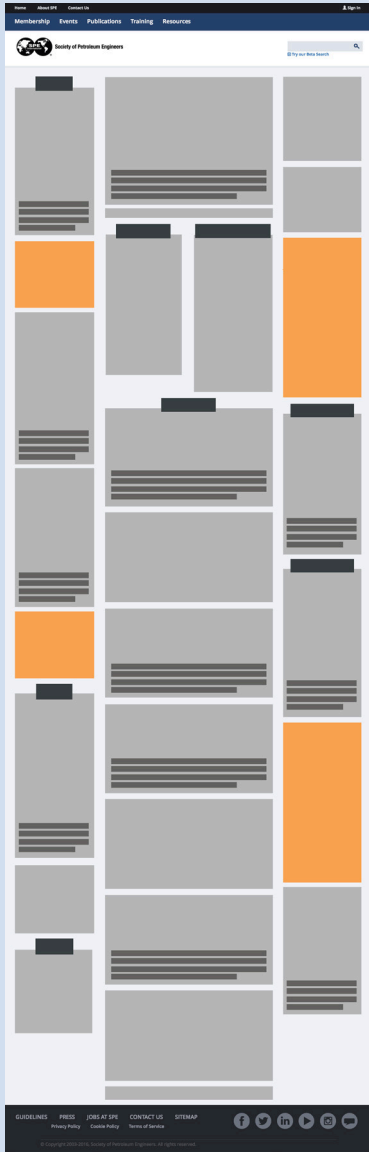


SPE Homepage

www.spe.org



The SPE website serves not only our 90,000+ professional members, but a wide range of non-members in the upstream industry who see SPE as the place to stay current on technical topics and technology. The SPE homepage displays articles from our publications, as well as information about our events, webinars, training and member services. **If you need to reach a diverse, global audience of technical professionals, then the SPE.org homepage is where you should advertise.**



OnePetro Website

www.onepetro.org



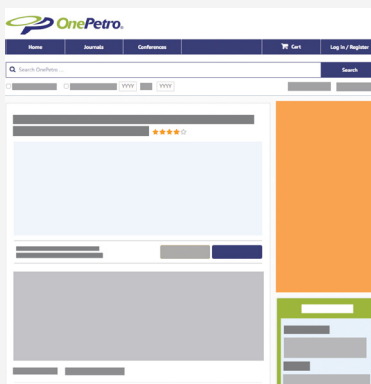
OnePetro is a multisociety online library of technical literature covering the upstream industry. Engineers globally use OnePetro as a primary research source, especially when they are trying to find solutions to current problems. OnePetro is SPE's most-used resource by both members and nonmembers.



Home Page



Search Results



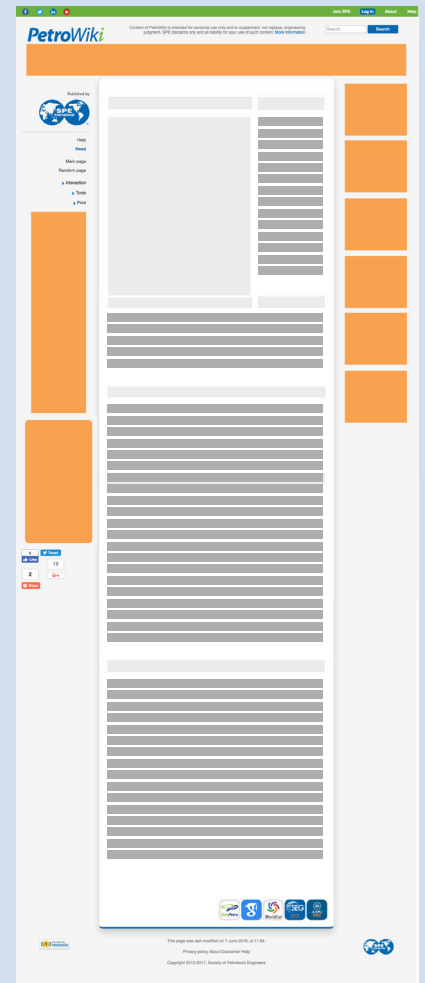
Issue Pages

PetroWiki Website

www.petrowiki.org



PetroWiki is an invaluable and frequently used resource for industry professionals. Content in the wiki is based on SPE's Petroleum Engineering Handbook, and has been supplemented and updated through the efforts of SPE members. Covering the breadth of the industry, PetroWiki offers you exposure when customers are looking for answers.



You want to get your message directly into a decision-maker's inbox, you want to drive traffic to your website, or you'd like to get the message out quickly. Advertising in one of our newsletters is right for you.

JPT eNewsletter

The *JPT* eNewsletter brings you a global audience focused on technology and solutions. With a bi-weekly delivery of 174,000+, the *JPT* eNewsletter is reaching your potential customers' inboxes. As they peruse the latest content from *JPT*, your message will be right there, encouraging them to learn more about your promoted products.

OGF eNewsletter

The bi-weekly *OGF* eNewsletter reaches nearly 45,000 production and facilities engineers, many of whom are involved in specifications or purchasing decisions. This is your opportunity to showcase key products and new technologies to create brand awareness.

You would like to target your message to individuals in a specific region or technical discipline. Our regional eNewsletters let you focus on the audience you need to reach from within SPE's professional membership.

SPE regional eNewsletters

Each month SPE professional members receive an eNewsletter tailored to their region and technical discipline. Content includes recent *JPT* articles, SPE news, information on member programs, upcoming events and webinars, and more. Through these newsletters, you can reach 94,000+ professionals in one or more of eight regions of the world, or in one of SPE's seven technical disciplines.

While not a digital opportunity, JPT print ads can also be targeted geographically. Ask your sales representative for more information.

eNewsletter



You want to reach young professionals in the upstream industry for recruitment, training, professional development, or graduate education. The Way Ahead website and newsletter are perfect for you.

The Way Ahead (TWA) Website

www.spe.org/twa

THEWAYAHEAD™

Articles on the *TWA* website are written by and for young professionals in the upstream industry. Originally designed for those age 35 and younger, it now enjoys the continuing readership of many beyond that age group. Still early in their careers, these professionals are interested in ways to advance their career and learn more about the industry.

TWA eNewsletter

The *TWA* eNewsletter is delivered monthly to the inbox of more than 43,000 young professionals. While it reaches the same audience as the website, the eNewsletter embeds your message with content that they want to read. This is a great way to increase brand awareness or stimulate curiosity about your products.

You want to showcase your company's technical expertise and generate sales leads. Consider hosting an Expert Hour Webinar.

Expert Hour Webinars

You choose the topic and the presenter, keeping the webinar educational, rather than promotional. SPE will promote and host your webinar. You will receive pre-webinar promotions including a print ad in *JPT*, a banner on the *JPT* and SPE websites promoting the webinar, your company logo and content description on the SPE.org webinars page, promotion of the webinar (including your logo) in SPE's monthly webinar email, and promotion on social media. Immediately following the webinar, your company will receive a list of registrants, including contact information, the number of people registered, the number attending, and the average time spent on the webcast. On the SPE website, the webinar will be available on demand for 12 months, still displaying your company's logo. Quarterly updates of any new registrants/views will be presented to you quarterly during the year.



White Papers and Sponsored Content

Please contact us to explore options for *JPT*'s website or newsletter to host a white paper or sponsored content.

You need to be certain that your message has a broad reach across the upstream industry.

Contact a sales representative so we can help you design an affordable package that integrates various digital and print options to maximize the reach of your promotions.

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