The global oil and gas industry respects JPT’s authoritative coverage and editorial integrity more than any other publication covering the upstream sector.

- Eight experienced full-time editors and writers focus on publishing the latest and most valuable upstream information on emerging technologies, trends, and innovations.

- JPT, the flagship publication of SPE, publishes summaries of the best technical papers presented at SPE conferences around the world, ensuring that industry professionals are kept abreast of the technologies that help them in their jobs and enhance their careers.

- Each year, the JPT Editorial Committee, made up of practicing petroleum professionals, reviews more than 4,000 technical papers and selects the best 140 to be summarized in JPT.

- JPT covers 47 technical upstream topics by tracking the most important worldwide developments in the main technical disciplines of: Drilling; Completions; Production and Operations; Reservoir Description and Dynamics; Management and Information; Projects, Facilities, and Construction; and Health, Safety, Security, Environment, and Social Responsibility.

*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.
Thank you for considering JPT as a marketing and branding vehicle for your company in 2017 and beyond.

JPT is the leading magazine for petroleum professionals in the global oil and gas industry. Published by the prestigious Society of Petroleum Engineers, each 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 oil and gas technology. From cutting-edge breakthroughs to practical applications, JPT has you covered. With technology development increasingly important in the current oil and gas market, operators and service providers will look to JPT first for information and news on the latest trends and techniques.
GET AHEAD OF THE COMPETITION BY ADVERTISING IN JPT

- JPT has the largest global print circulation by 2x, sometimes 3x, that of other upstream pubs.
- Each month, printed issues of JPT are mailed to 74,635* individually qualified upstream professionals.
- Our digital circulation includes an additional 40,000+ not covered in our BPA statement.
- Bonus distribution delivers additional marketing exposure at 20+ SPE and affiliated association industry events.
- JPT’s circulation is split almost 50/50 between subscribers in the Americas and outside the Americas, the best global reach of any upstream publication. Split print runs to western and eastern hemispheres are available.
- JPT’s mission and purpose are different than commercial publications. Our circulation is not capped due to cost constraints, and our pricing is not artificially high to be used as a negotiating tool. We are different and your company will benefit from the JPT difference.

* BPA-verified (December 2016)

Publisher’s own data.
Compare *JPT* with other upstream publications by using an “apples to apples” comparison.

According to the December 2016 BPA statement, *JPT* has the largest global print circulation by 2x, sometimes 3x, that of other upstream pubs.

**Higher circulation and reasonable rates make advertising in *JPT* an easy decision.**

<table>
<thead>
<tr>
<th></th>
<th>Print circulation</th>
<th>Cost per customer reached</th>
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<tbody>
<tr>
<td><em>JPT</em></td>
<td>74,635*</td>
<td>$129/thousand or 13 cents/person</td>
</tr>
<tr>
<td>Publication A</td>
<td>32,000</td>
<td>$413/thousand or 41 cents/person</td>
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<td>Publication B</td>
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<td>$417/thousand or 42 cents/person</td>
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<td>Publication E</td>
<td>20,000</td>
<td>$693/thousand or 69 cents/person</td>
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* *JPT*’s print circulation is BPA-verified at 74,635 (December 2016)*
## Editorial Calendar

As of 1 January 2017 • 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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<td><strong>AD CLOSING</strong> 5 December 2016</td>
<td><strong>AD CLOSING</strong> 5 January</td>
<td><strong>AD CLOSING</strong> 6 February</td>
<td><strong>AD CLOSING</strong> 6 March</td>
<td><strong>AD CLOSING</strong> 7 April</td>
<td><strong>AD CLOSING</strong> 5 May</td>
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<td><strong>MATERIALS DUE</strong> 9 December 2016</td>
<td><strong>MATERIALS DUE</strong> 10 January</td>
<td><strong>MATERIALS DUE</strong> 10 February</td>
<td><strong>MATERIALS DUE</strong> 10 March</td>
<td><strong>MATERIALS DUE</strong> 10 April</td>
<td><strong>MATERIALS DUE</strong> 10 May</td>
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</tbody>
</table>

**Editorial Topics**

- **EOR Performance and Modeling**
- **Mature Fields and Well Revitalization**
- **Well Integrity and Well Control**
- **Decommissioning and Abandonment**
- **Drilling Technology and Rigs**
- **Offshore Facilities**
- **Well Testing**
- **Formation Damage**
- **Hydraulic Fracturing**
- **Production Monitoring/ Surgeillance**
- **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
- SPE President’s Column
- Technology Applications
- Technology Update
- E&P Notes
- People
- Editor’s Comments

## Bonus Distribution

- **SPE Hydraulic Fracturing Technology Conference**
  The Woodlands, Texas, USA
  24–26 January

- **SPE Canada Heavy Oil Conference/ SPE Canada Unconventional Resources Conference**
  Calgary, Alberta, Canada
  15–16 February

- **SPE Reservoir Simulation Conference**
  Montgomery, Texas, USA
  20–22 February

- **SPE Middle East Oil & Gas Show and Conference**
  Manama, Bahrain
  6–9 March

- **SPE/IADC Drilling Conference and Exhibition**
  The Hague, The Netherlands
  14–16 March

- **SPE/ICoTA Coiled Tubing and Well Intervention Conference and Exhibition**
  Houston, Texas, USA
  21–22 March

- **SPE International Conference on Oilfield Chemistry**
  Montgomery, Texas, USA
  3–5 April

- **SPE Asia Pacific Health, Safety, Security, Environment and Social Responsibility Conference**
  Kuala Lumpur, Malaysia
  4–6 April

- **SPE Oil and Gas India Conference and Exhibition**
  Mumbai, India
  4–6 April

- **SPE Health, Safety, Security, Environment and Social Responsibility Conference—North America**
  New Orleans, Louisiana, USA
  18–20 April

- **Offshore Technology Conference**
  Houston Texas, USA
  1–4 May

- **SPE Latin America and Caribbean Petroleum Engineering Conference**
  Buenos Aires, Argentina
  17–19 May
## EDITORIAL TOPICS

<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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<td>MATERIALS DUE 9 June</td>
<td>MATERIALS DUE 10 July</td>
<td>MATERIALS DUE 10 August</td>
<td>MATERIALS DUE 11 September</td>
<td>MATERIALS DUE 10 October</td>
<td>MATERIALS DUE 10 November</td>
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</tbody>
</table>

- Reservoir Simulation
- Artificial Lift
- New-Frontier Reservoirs I
- CO2, Applications
- Formation Evaluation
- Subsea Hardware and Technology
- Health, Safety, Security, Environment, and Social Responsibility
- Reservoir Performance and Monitoring
- Completions
- Drilling Systems Automation and Management
- Oilfield Chemistry
- Field Development Projects
- New-Frontier Reservoirs II
- Petroleum Data Analytics
- Sand Management and Sand Control
- Drilling and Completion Fluids
- Horizontal and Complex-Well Trajectory Wells
- Gas Production Technology
- Offshore Production and Flow Assurance
- Reserves/Assets Management
- Production and Facilities
- Bit Technology and Bottomhole Assemblies
- Water Management

### IN EVERY ISSUE

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

### BONUS DISTRIBUTION

<table>
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<tr>
<th>Code</th>
<th>Event Name</th>
<th>Location</th>
<th>Dates</th>
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</thead>
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<tr>
<td>SPE/AAPG/SEG</td>
<td>Unconventional Resources Technology Conference</td>
<td>Austin, Texas, USA</td>
<td>24–26 July</td>
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<tr>
<td>SPE Latin America and Caribbean Health, Safety, Security, Environment and Social Responsibility Conference</td>
<td>Santa Cruz, Bolivia</td>
<td>14–15 September</td>
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<tr>
<td>Offshore Europe Conference</td>
<td>Aberdeen, UK</td>
<td>5–8 September</td>
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<tr>
<td>SPE North Africa Technical Conference and Exhibition</td>
<td>Cairo, Egypt</td>
<td>22–24 September</td>
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<tr>
<td>SPE Annual Technical Conference and Exhibition</td>
<td>San Antonio, Texas, USA</td>
<td>9–11 October</td>
<td></td>
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<tr>
<td>SPE/IATMI Asia Pacific Oil and Gas Conference and Exhibition</td>
<td>Bali, Indonesia</td>
<td>17–19 October</td>
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<tr>
<td>SPE Kuwait Oil &amp; Gas Show and Conference</td>
<td>Kuwait City, Kuwait</td>
<td>22–25 October</td>
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<tr>
<td>OTC Brasil</td>
<td>Rio de Janeiro, Brazil</td>
<td>24–26 October</td>
<td></td>
</tr>
<tr>
<td>Abu Dhabi International Petroleum Exhibition and Conference</td>
<td>Abu Dhabi, UAE</td>
<td>13–16 November</td>
<td></td>
</tr>
</tbody>
</table>

ABOUT US

SPE MISSION
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.

INDUSTRY FOCUS
For 69 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 technical topics within 7 disciplines of the upstream market:

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

Stephen Whitfield has experience as a writer in the upstream oil and gas industry, with special interest in subsea processes and technologies. He holds a BA from Rice University in Houston.
The SPE Ad Portal offers features for a fast and more efficient process of submitting advertisements. As a web-based Ad Portal, advertisers can submit a file within a matter of minutes, directly from their own desktops. All advertisements submitted through the Ad Portal undergo a preflight, ensuring that it meets the print standards of SPE and prints correctly.

DIGITAL ART REQUIREMENTS

- Preflighted PDF/X-1a:2001 files created in InDesign with fonts embedded are preferred.
- All submissions other than PDF/X-1a:2001 MUST include all art, support images, files and fonts.

Note: Ads, logos, and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint file will not be accepted.

4-COLOR ADS: Supply digital files in CMYK, plus press-accurate color proof. 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
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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.

**NOTES:**
- All rates are gross and in US Dollars (USD)
- Effective 1 January 2017
- 2017 rates remain unchanged from 2016

Upload to: https://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. Please include advertiser and publication name in the subject line of the email.

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 were selected, will produce a PDF consistent with the SPE Publications specifications. Using this Joboptions 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.

Please contact PrintPublishing@spe.org for all print advertising technical production questions.

NOTE: All ads will be kept for 12 months only.
Increase brand and product awareness by advertising online with JPT. www.spe.org/jpt

Our new 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. Website access is growing and changing, as more visitors come to read articles promoted in our newsletter and on social media. This changing landscape creates new opportunities.

*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 are site wide – every article read on the site displays the same ads. This can mean 2-4X or more views each month than the homepage. Imagine reaching that many more potential customers with your message.

<table>
<thead>
<tr>
<th>Position</th>
<th>Size Pixels</th>
<th>1X Homepage</th>
<th>1X Article Page</th>
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<tr>
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<tr>
<td>Feature Banner</td>
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All rates are gross per month and in US Dollars (USD). For multiple insertions, please contact your sale representative for rates.

*JPT*’s new eNewsletter delivers your message.

The *JPT* eNewsletter is a powerful vehicle for communicating your marketing message to a large, technical audience looking for solutions. Delivered twice per month (Wednesday of the 2nd and 4th weeks) directly to readers’ inboxes, the *JPT* eNewsletter provides the latest upstream technology not only to SPE’s professional membership, but to a growing number of non-members who find *JPT*’s content of value to them. With two banner positions per eNewsletter, advertisers can gain exposure to their target audience, and at the same time increase website traffic.

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<td>Banner 1</td>
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All rates are gross per eNewsletter and in US Dollars (USD). For multiple insertions, please contact your sales representative for rates.

For additional frequency rates, integrated advertising discounts, and future run-of-site advertising opportunities, please contact your sales representative.
“There is no other source of information about the oil and gas industry that even comes close to JPT.”*

“A must-have subscription for any serious petroleum engineer.”**

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*BPT Reader Survey, 2016*