

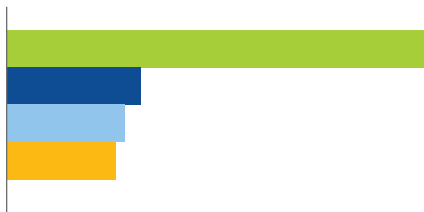
SPE.org Advertising Guide

Reach E&P Leaders and Professionals Online

SPE is over 143,000 members strong. Our members are leaders and professionals in the global upstream oil and gas industry that trust SPE.org to stay current with industry news, technical topics, and professional development opportunities.

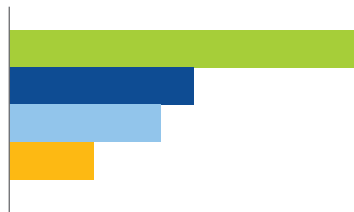
SPE.org enables you to target your message through a platform that encourages engagement and enhances your brand image. With just seven banners throughout the site, and only one advertiser per spot with no rotations, your organization gets full exposure for your advertising investment.

SPE MEMBERS



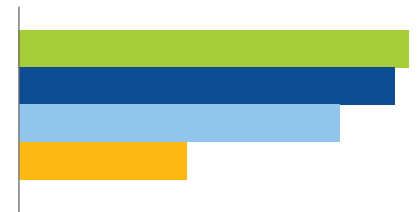
By Region

North America	50%
Europe & Russia	16%
Asia Pacific & Australia	14%
Middle East	13%



By Role

Engineer	42%
Consultant/Other	22%
Manager	18%
Executive	10%



By Discipline

Drilling	28%
Reservoir	27%
Production	23%
Management	12%

Note: Percentages reflect the breakdowns of groups that comprise more than 10% of the membership.

AVERAGE MONTHLY STATISTICS

	Page Views	Unique Visits
Events Calendar	25,500	22,000
Training Course Schedule	44,000	33,000
Salary Survey	2,200	2,000
Search Results	18,000	9,000
Homepage News Stories	10,000	9,250
Join	21,000	13,000
Renew	10,500	7,500
Members	13,500	14,500
Dues	6,500	4,500
Publications	11,750	8,700
Students	12,500	7,900
Resources	13,000	11,000
Homepage	100,000	70,000



BANNER AD OPTIONS

File Types: Static JPG, PNG

To learn more about spe.org online advertising sponsorships, contact your sales representative.

Home Page

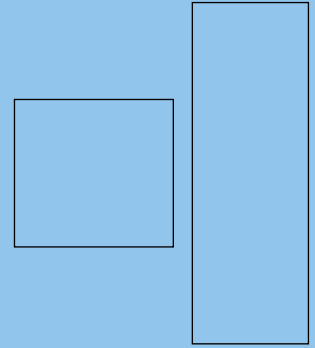
280 x 260 or 205 x 600

\$4,000 Month

\$11,000 3 Months

\$20,000 6 Months

\$37,000 12 Months



Events Calendar

400 x 80

\$2,500 Month

\$7,100 3 Months

\$12,500 6 Months

\$22,500 12 Months



Training Course Schedule

400 x 80

\$2,700 Month

\$7,800 3 Months

\$13,500 6 Months

\$25,100 12 Months



Package 1: Salary Survey, Search Results, and Homepage News Pages

240 x 200

\$2,500 Month

\$7,100 3 Months

\$12,500 6 Months

\$22,500 12 Months



Package 2: Join, Renew, and Members Pages

240 x 200

\$2,700 Month

\$7,800 3 Months

\$13,500 6 Months

\$25,100 12 Months



Package 3: Dues, Publications, Students, and Resources Pages

240 x 200

\$2,700 Month

\$7,800 3 Months

\$13,500 6 Months

\$25,100 12 Months

