

2012
MEDIA
GUIDE

UPSTREAM-
Pumping
SOLUTIONS

www.upstreampumping.com

**Pumping and Related Technology
for Oil & Gas**



DRILLING

WELL COMPLETION/STIMULATION

PRODUCTION

OFFSHORE

SHALE COVERAGE

INSTRUMENTATION & MONITORING

UPSTREAM MARKET ANALYSIS

Pumping and Related Technology for Oil & Gas

Why Advertise in *Upstream Pumping Solutions*?

- *Upstream Pumping Solutions* has a BPA-qualified circulation of 10,000-plus readers who specify and purchase drilling, artificial lift, well completion/stimulation and ancillary products.
- *Upstream Pumping Solutions* is a quarterly publication that fits easily into an advertising budget.
- *Upstream Pumping Solutions* offers a variety of print and digital products that are specifically designed to maximize your company's brand awareness and to generate leads.
- *Upstream Pumping Solutions* provides quality, solution-driven editorial from experts in the field.
- *Upstream Pumping Solutions* distributes thousands of magazines at leading industry tradeshow in the United States and Canada.
- *Upstream Pumping Solutions* has trained salespeople who work with your company as a marketing consultant. Consultation is given to help choose the right marketing mix of print, digital, direct marketing and social media outlets.



“You’ve put together a first class publication that is filling a huge gap in the industry. And it has a good balance of supplier and customer contributions.”

– Bill Tipton, Weir Oil & Gas

“I am impressed with the content and approach. I have found several bits of good information and have forwarded several articles.”

– Ed Kaineg, Schaeffer Technologies

Circulation Advantage

Circulation		Mailed Circulation (United States) 10,126	
		Total Qualified	Percent
Executive Management		4,947	48.8
Engineers and Consultants		1,100	10.9
Field Operations		1,282	12.7
Other		2,797	27.6
TOTAL QUALIFIED PRINT CIRCULATION		10,126	100.0

Circulation Within Oil & Gas Operating/Production Company, Oil & Gas Drilling Contractor, Engineering or Seismic Company, Well Service & Support Company and other, including Pipeline Construction & Rig Manufacturing



“I really like the direction *Upstream Pumping Solutions* is heading.”
– Chad Joost, Stewart & Stevenson

Which of the following pumps and related products/services are you planning to buy during the next 12 months? Multiple responses permitted.

Planning to buy	Total %
Engines & motors/drives	52%
Valves & fittings	52%
Compressors & generators	41%
Instrumentation, controls & monitors	40%
Parts - fluids, ends, plungers, seals	37%
Pressure pumps	35%
Tanks	32%
Frac pumps	30%
Well completion/cementing/ stimulation intervention/workover	29%
Artificial lift/production pumps	27%
Buildings	21%
Recycling/treating hydraulic fracturing load and produced water	14%
Drilling pumps	13%
Drilling/directional drilling/MWD	11%
Well testing & wireline services	10%
Drilling mud/mudlogging/oil field chemicals	6%
Blow out & fire prevention services	5%
BOP testing pumps	3%

When you see an advertisement in *Upstream Pumping Solutions* for a product or company about which you would like more information, what is your typical course of action?

Course of action	Total %
Go directly to the advertiser’s website	89%
Call the advertiser	5%
Fill out the reader service card	5%
Wait and respond to your e-reader service email	2%

Please indicate the production areas in which your company operates, produces or needs equipment. Multiple responses permitted.

Production areas	Total %
Shale Plays	72%
Oil Basins	70%
Offshore	68%

Results as a Percentage of Readers
Surveyed by Litchfield Research, July 2011

2012 Editorial Calendar

Issue/Cover	Coverage		Tradeshows	Deadlines
WINTER February PUMPS IN OFFSHORE APPLICATIONS	Drilling - Mud Pump Belts Well Completion/Stimulation - Horizontal Drilling Advancements - Frac Water Treatment and Disposal - Nitrogen Pump - Maintenance Best Practices SPECIAL SECTION: New Albany Shale	Production - Progressive Cavity Pumps - Submersible Pumps Offshore - High-Temperature/High-Pressure Application	Developing Unconventional Gas April 16 – 18 Fort Worth, Texas NAPE (winter show) Feb. 22 – 24 Houston, Texas Offshore Technology Conference Apr. 30 – May 3 Houston, Texas Developing Unconventional Oil May 14 – 16 Denver, Co.	Editorial Deadline 11/11/11 Ad Close/Artwork Due 1/9/12
	SPRING May WOODFORD SHALE	Drilling - Design, Operation, Maintenance of Mud Pumps & Systems Offshore - Safety Systems SPECIAL SECTION: Well Completion/Stimulation Solutions - Pumping in Shale Oil Fracturing - Gelled Liquid Propane in Hydraulic Fracturing - Nitrogen Pump Maintenance Best Practices - New Engine Emission Requirements' Effect on the Industry SPECIAL REPORT: The Globalization of Shale Gas	Production - Pumps on FPSOs (Floating Production Storage & Offloading) and other Floating Vessels/Units - Pumps Used in Cryogenic Applications (Nitrogen Pumping)	Global Petroleum Show (GPS) June 12 – 14 Calgary, Alberta, Canada

Editorial Advantage

Upstream Pumping Solutions, a quality publication from **Pumps & Systems**, offers drilling contractors, maintenance and operations professionals and well-completion professionals the practical, hands-on knowledge that readers in the oil & gas industry expect from **Pumps & Systems**.

Maintenance and troubleshooting tips, technical primers and case studies make **Upstream Pumping Solutions** an indispensable guide for approaching pumping problems in the field. An expert advisory board featuring prominent upstream professionals offers input on many relevant topics.

Editorial Team



Michelle Segrest
 205-314-8279
 msegrest@pump-zone.com



Lori Ditoro
 205-314-8269
 lditoro@cahabamedia.com

For updates and to subscribe to the print or digital edition, please visit www.upstreampumping.com.

Issue/Cover	Coverage		Tradeshows	Deadlines
SUMMER August AVALON SHALE	Drilling - Pumps Used in Cementing	Production - Pumps Used in Artificial Lift - Pumps Used in Boosting	Eastern Oil & Gas Conference (PIOGA) Aug. 30 – 31 Monroeville, Penn.	Editorial Deadline 6/7/12
	Well Completion/Stimulation - Liquid Loading in Natural Gas Wells - Hydraulic Fracturing with CO ₂	Offshore - Deep Water/Subsea Pumping	Oil Sands Conference Sept. 11 – 12 Alberta, Canada	Ad Close/ Artwork Due 7/11/12
	SPECIAL SECTION: Instrumentation, Controls & Monitoring		World Heavy Oil Congress Sept. 10 – 13 Aberdeen, Scotland	
			Turbo/Pump Symposium Sept. 24 – 27 Houston, Texas	
			SPE ATCE Oct. 7 – Oct. 10 San Antonio, Texas	
			Permian Basin Oil Show Oct. 16 – 18 Odessa, Texas	
FALL November REVISITING THE BAKKEN	Drilling - Mud Pumps	Production - Electronic Submersible Pumps	World Shale Gas Conference Nov. 7 – 11 Houston, Texas	Editorial Deadline 9/4/12
	Well Completion/Stimulation - Equipment, Personnel & Environmental Safety	Offshore - Completion and Stimulation Challenges in Offshore Applications		Ad Close/ Artwork Due 10/9/12
	SPECIAL SECTION: Corporate Capabilities			

Editorial Advisory Board

- **Patrick Armstrong**, Vice President of Engineering, National Oilwell Varco
- **Chad Joost**, Sales Manager, Well Stimulation Products, Stewart & Stevenson
- **Dr. Stuart Scott**, Artificial Lift Focal Point/R&D Program Manager, Shell EP Americas—Technology Planning & Implementation
- **Bill Tipton**, Division Vice President—Business Development, Weir Oil & Gas
- **Doug Walser**, Technology Manager, Pinnacle, a Halliburton Business Line
- **Shaun White**, Mud Pump Designer, White Star Pump Company

Columns



Report from the Field

Doug Walser, Pinnacle, a Halliburton Service



Commentary from Washington

Brendan Bradley, Independent Petroleum Association of America

Online Advantage Website Rates

Run of Site	Price per month	Pixels
Leaderboard (In Rotation)	\$2,995	728 x 90
Rectangle (In Rotation)	\$2,150	300 x 250
Tile Ad #1 (In Rotation)	\$1,195	120 x 60
Tile Ad #2 (In Rotation)	\$1,195	120 x 60
Tile Ad #3 (In Rotation)	\$1,095	120 x 60
Tile Ad #4 (In Rotation)	\$1,095	120 x 60

Minimum order 5,000 impressions.

Equipment & Services Directory

Basic Listing	\$395/year
Expanded Listing	\$2,500/year

Job Shop

30-day Listing	\$420
----------------	-------



SOCIAL MEDIA drives traffic to upstreampumping.com

Upstream Pumping Solutions maintains an active presence in the social media world to build relationships with our readers and drive traffic to our website. In 2011, three of the top 10 referring sources to upstreampumping.com have been our social media sites.



LinkedIn

The Upstream Pumping Solutions LinkedIn Group encourages conversations among end users on technical topics.



Facebook

The Upstream Pumping Solutions Facebook page provides another avenue to engage the reader and further our online conversation.



Twitter

@UpstreamPumpMag is updated daily with the most relevant, up-to-date industry news and information. Follow the editors: @michellesegrest @LoriDitoro

ENewsletter



Advertise in **The Well**, which provides the latest news on upstream oil and gas drilling, well completion and production. For more information, call 205-561-2602 or visit

www.upstreampumping.com

Rates per month per newsletter:

Banner #1	\$1,800	(468 x 60)
Banner #2	\$1,440	(468 x 60)
Banner #3	\$1,200	(468 x 60)

Print Advantage

Print Ad Rates

Display Ads	1x	2x	4x
2-page Spread	\$7,244	\$6,881	\$6,519
Full Page	\$5,949	\$5,651	\$5,354
2/3 Page	\$4,163	\$3,954	\$3,746
1/2 Page Island	\$3,912	\$3,716	\$3,520
1/2 Page Horizontal	\$3,711	\$3,525	\$3,339
1/3 Page	\$2,777	\$2,638	\$2,499
1/4 Page	\$2,500	\$2,375	\$2,250
1/6 Page	\$ 995	\$ 995	\$ 995

Classified

1 col x 1"	\$223	\$225	\$200
1 col x 2"	\$415	\$393	\$371
1 col x 3"	\$587	\$557	\$534
1 col x 4"	\$829	\$785	\$744
2 col x 2"	\$829	\$785	\$744
1 col = 2.25"			

Print Ad Sizes

	width	x	height
Full Page – Trim Size	7 7/8	x	10 1/2
Full Page – Bleed	8 1/8	x	10 3/4
Live Area for Full Page Ad	7 3/8	x	10
Two-Page Spread – Trim	15 3/4	x	10 1/2
Two-Page Spread – Bleed	16	x	10 3/4
2/3 Page	4 1/2	x	9 1/2
1/2 Page Island	4 1/2	x	7 3/8
1/2 Page Horizontal	7	x	4 1/2
1/3 Page Vertical	2 1/4	x	9 1/2
1/3 Page Square	4 1/2	x	4 1/2
1/4 Page	3 3/8	x	4 1/2

Advertisers are encouraged to keep live material at least 1/4" from the edge of full page and two-page spread ads.

Print Ad Specs

Binding = Saddle Stitch Line Screen = 133

Digital File Submission Required:

High-Resolution PDF-X3, TIF, EPS, InDesign CS5 and CS3 and QuarkXpress 6 files accepted ONLY. CMYK only—no RGB, no spot colors or Pantone color matching. Advertisers are encouraged to keep live material at least 1/4-inch from edge of full page and two-page spread ads. A 1/2-inch gutter is also encouraged on two-page spreads.

Acceptable Software:

Macintosh-based InDesign CS5 and CS3, QuarkXpress 6, Illustrator CS5 and CS3, Photoshop CS5 and CS3. Please convert all Adobe PageMaker files to TIF, EPS or PDF files. All images must be 300 dpi or greater (web images not accepted).

NO Microsoft Publisher, Microsoft Word, Corel Draw, BMP or low-resolution PDF files accepted.

Acceptable Media:

DVD, CD or via email or FTP. Call 205-212-9402 for FTP instructions. A proof of the ad must be submitted with artwork to ensure accuracy. *Upstream Pumping Solutions* magazine is not responsible for errors on ads not accompanied by a proof.

InDesign or QuarkXpress:

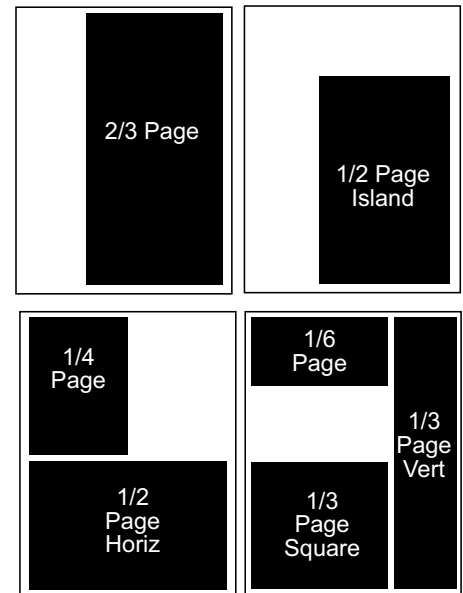
- Package or collect for output (including all screen and printer fonts) as well as all images.
- If emailing, compress files before attaching.

Illustrator:

- Convert all text to outlines. No spot colors.
- Save as an Illustrator EPS. CMYK color mode.

Photoshop:

- Save as EPS, TIF or PDF. CMYK only – no RGB.
- File must be 300 dpi at the size it is to be used.



For FTP site information and to send artwork, contact Lisa Freeman, Production Manager, 205-212-9402, lfreeman@cahabamedia.com.

UPSTREAM Pumping SOLUTIONS

THE TEAM



Publisher
Walter B. Evans, Jr.



VP of Sales
George Lake
205-345-0477
glake@pump-zone.com



VP of Editorial, Editor
Michelle Segrest
205-314-8279
msecrest@cahabamedia.com



Managing Editor
Lori Ditoro
205-314-8269
lditoro@cahabamedia.com



Circulation & Marketing Manager
Jaime DeArman
205-314-8278
jdearman@cahabamedia.com



Web Editor
Jane Longshore
205-314-8268
jlongshore@cahabamedia.com

PRODUCTION



Send artwork to:
Production Manager
Lisa Freeman
205-212-9402
lfreeman@cahabamedia.com



Senior Art Director
Greg Ragsdale
205-314-8270
gragsdale@cahabamedia.com

SALES



Davis Leavelle
205-561-2602
davis@cahabamedia.com



Derrell Moody
205-345-0784
dmoody@pump-zone.com



Mary-Kathryn Baker
205-345-6036
mkbaker@pump-zone.com



Mark Goins
205-345-6414
mgoins@pump-zone.com



Addison Perkins
205-561-2603
aperkins@pump-zone.com

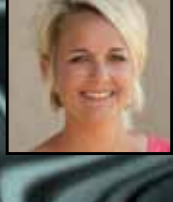


Vince Marino
205-561-2601
vince@pump-zone.com

ADMINISTRATIVE

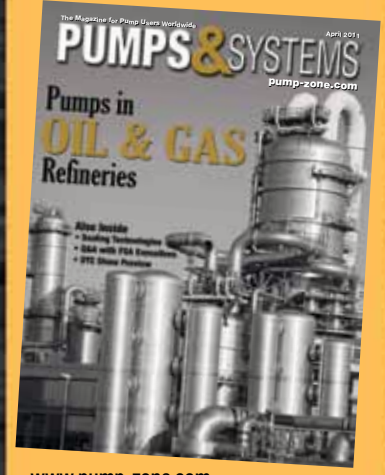


Office Manager/Bookkeeper
Cathy Barnes
205-314-8273
cbarnes@cahabamedia.com



Administrative Assistant
Ashley Morris
205-561-2600
amorris@pump-zone.com

OTHER PUBLICATIONS:



www.pump-zone.com



www.constructionbusinessowner.com



www.scproductsmag.com

Editorial & Production Office
Cahaba Media Group
1900 28th Avenue South
Suite 110
Birmingham, AL 35209
205-212-9402

Sales Office
Upstream Pumping Solutions
2126 McFarland Boulevard East
Suite A
Tuscaloosa, AL 35404
205-345-0477