

**2011
MEDIA
GUIDE**

**UPSTREAM-
Pumping
SOLUTIONS**

www.upstreampumping.com

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



**MUD PUMPS
FRAC PUMPS
PRESSURE PUMPING
ARTIFICIAL LIFT
MULTI-PHASE PUMPING
AUTOMATION & CONTROLS**

Editorial Advantage 2011 Editorial Calendar

Pumps & Systems magazine, the voice of the pump and rotating equipment industry, introduces a new publication specifically for the upstream oil and gas pumping market. **Upstream Pumping Solutions** 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 offer input on many topics including coverage in every issue of:

- Mud Pumps
- Frac Pumps
- Artificial Lift
- Multi-phase Pumping
- Pressure Pumping
- Automation & Controls

Editorial Team



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

Issue/Cover	Coverage	Tradeshows	Deadlines
WINTER February FRAC PUMPS FACT & FICTION (LEGISLATION REGULATION ASSUMPTIONS)	Drilling - Pumping Technology in Oil Drilling vs. Gas Drilling Well Completion/Stimulation - Frac Pump Maintenance Best Practices - Parts and Services Production - Developing Unconventional Ways to Get Natural Gas Offshore New Regulations Affecting Current and New Wells SPECIAL SECTION: Well Stimulation Solutions (fracturing, injection, well service)	Developing Unconventional Gas April 18 – 20 Fort Worth, Texas World Heavy Oil Congress March 15 – 17 Edmonton, Alberta, Canada NAPE (winter show) Feb TBA	Editorial Deadline 12/1/10 Ad Close 1/5/11 Artwork Due 1/10/11
SPRING May PUMPS—from DRILLING to PRODUCTION	Drilling - Design, Operation, Maintenance of Mud Pumps & Systems Well Completion/Stimulation - Well Cementing - Perforating - Hydraulic Fracturing Production - Pumps on FPSOs (Floating Production Storage & Offloading) and other Floating Vessels/Units - Pumps Used in Cryogenic Applications (Nitrogen Pumping) - Water Flooding, Water Injection, Water/Salt Disposal - CO ₂ Injection SPECIAL SECTION: Pumps Used in Offshore Applications	Offshore Technology Conference May 2 – 5 Houston, Texas GO-EXPO June 7 – 9 Calgary, Alberta, Canada	Editorial Deadline 3/1/11 Ad Close 4/4/11 Artwork Due 4/8/11
SUMMER August OPTIONS FOR ARTIFICIAL LIFT	Drilling - Latest Technology in Oil Sands Well Completion/Stimulation - Frac Pumping—What's New? - Pressure Pumping Production - Artificial Lift - The Next Generation - What's Next for the Sucker Rod (Donkey) Pump - Pumps Used in the Pipeline Sector for Transfer/Boosting SPECIAL SECTION: Instrumentation, Controls & Monitoring	Eastern Oil & Gas Conference (PIOGA) Aug. 29 – 30 Monroeville, Penn. Oil Sands Conference September Alberta, Canada Turbo/Pump Symp. Sept. 12 – 15 Houston, Texas SPE ATCE Oct. 30 – Nov. 2 Denver, Colo. LAGCOE Oct. 25 – 27 Lafayette, La.	Editorial Deadline 6/1/11 Ad Close 7/5/11 Artwork Due 7/8/11
FALL November PUMPS IN SHALE	Drilling - Mud Pumps Well Completion/Stimulation - The Importance of Meters/Instrumentation Production - Pumps in Production - Interpreting Rig Counts - Engine Emission Improvements SPECIAL SECTION: Corporate Capabilities	World Shale Gas Conference November	Editorial Deadline 8/1/11 Ad Close 10/4/11 Artwork Due 10/7/11

Upstream Pumping Solutions Editorial Advisory Board Members

- **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
- **Shaun White**, Mud Pump Designer, White Star Pump Company

Pumping and Related Technology for Oil & Gas

Why Advertise in *Upstream Pumping Solutions*?

- UPS has a quality circulation which will be BPA-audited in 2011.
- UPS is a quarterly publication and fits easily into any budget.
- UPS covers natural gas (shale) domestically.
- UPS provides quality editorial from industry experts.
- UPS offers exposure in the U.S. and Canada.
- UPS covers pumping and rotating equipment (an underserved part of the upstream oil & gas market).
- UPS covers the maintenance and troubleshooting side of the industry. It is solutions-oriented vs. news-oriented.
- 80% of UPS readers are in the Gulf region.
- UPS provides extensive industry tradeshow coverage.
- UPS is produced by the same team that publishes *Pumps & Systems* magazine.

Circulation Advantage

Mailed Circulation (United States)	10,000
Operations & Maintenance Professionals	4,939
Drilling & Well Servicing Professionals	1,335
Executive Management	882
Engineering	878
Technology/Instrumentation/Software	660
Geologists/Environment/Energy	659
Other (Safety/Compliance/Risk Management/Quality, Product Development, R&D, Product Managers)	647
Tradeshow Distribution	2,000
Total Circulation	12,000

Advertising Advantage

	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 Island	\$3,912	\$3,716	\$3,520
1/2 Horiz	\$3,711	\$3,525	\$3,339
1/3 Page	\$2,777	\$2,638	\$2,499
1/4 Page	\$2,500	\$2,375	\$2,250
Product Showcase	\$ 995	\$ 995	\$ 995

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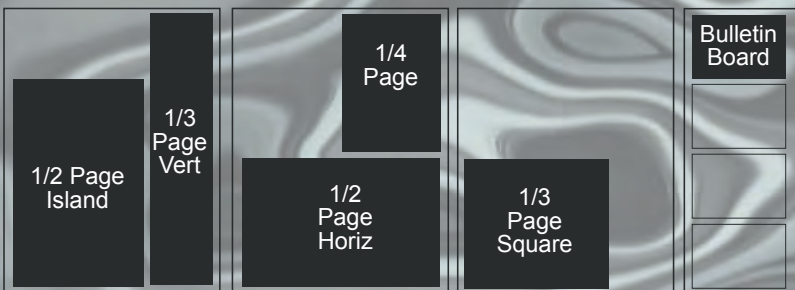
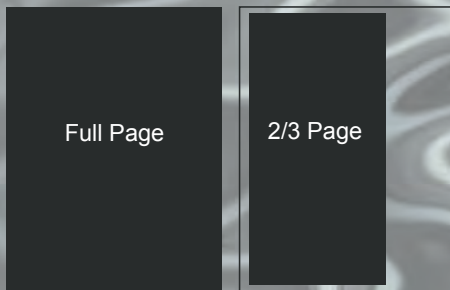
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UPSTREAM- Pumping SOLUTIONS

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 Horiz	7	x	4 1/2
1/3 Page Vert	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
Showcase / Bulletin Board	3 1/2	x	2 1/4

Advertisers are encouraged to keep live material at least 1/4" from 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:

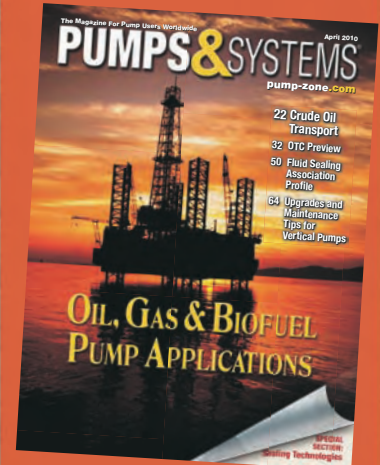
- Convert all text to outlines. No spot colors.
- Save as an Illustrator EPS. CMYK color mode.

Photoshop:

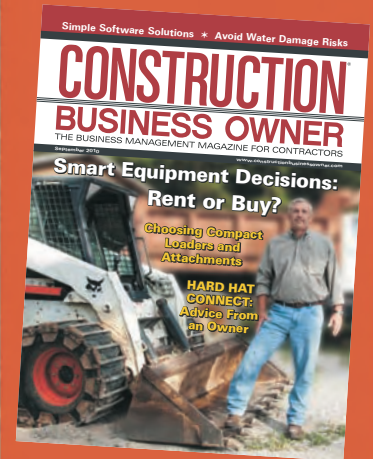
- Save as EPS, TIF or PDF. CMYK only - no RGB.
- File must be 300 dpi at the size it is to be used.

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

OTHER PUBLICATIONS:



www.pump-zone.com



www.constructionbusinessowner.com



www.scproductsmag.com

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