

# North American Petroleum Directory

ONLINE ADVERTISING PLANNING & RATES



## #1 WAY TO REACH YOUR CUSTOMERS DOING BUSINESS THROUGHOUT THE US AND CANADA

- Set yourself apart from the competition with your online advertisement – call attention to your company, and promote your specific advertising message.
- Your online advertisement is prominently displayed and viewed all year long– an outstanding advertising value
- All online advertisements include a link to your website and/or email address
- Subscribers trust the North American Petroleum Directory online because the information is continuously updated throughout the year.
- The North American Petroleum Directory provides contact details for 18,000 companies and 60,000 individuals.
- The North American Petroleum Directory is the only online directory for the entire region, covering operations throughout the US and Canada.

## CHOOSE FROM A VARIETY OF ADVERTISING OPTIONS TO SUIT ANY BUDGET

### Rates (all rates cover a full year)

**LOGO, HOTLINK TO YOUR WEBSITE** . . . . . 200 X 100 pixels  
at listing . . . . . \$150

**LEADERBOARD/BANNER** (horizontal) . . . . . 728 X 90 pixels  
At listing: . . . . . \$500  
Run of activity code\*: . . . . . \$1500  
Run of section\*: . . . . . \$2500

**SKYSCRAPER/COLUMN** (vertical) . . . . . 120 X 600 pixels  
At listing . . . . . \$500  
Run of activity code\* . . . . . \$1500  
Run of section\* . . . . . \$2500

### SPECIAL POSITIONS

Sign-in page (exclusive) . . . . . \$7000  
Search page (exclusive) . . . . . \$6000

\*If exclusivity is desired throughout a section or activity code, rate is doubled.

### HOW TO GET STARTED

To set up your advertisement in the Gulf States Petroleum Directory online, contact our staff to discuss various options available.

**SUSAN HUEY**, Editor & Associate Publisher,  
(713) 260-6460, shuey@hartenergy.com

**LACY BOEKER KASTENDIECK**, Account Representative,  
(713) 260-6478, lboeker@hartenergy.com

You can submit your advertisement in the appropriate size and format (see Specifications) or if you prefer Hart's designers can create your ad for you at very reasonable rates.

### ADVERTISING SPECS:

Preferred format is .gif or animated .gif or .jpg (RGB for web applications), file size less than 75K.

Sections are the ten major categories in which companies are listed (eg Exploration & Production, Drilling Contractors, Equipment Suppliers, Offshore Services, etc.). Activity Codes are more than 380 specific product or service classifications found in the Buyers Guide. Subscribers use both to search for companies; if you select Run-of-Section or Run-of-Activity Code, your advertisement appears on every results page that appears for a particular search.

If you desire exclusivity throughout a section or activity code, the rate is doubled.

*All online advertisements include your logo at your listing and a link to your website and/or email at no additional charge.*

