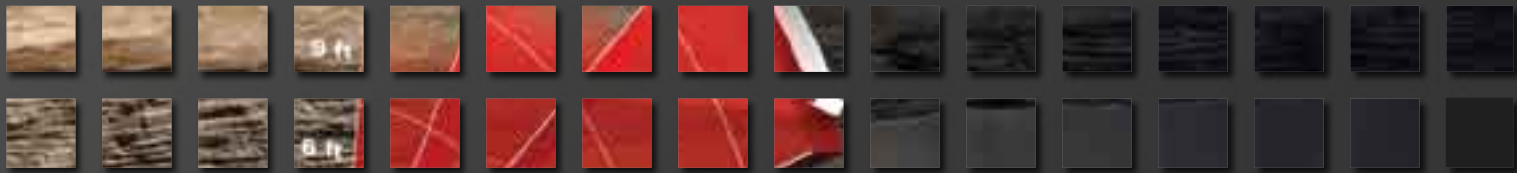


# DRILLING CONTRACTOR



2010 Media Kit | [www.DRILLINGCONTRACTOR.ORG](http://www.DRILLINGCONTRACTOR.ORG)



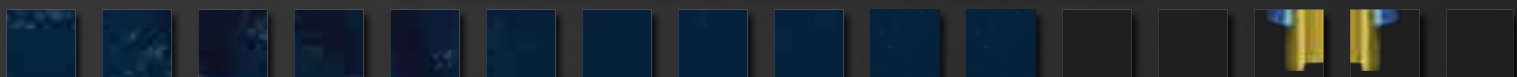
## ALL DRILLING



## ALL COMPLETIONS



## ALL THE TIME



# ALL DRILLING ALL COMPLETIONS ALL THE TIME

## DC HIGHLIGHTS

- « **EXCLUSIVELY COVERS DRILLING AND COMPLETION** worldwide—offshore and land, technology, equipment, HSEQ, markets, regulations and trends
- « Includes **COMPLETION EDITORIAL** in **EVERY ISSUE**, the only industry magazine to do so
- « **ENHANCED EDITORIAL** such as animations, videos, additional graphics and content available on website to complement print magazine
- « 24 editions a year of **ENEWS FROM DRILLINGCONTRACTOR.ORG** reporting industry's latest news
- « Features **TRAINING, HEALTH, SAFETY** and **ENVIRONMENT** in each issue
- « Represents the **INTERNATIONAL ASSOCIATION of DRILLING CONTRACTORS**, the only organization representing the global drilling industry. Throughout 2010, **DC** will publish various high-interest features to commemorate IADC's 70th anniversary
- « **STEEP DISCOUNTS** for regular advertisers



Photo: Thomas Aanundsen, NOV

**MISSION:** **DC** is the only viable magazine exclusively covering the global drilling and completion industry, both land and offshore. The official magazine of the International Association of Drilling Contractors, **DC** has been published since 1944 and is the longest continuously published magazine focusing on drilling and completion.

**EDITORIAL:** **DC**'s editorial is 100 percent drilling- and completion-focused – technology, markets, HSEQ, trends and other critical issues impacting D&C.

**READERSHIP:** **DC**'s 33,000 readers are professionals in the oil-and-gas and geothermal drilling and completion industry and include senior management at exploration & production and drilling contractor companies. **DC** also offers the largest circulation available among drilling contractors (more than 12,400). Further details on **DC**'s circulation are available on the facing page.

**IN EVERY ISSUE:** In addition to scheduled features (see Editorial Calendar), **DC** publishes several high-interest departments:

- **DRILLING AHEAD:** Opinion column giving insights into the D&C industry.
- **D&C NEWS:** Presents the latest news in the drilling and completion industry—drilling contracts, field development, hydrocarbon discoveries, and more.
- **D&C TECH DIGEST:** Concise summaries of timely drilling and completion technical achievements and milestones.

- **HSE CORNER:** Health, safety & environment-related trends and practical training advice.
- **PERSPECTIVES:** Profiles of men and women who stand tall in the D&C business.
- **IADC CONNECTION:** Focus on IADC news, initiatives and opinions.

**DRILLINGCONTRACTOR.ORG:** **DC**'s newly redesigned website dedicated to all things drilling and completions now offers features, news articles and exclusive videos to help readers keep up with the newest trends in the industry. Article are organized into these categories for easier browsing and searching: **Market Trends, Rigs & Equipment, Downhole Technologies, MPD & UBO, Drill Bits, Downhole & Completion Fluids, Well Control, HSE & Training, Completions/Zonal Isolation/Well Intervention**, and **IADC**. **DC** will continue to offer enhanced editorial to complement the print magazine, including animations, videos, additional graphics and content.

**ENEWS FROM DRILLINGCONTRACTOR.ORG:** **DC**'s electronic newsletters are e-mailed to **DC** subscribers 24 times a year, reporting from key industry conferences and events and on the latest industry news and technology updates. Articles link back to the **DC** website to boost readership. eNews also conducts periodic reader surveys on important topics and notifies readers when a new issue of **DC** can be read online.



## CIRCULATION

« More than **33,000 READERS WORLDWIDE**, virtually all involved in drilling and completion activities, or upstream management. No circulation is wasted on refining, pipeline, gas processing, reservoir, geology, production.

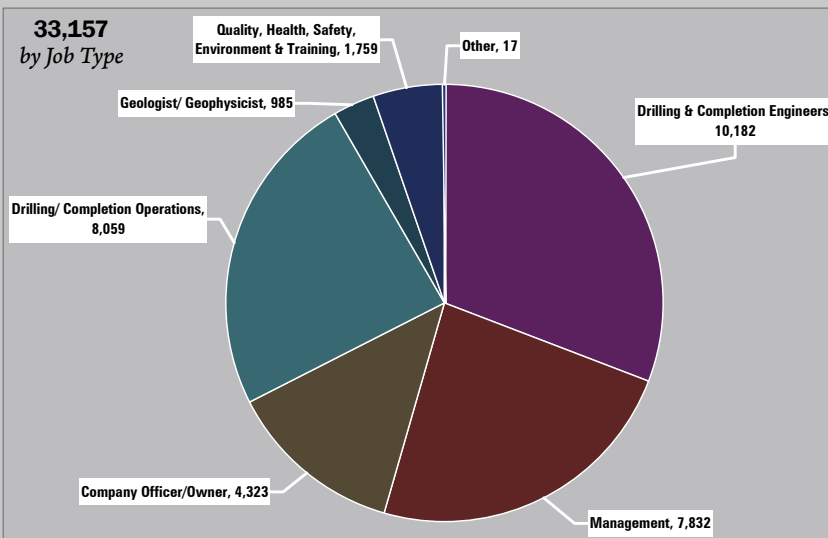
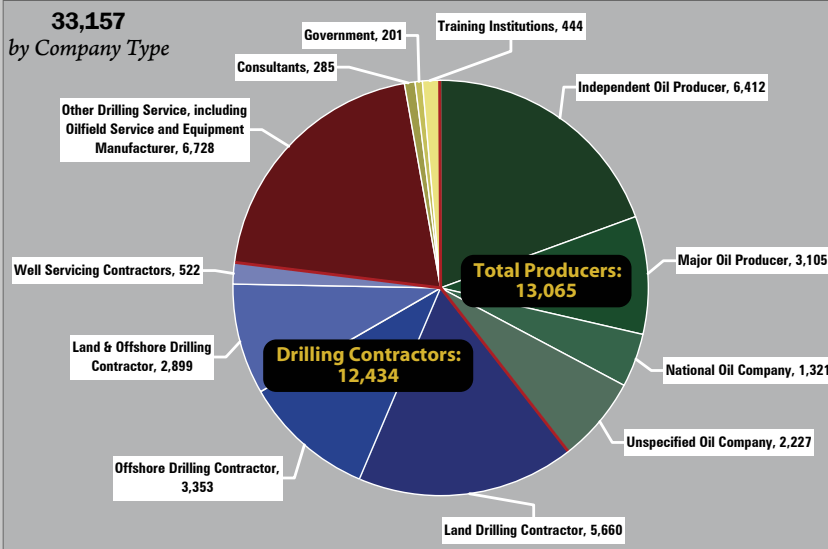
« High-value readers:

- Drilling & Completion Engineers: **30.7%**
- Management/ Company Officers/ Owners: **36.7%**
- Drilling/Completion Operations: **24.3%**

« Reaching key players:

- Drilling & Completion Professionals employed by Oil-Producing Firms: **39.4%**
- Drilling Contractors: **37.5%**

« Bonus distribution at **HIGH-INTEREST CONFERENCES** worldwide



### Geographic Analysis

**North America, 19,827**

**USA, 18,960**

**Canada, 612**

**Mexico, 255**

**Western Europe, 3,270**

**East Asia, 2,507**

**Middle East, 2,103**

**South America (including Caribbean), 1,438**

**South Asia, 1,138**

**Eastern Europe (including Russia), 903**

**Equatorial Africa, 864**

**North Africa, 524**

**Australasia, 458**

**Caucas Region, 125**

\*Publisher's Sworn Statement, 27 May 2009. Includes 2,979 readers from **Offshore Engineer** magazine. For additional information, refer to [www.DrillingContractor.org](http://www.DrillingContractor.org).

# Editorial Calendar

**EDITORIAL EMPHASIS:** Every issue of *DRILLING CONTRACTOR* covers drilling and completion technology, equipment and operations. *DC* also covers industry news; market and financial trends; government and regulatory affairs; IADC news; quality, health, safety and the environment; well control and training; and opinion by the leading drilling and producing executives.

« The only industry magazine to include **COMPLETION EDITORIAL** in **EVERY ISSUE**

« Features **TRAINING, HEALTH, SAFETY** and **ENVIRONMENT** in each issue

« Complements print magazine with website **"ENHANCED EDITORIAL"** related to articles, such as animations, videos, additional graphics

## **JANUARY/FEBRUARY** AD CLOSING: 7 JANUARY MATERIALS DUE: 14 JANUARY

- CRITICAL ISSUES IN DRILLING & COMPLETIONS
- 2010 IADC CHAIRMAN PROFILE
- 2010 IADC/SPE DRILLING CONFERENCE SPECIAL
- MANAGED PRESSURE DRILLING/ UNDERBALANCED OPERATIONS
- HEALTH, SAFETY & ENVIRONMENT
- COMPLETIONS: Sand Control

### **SCHEDULED BONUS DISTRIBUTION:**

*IADC/SPE Drilling Conference, 2-4 February, New Orleans, La.*

*SPE/IADC Managed Pressure Drilling & Underbalanced Operations Conference & Exhibition, 24-25 Feb, Kuala Lumpur, Malaysia*

*IADC International Deepwater Drilling Conference & Exhibition, 2-3 March, Rio de Janeiro, Brazil*

*IADC Drilling HSE Asia Pacific Conference & Exhibition, 23-24 March, Singapore*

## **MARCH/APRIL**

**AD CLOSING: 23 FEBRUARY**  
**MATERIALS DUE: 2 MARCH**

- INNOVATING WHILE DRILLING (IWD)\*: Rotary steerables, drilling with casing, drill pipe/risers
- WELL CONTROL
- COILED TUBING
- REGIONAL FOCUS: Latin America
- COMPLETIONS: Well Intervention

### **SCHEDULED BONUS DISTRIBUTION:**

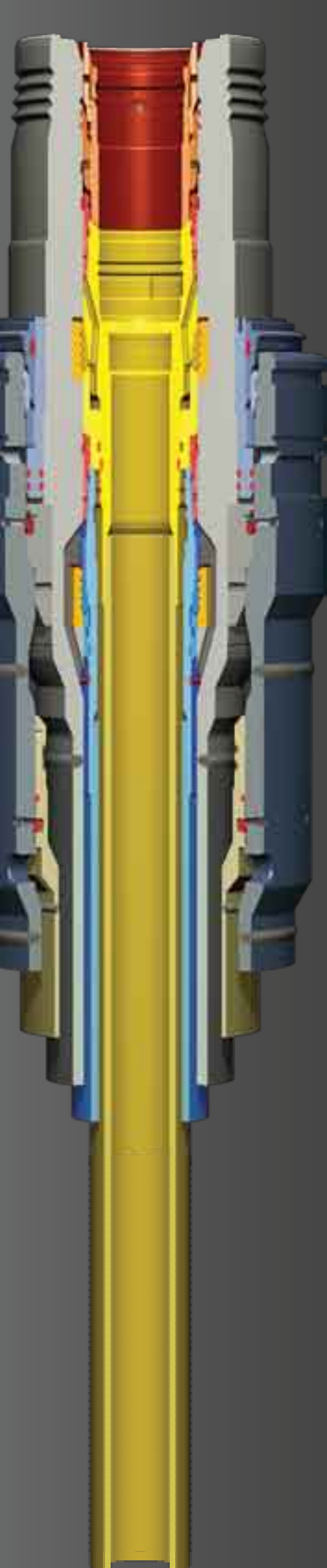
*SPE/ICoTA Coiled Tubing & Well Intervention Conference & Exhibition, 23-24 March, The Woodlands, Texas*

*IADC Well Control Europe Conference & Exhibition, 13-14 April, Aberdeen*

\* "Innovating While Drilling (IWD)" is a trademark of the International Association of Drilling Contractors and DRILLING CONTRACTOR.

Photo (above): Halliburton; Photo (opposite page): FMC Technologies

For the most complete and up-to-date editorial calendar, visit us on the web at [www.drillingcontractor.org](http://www.drillingcontractor.org)



## MAY/JUNE

- OFFSHORE ACTIVITIES & OUTLOOK, including subsea technologies
- ONSHORE DRILLING
- DRILL BITS
- REGIONAL FOCUS: Asia Pacific
- COMPLETIONS: HPHT & reliability

**AD CLOSING: 6 APRIL  
MATERIALS DUE: 13 APRIL**

### **SCHEDULED BONUS DISTRIBUTION:**

*Offshore Technology Conference, 3-6 May, Houston, Texas*

*IADC Drilling Onshore Conference & Exhibition, 20 May, Houston, Texas*

*SPE International Oil & Gas Conference and Exhibition, 8-10 June, Beijing, China*

*IADC World Drilling 2010 Conference & Exhibition, 16-17 June, Budapest*

## JULY/AUGUST

- INNOVATING WHILE DRILLING (IWD)\*: Monobore technology, LWD/SWD and more
- REGIONAL FOCUS: Europe & the North Sea
- MECHANICAL HANDLING & LIFTING
- DRILLING & COMPLETION FLUIDS
- COMPLETIONS: Multi-zone expandable completions

**AD CLOSING: 16 JUNE  
MATERIALS DUE: 23 JUNE**

### **SCHEDULED BONUS DISTRIBUTION:**

*IADC Lifting & Mechanical Handling Conference & Exhibition, 13-14 July, Houston, Texas*

*Offshore Northern Seas 2010, 24-27 Aug, Stavanger, Norway*

\* "Innovating While Drilling (IWD)" is a trademark of the International Association of Drilling Contractors and DRILLING CONTRACTOR.

### **SPECIAL READERSHIP SURVEY!**

How many readers read and remembered your ad? Find out with our bonus reader survey. Select ads only. Contact sales rep for details.

## SEPTEMBER/OCTOBER **AD CLOSING: 12 AUGUST MATERIALS DUE: 19 AUGUST**

- DRILLING RIGS & EQUIPMENT
- REGIONAL FOCUS: Africa
- ASSET INTEGRITY & RISK MANAGEMENT
- SOLIDS CONTROL & CUTTINGS DISPOSAL
- COMPLETIONS/CEMENTING: Zonal Isolation

### **SCHEDULED BONUS DISTRIBUTION:**

*SPE Annual Technical Conference & Exhibition, 19-22 Sept, Florence, Italy*

*IADC Drilling HSE Europe Conference & Exhibition, 29-30 Sept, Amsterdam, The Netherlands*

*IADC Contracts & Risk Management Conference, 13-14 Oct, Houston, Texas*

*SEG International Exposition and 80th Annual Meeting, 17-22 Oct, Denver, Colo.*

*2010 Permian Basin International Oil Show, 19-21 Oct, Odessa, Texas*

*IADC Drilling Africa Conference & Exhibition, 20-21 Oct, London*

*IADC/SPE Asia Pacific Drilling Conference & Exhibition, 1-3 Nov, Ho Chi Minh City, Vietnam*

*SPE Abu Dhabi International Petroleum Exhibition & Conference, 1-4 Nov, Abu Dhabi*

## NOVEMBER/DECEMBER **AD CLOSING: 14 OCTOBER MATERIALS DUE: 21 OCTOBER**

- GLOBAL DRILLING OUTLOOK
- IADC ANNUAL MEETING SPECIAL
- REGIONAL FOCUS: Middle East
- COMPLETIONS: Deep wells & deep water

### **SCHEDULED BONUS DISTRIBUTION:**

*IADC Annual General Meeting, 11-12 November, San Antonio, Texas*

*2010 International Petroleum Technology Conference, 15-17 Nov, Bangkok, Thailand*

*IADC Well Control Middle East Conference & Exhibition, 29-30 Nov, Bahrain*

# Rate Card

**ALL PRICES ARE IN US DOLLARS:** Frequency rates are based on the number of insertions used within a 12-month period (whether ROB, special position, covers, etc). Each page or fraction qualifies as one insertion. Spreads count as 2 insertions.

**DC** rewards regular advertisers with steep discounts in frequency rate. In addition to offering highly competitive pricing across the board, **DC** advertising rates drop sharply with frequency. For example, **DC** rates decrease by 17%, 20% and 22%, respectively, for 12x, 18x and 24x rates, compared to 1x (for FP, 4/C: \$7,890 for 1x rate, vs \$6,560 for 12x, \$6,340 for 18x and \$6,145 for 24x).

Photo: Akers Solutions

## ADVERTISING RATES

<b>4/COLOR RATES</b>	1X	3X	6X	12X	18X	24X
2-Page Spread	<b>15,170</b>	<b>14,245</b>	<b>13,085</b>	<b>12,300</b>	<b>11,630</b>	<b>11,240</b>
Full Page	<b>7,890</b>	<b>7,475</b>	<b>7,055</b>	<b>6,560</b>	<b>6,340</b>	<b>6,145</b>
2/3 Page	<b>6,460</b>	<b>6,140</b>	<b>5,870</b>	<b>5,520</b>	<b>5,350</b>	<b>5,195</b>
1/2 Island	<b>5,905</b>	<b>5,620</b>	<b>5,380</b>	<b>5,085</b>	<b>4,915</b>	<b>4,775</b>
1/2 Page	<b>5,335</b>	<b>5,085</b>	<b>4,880</b>	<b>4,620</b>	<b>4,475</b>	<b>4,355</b>
1/3 Page	<b>4,090</b>	<b>3,925</b>	<b>3,790</b>	<b>3,610</b>	<b>3,515</b>	<b>3,435</b>
1/4 Page	<b>3,505</b>	<b>3,375</b>	<b>3,270</b>	<b>3,130</b>	<b>3,060</b>	<b>2,995</b>
1/6 Page	<b>3,150</b>	<b>3,045</b>	<b>2,955</b>	<b>2,845</b>	<b>2,780</b>	<b>2,730</b>

<b>B&amp;W RATES</b>	1X	3X	6X	12X	18X	24X
2-Page Spread	<b>13,220</b>	<b>12,295</b>	<b>11,135</b>	<b>10,350</b>	<b>9,680</b>	<b>9,290</b>
Full Page	<b>6,390</b>	<b>5,975</b>	<b>5,555</b>	<b>5,060</b>	<b>4,840</b>	<b>4,645</b>
2/3 Page	<b>4,960</b>	<b>4,640</b>	<b>4,370</b>	<b>4,020</b>	<b>3,850</b>	<b>3,695</b>
1/2 Island	<b>4,405</b>	<b>4,120</b>	<b>3,880</b>	<b>3,585</b>	<b>3,415</b>	<b>3,275</b>
1/2 Page	<b>3,835</b>	<b>3,585</b>	<b>3,380</b>	<b>3,120</b>	<b>2,975</b>	<b>2,855</b>
1/3 Page	<b>2,590</b>	<b>2,425</b>	<b>2,290</b>	<b>2,110</b>	<b>2,015</b>	<b>1,935</b>
1/4 Page	<b>2,005</b>	<b>1,875</b>	<b>1,770</b>	<b>1,630</b>	<b>1,560</b>	<b>1,495</b>
1/6 Page	<b>1,650</b>	<b>1,545</b>	<b>1,455</b>	<b>1,345</b>	<b>1,280</b>	<b>1,230</b>

<b>SPECIAL POSITIONS (INCLUDES 4C)</b>	1X	3X	6X	12X	18X
Back Cover	<b>9,365</b>	<b>8,605</b>	<b>8,280</b>	<b>7,560</b>	<b>7,230</b>
Inside Cover Front	<b>8,810</b>	<b>8,580</b>	<b>8,350</b>	<b>7,805</b>	<b>7,595</b>
Inside Back Cover	<b>8,260</b>	<b>8,050</b>	<b>7,830</b>	<b>7,325</b>	<b>7,130</b>
Opposite Contents	<b>8,595</b>	<b>8,215</b>	<b>7,820</b>	<b>7,360</b>	<b>7,170</b>
Spread Between Table and Contents	<b>16,320</b>	<b>15,545</b>	<b>14,535</b>	<b>13,590</b>	<b>12,965</b>
Opposite Drilling Ahead, Tech Digest, D&C News	<b>8,260</b>	<b>7,880</b>	<b>7,490</b>	<b>7,015</b>	<b>6,820</b>

<b>COLOR CHARGES</b>	Page or Fraction	Spread
<b>STANDARD AAAA OR PROCESS COLORS</b>		
Black + 1 Color	<b>600</b>	<b>780</b>
Black + 2 Color	<b>980</b>	<b>1,274</b>
4-Color Process	<b>1,500</b>	<b>1,950</b>
<b>MATCHED COLORS</b>		
Black + 1 Matched	<b>780</b>	<b>1,014</b>
Black + 2 Matched	<b>1,175</b>	<b>1,525</b>
<b>METALLIC INKS</b>		
5TH COLOR	<b>660</b>	<b>860</b>
BLEED	<b>NO CHARGE</b>	<b>NO CHARGE</b>

**CLASSIFIED ADVERTISING:**  
\$200/column inch. Payable in advance for the first insertion and invoiced thereafter. No agency commission.

**INSERTS/SPECIALTIES:**  
Bound-in, tabbed, loose, polybag, stickers, CDs - contact publisher. Details available upon request.

**RATE PROTECTIVE CLAUSE:** When new rates are announced, contract advertisers will be protected at their contract rates for the duration of their contract. Contracts made prior to the effective date of the new rates will also be protected at the then-existing rates.

**AGENCY COMMISSION:** 15% commission to recognized agencies on gross billing for space, color, cover or special position, and insert charges. No commission on miscellaneous charges or for classifieds.

**CASH DISCOUNT:** 2% net after agency commission, if paid within 15 days from date of invoice.

**PUBLISHER'S PROTECTIVE CLAUSES:**

- a. Advertisers and advertising agencies assume liability for all content and illustrations printed, and also assume responsibility for any claims arising therefrom against the publisher.
- b. Publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards and to place the word "advertisement" with copy that closely resembles editorial material.
- c. Publisher will repeat latest advertisement for scheduled space when no new acceptable copy is furnished.
- d. Cancellations accepted only before closing date for reservations.

# Specs

**PUBLICATION TRIM SIZE:**

8 1/8 x 10 7/8 in  
205 x 275 mm

**FULL PAGE LIVE AREA:**

7 x 10 in  
180 x 255 mm

**FULL BLEED:**

8 3/8 x 11 1/8 in  
215 x 285 mm

**COLUMN WIDTHS**

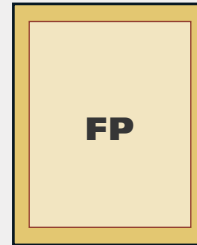
2-Column Page: 3 3/8 in, 85 mm  
3-Column Page: 2 1/8 in, 55 mm

**BINDING:**

Perfect Bound

**PRINTING:**

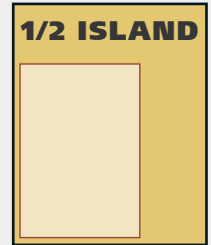
Web Offset, 4-color sequence  
(black, cyan, magenta, yellow)



7 x 10 in  
180 x 255 mm



4 5/8 x 10 in  
120 x 255 mm



4 5/8 x 7 1/2 in  
120 x 190 mm

**\*Do not reserve additional space for gutter.**

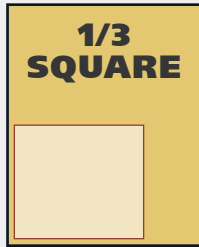
8 3/8 x 11 1/8 in (bleed) 5 5/16 x 11 1/8 in (bleed)  
215 x 285 mm (bleed) 135 x 285 mm (bleed)



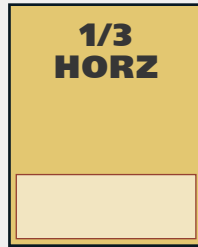
7 x 4 7/8 in  
180 x 125 mm



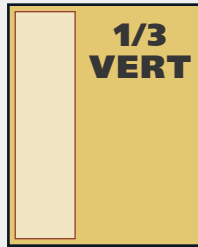
3 3/8 x 10 in  
85 x 255 mm



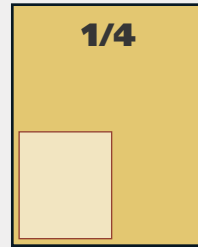
4 5/8 x 4 7/8 in  
120 x 125 mm



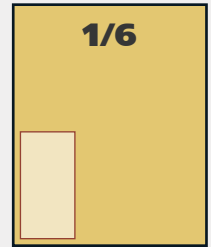
7 x 3 1/4 in  
180 x 80 mm



2 1/4 x 10 in  
60 x 255 mm



3 3/8 x 4 7/8 in  
85 x 125 mm



2 1/8 x 4 7/8 in  
55 x 125 mm

8 3/8 x 5 5/8 in (bleed) 4 3/16 x 11 1/8 in (bleed)  
215 x 145 mm (bleed) 105 x 285 mm (bleed)

2 7/8 x 11 1/8 in (bleed)  
75 x 285 mm (bleed)

**PREFERRED MATERIALS:** Digital artwork can be supplied in most platforms including high resolution PDF, Adobe InDesign, QuarkXpress, Adobe Illustrator and Photoshop. Please ensure colors are CMYK or PMS spot, and include a color proof. All fonts should either be included or converted to outlines.

**QuarkXpress** - ensure colors are CMYK or PMS spot colors and use collect for output function to attach all fonts.

**Adobe InDesign** - preflight to ensure colors are CMYK or PMS spot colors and use package function to copy all fonts and images.

**Adobe Illustrator** - save graphics in EPS format with fonts outlined. Set color to CMYK or PMS spot colors.

**Adobe Photoshop** - save as EPS files in CMYK format with a preview of 8 bits/pixel and binary encoding. Minimum resolution must be 254 pixels/inch (100 pixels/cm).

\$250 conversion fee for commercial film (right reading, emulsion side down). Minimum 150 line screen for halftones. Provide press proof.

**FTP REQUIREMENTS:** You may supply your advertisement to the Drilling Contractor FTP site. Connection details are:

**HOST (FTP ADDRESS):** [FTP.RRD.COM/ATLANTIC01A](ftp://ftp.rrd.com/atlantic01a)  
**USER ID:** ATLANTIC01  
**PASSWORD:** ADMAN,02  
**DIRECTORY:** IN

Please Note: Select "Allow Passive Transfers" in your FTP browser or application such as Fetch/WS FTP Pro. This option is under your "Advanced" tab. Once the file transfer has completed, please send an e-mail to [drilling.contractor@iadc.org](mailto:drilling.contractor@iadc.org) with the file name. If using a web browser on a PC, enter this line into the address bar: <ftp://atlantic01:adman,02@ftp.rrd.com/atlantic01a>

**SHIPPING INFO:** You may also send advertising materials to:

**DRILLING CONTRACTOR**  
**C/O ATLANTIC COMMUNICATIONS**  
**ATTN: ROB GARZA**  
**1635 W. ALABAMA**  
**HOUSTON, TX 77006-4196**  
**PH: 713-529-1616 EXT. 768 • FAX: 713-523-7804**

Photo: Priddy



# Website

**DRILLINGCONTRACTOR.ORG** is unique among industry publication websites due to the enhanced online editorial complementing **DC's** respected print version. Examples of web exclusives include animations and videos related to articles published in **DC**, as well as additional graphics, editorial and case histories. Each article featuring enhanced editorial includes a footnote directing readers to check out the additional material on DrillingContractor.org. DrillingContractor.org also maintains thorough archives of past issues.

DrillingContractor.org is also a news and information source in its own right. In addition to maintaining **DC** archives, DrillingContractor.org provides news on key industry topics and conducts reader surveys on issues of interest.



## AVAILABLE SIZES, PAGES & PRICING

MONTHLY CHARGES (USD)	Banner by DC masthead (468x60)	Banner (468x60)	Skyscraper (120x600)	Button (120x240)
Home	915	800	915	570
About DC	800	685	800	560
DC Archive	800	685	800	560
News Archive	800	685	800	460
Surveys	750	750	750	415
Media Kit	685	570	685	400
IADC Directory	685	570	685	400

\*Additional sizes/options available upon request. Contact publisher.

## FREQUENCY DISCOUNTS

DrillingContractor.org offers discounts on placement based on the number of placements within 12 calendar months as follows:

- 3-5 placements: 10%
- 6-12 placements: 15%

"Placement" is defined as a single web advertisement that runs for an entire month. Multiple advertisements in a given month count as multiple placements (i.e., an ad on the "HOME" page and an ad on the "NEWS ARCHIVE" page count as two placements).

## CUSTOM WEB OPPORTUNITIES

Custom marketing opportunities are also available. Contact publisher.

To ensure the quickest delivery of our editorial and to deliver readers to DrillingContractor.org, we notify readers when each new issue is available online via **DC's** electronic newsletter, *eNews from DrillingContractor.org*.

# eNews

**ENEWS FROM DRILLINGCONTRACTOR.ORG** is **DC's** latest electronic tool to communicate with the drilling & completion industry. **DC** is published in print format six times per year, and *eNews from DrillingContractor.org* ensures that our readers receive up-to-date information 24 times per year.

*eNews* presents original news and features, as well as information from key industry players, updates on IADC activities, exclusive reports from IADC conferences, reader surveys and more. Each edition of *eNews* links back to DrillingContractor.org.

*eNews* reaches all **DC** subscribers for whom email addresses are available, approximately 9,500 individuals.

ENEWS SPONSORSHIPS (GROSS)	
Top of news page	2,080
Middle of news page	1,820
End of news page	1,560

**ENEWS FREQUENCY DISCOUNTS** follow the same program as for DrillingContractor.org. Placements in *eNews* count as DrillingContractor.org placements, and vice versa.



# Directory

**AD CLOSING: 15 MARCH**  
**MATERIALS DUE: 6 APRIL**

The **IADC Membership Directory** is the definitive guide to the global drilling industry and your opportunity to connect with the global wellsite industry—rig owners both land and offshore and the oil companies they serve.

IADC, the International Association of Drilling Contractors, is the only industry trade association with international scope among drilling contractors, oil companies and service firms alike. Accordingly, the **IADC Membership Directory** has matured into an indispensable global reference of key operators, contractors, drilling rigs, suppliers and services for the full year of its useful life.

The **IADC Membership Directory** puts your marketing message in the hands of 5,000 drilling and producing executives. If you do business with the worldwide rig fleet, the **IADC Membership Directory** is an outstanding advertising value. It is also an excellent way to highlight your company's support for IADC's initiatives in government affairs, HSE, well control, technology and more. And **Directory** advertisers get the main part of their regular IADC membership listing printed in bold at no extra charge. (Companies must be IADC members to receive the bold listing.)

The **2010 IADC Membership Directory** will be published in April and enjoy bonus distribution at the 2010 Offshore Technology Conference, 3-6 May in Houston.

The **2010 IADC Membership Directory** closes 15 March. Materials are due 6 April. To reserve space, call the sales office near you.

## TABBED SECTION DIVIDERS BOOST AD VISIBILITY ECONOMICALLY

« Increase the visibility of your firm's advertisement this year in the **2010 DIRECTORY** by reserving a tabbed section divider. Each of the Directory's 3 major sections—listings of contractors, producers and associates—will be introduced by a tabbed, heavy-stock divider. Additional tabs are available for the contractor headquarters and rig locations, products and services, and the general index sections. Hurry! Spots are limited!

« Right of first refusal applies to divider-page advertisers in the **2009 IADC DIRECTORY**.



AD RATES	4/COLOR	B&W
2-Page Spread	<b>10,610</b>	—
Back Cover	<b>6,200</b>	—
Inside Front Cover	<b>6,865</b>	—
Tabbed Divider Page	<b>6,760</b>	—
1 Page	<b>6,030</b>	<b>5,380</b>
1/2 Island	<b>4,005</b>	<b>3,355</b>
1/2 Vertical or Horizontal	<b>3,800</b>	<b>3,145</b>
1/4 Page	<b>2,235</b>	<b>1,585</b>

**COLOR CHARGES:** 3rd and 4th colors an additional \$625. 5th color available for an additional \$300. No charge for 4 color on 2-page spreads, back/inside-front covers or tabbed divider pages.

**BOLD LISTINGS:** For IADC-member companies, advertisement purchase includes bold-face listing of Directory headquarters address and contact numbers.

**AGENCY COMMISSION:** 15% to recognized agencies on gross billing on space, color, cover or special position.

**CASH DISCOUNT:** 2% net after agency commission if paid within 15 days from date of invoice.

**MECHANICAL REQUIREMENTS:** Ad sizes and other mechanical requirements are identical to those of **DRILLING CONTRACTOR**.

### 2010 ENEWS SCHEDULE (24 editions a year)

Month	Event	Month	Event	Month	Event
<b>JAN</b>	<b>28-</b> Report from IADC Health, Safety, Environment & Training Conference, general news & features	<b>APRIL</b>	<b>15-</b> Report from IADC Well Control Europe Conference & Exhibition, announce online availability of March/April DC, and general news & features	<b>SEPT</b>	<b>9-</b> Announce online availability of September/October DC, and general news & features <b>23-</b> General news & features
<b>FEB</b>	<b>3-</b> Report from IADC/SPE Drilling Conference, general news & features <b>4-</b> Report from IADC/SPE Drilling Conference, general news & features <b>5-</b> Report from IADC/SPE Drilling Conference, announce online availability of January/February DC, general news & features <b>26-</b> Report from SPE/IADC Managed Pressure Drilling & Underbalanced Operations Conference & Exhibition, general news & features	<b>MAY</b>	<b>7-</b> Announce online availability of May/June DC, and general news & features <b>21-</b> Report from IADC Drilling Onshore Conference & Exhibition, and general news & features	<b>OCT</b>	<b>1-</b> Report from IADC Drilling HSE Europe Conference & Exhibition, and general news & features <b>15-</b> Report from IADC Contracts & Risk Management Conference, and general news & features <b>22-</b> Report from IADC Drilling Africa Conference & Exhibition, and general news & features
<b>MAR</b>	<b>25-</b> Report from IADC Drilling HSE Asia Pacific Conference & Exhibition, general news & features	<b>JUNE</b>	<b>4-</b> General news & features <b>18-</b> Report from IADC World Drilling 2010 Conference & Exhibition, and general news & features	<b>NOV</b>	<b>4-</b> Report from IADC/SPE Asia Pacific Drilling Conference & Exhibition, and general news & features <b>15-</b> Report from IADC Annual General Meeting, announce online availability of November/December DC, and general news & features
		<b>JULY</b>	<b>1-</b> General news & features <b>15-</b> Report from IADC Lifting & Mechanical Handling Conference & Exhibition, announce online availability of July/August DC, and general news & features	<b>DEC</b>	<b>1-</b> General news & features <b>15-</b> General news & features
		<b>AUG</b>	<b>5-</b> General news & features <b>31-</b> General news & features		

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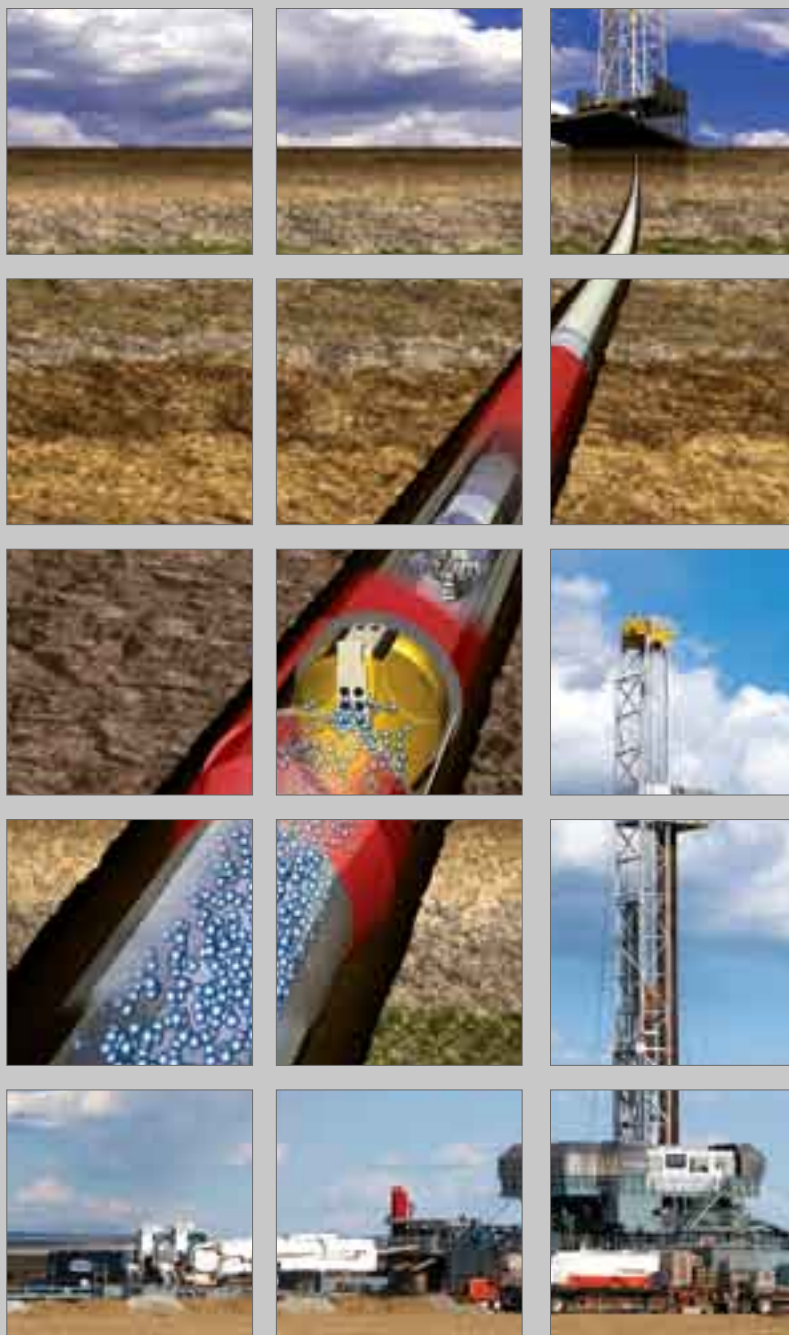


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**DRILLING CONTRACTOR** is the official magazine of the International Association of Drilling Contractors (IADC) and is wholly owned by IADC, which is also the publisher of the *Annual IADC Membership Directory*. **DRILLING CONTRACTOR** also represents the Drilling Engineering Association (DEA).



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