

DRILLING CONTRACTOR

**ALL
DRILLING**

**ALL
THE TIME**

**ALL
COMPLETIONS**



MEDIA KIT 2012

DRILLING CONTRACTOR

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
- « 22 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.

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 nearly 35,000 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 (nearly 14,000). 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.

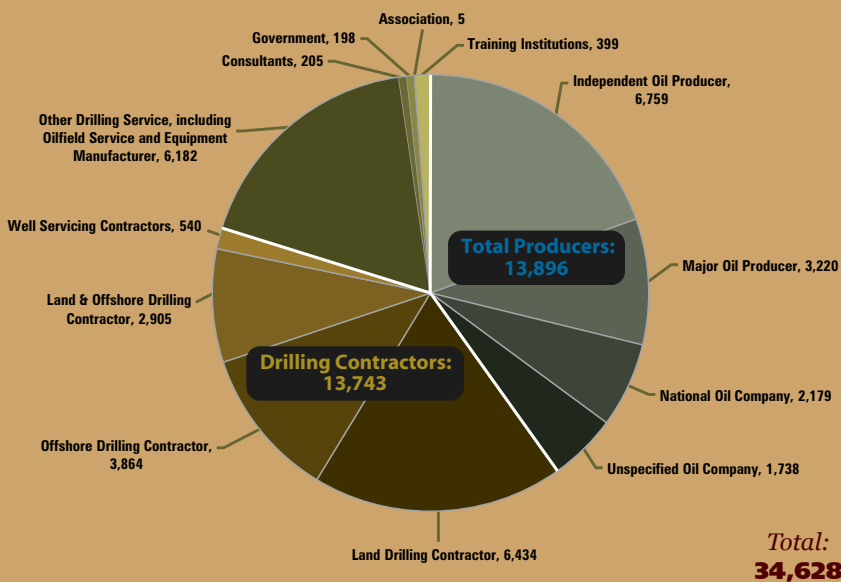
DRILLINGCONTRACTOR.ORG: *DC*'s website, dedicated to all things drilling and completions, offers features, news articles and exclusive videos to help readers keep up with the newest trends in the industry. Articles are organized into these categories for easier browsing and searching: **Drilling It Safely; The Efficient Rig; The Offshore Frontier; Innovating While Drilling; Onshore Advances; IADC: Global Leadership, Global Challenges; Global and Regional Markets;** and **Completing the Well.** *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 22 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.

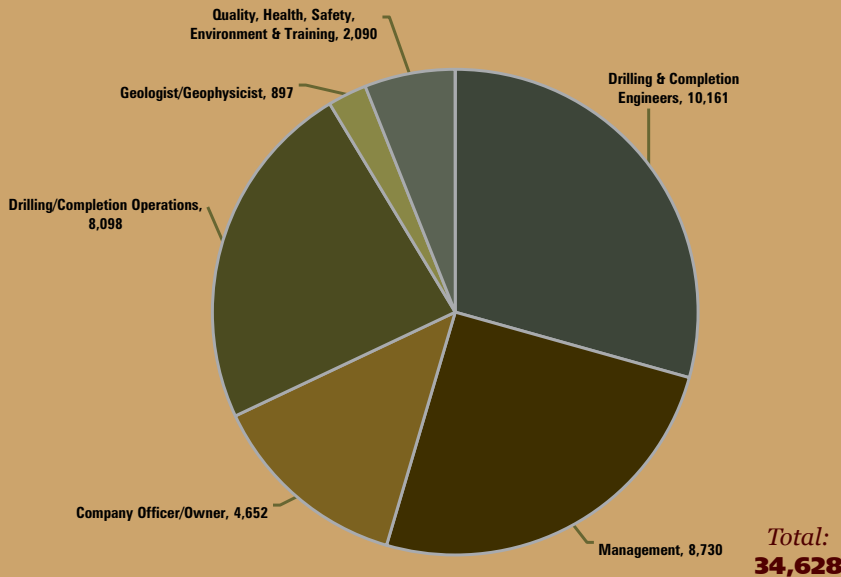
**ALL DRILLING
ALL COMPLETIONS
ALL THE TIME**

CIRCULATION & HIGHLIGHTS

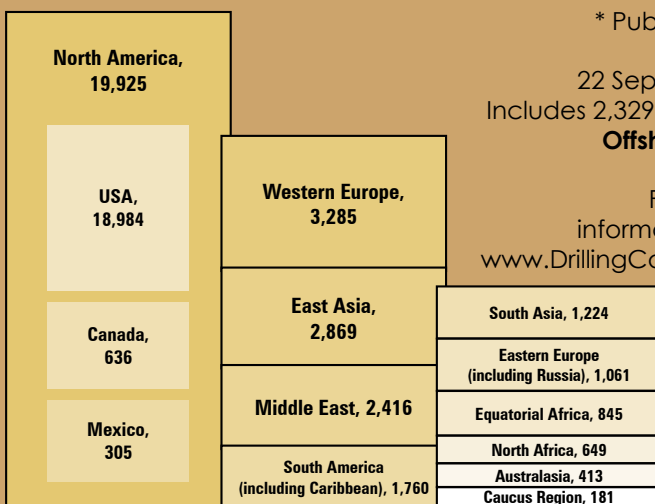
by Company Type



by Job Type



Geographic Analysis



* Publisher's Sworn Statement, 22 September 2011. Includes 2,329 readers from **Offshore Engineer** magazine. For additional information, refer to www.DrillingContractor.org.

CIRCULATION

« Nearly **35,000**

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: **29.3%**
- Management/Company Officers/Owners: **38.6%**
- Drilling/Completion Operations: **23.4%**

« Reaching key players:

- Drilling & Completion Professionals employed by Oil-Producing Firms: **40.1%**
- Drilling Contractors: **39.7%**

« Bonus distribution at **HIGH-**

INTEREST CONFERENCES

worldwide

DRILLING EDITORIAL

« 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

« **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.

« For the most complete and up-to-date **EDITORIAL CALENDAR**, visit us on the web at www.drillingcontractor.org

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

J
F

JANUARY/FEBRUARY

AD CLOSING: 6 JANUARY
MATERIALS DUE: 13 JANUARY

- CRITICAL ISSUES IN DRILLING & COMPLETION
- 2012 IADC CHAIRMAN PROFILE
- 2012 IADC/SPE DRILLING CONFERENCE SPECIAL
- HEALTH, SAFETY & ENVIRONMENT
- REGIONAL FOCUS: Arctic
- COMPLETIONS: Expandable Completions

SCHEDULED BONUS DISTRIBUTION

- IADC Health, Safety, Environment and Training Conference & Exhibition, 7-8 FEBRUARY, HOUSTON
- IADC/SPE Drilling Conference, 6-8 MARCH, SAN DIEGO, CALIFORNIA

M
A

MARCH/APRIL

AD CLOSING: 17 FEBRUARY
MATERIALS DUE: 24 FEBRUARY

- INNOVATING WHILE DRILLING (IWD)*: Managed Pressure Drilling, Rotary Steerables and Drill Pipe
- DEEPWATER DRILLING
- COILED TUBING
- REGIONAL FOCUS: Brazil
- COMPLETIONS: Shale Fracturing/Stimulation

SCHEDULED BONUS DISTRIBUTION

- SPE/IADC Managed Pressure Drilling & Underbalanced Operations Conference & Exhibition, 20-21 MARCH, MILAN, ITALY
- SPE/ICoTA Coiled Tubing & Well Intervention Conference & Exhibition, 27-28 MARCH, THE WOODLANDS, TEXAS
- IADC International Deepwater Drilling Conference & Exhibition, 17-18 APRIL, RIO DE JANEIRO, BRAZIL
- IADC Drilling HSE Asia Pacific 2012 Conference & Exhibition, 25-26 APRIL, SINGAPORE

M
J

MAY/JUNE

AD CLOSING: 29 MARCH
MATERIALS DUE: 5 APRIL

- OFFSHORE ACTIVITIES & OUTLOOK, INCLUDING THE GULF OF MEXICO
- ONSHORE DRILLING, INCLUDING A SHALE REPORT
- REGIONAL FOCUS: Asia Pacific
- COMPLETIONS: Sand Control

SCHEDULED BONUS DISTRIBUTION

- Offshore Technology Conference, 30 APRIL-3 MAY, HOUSTON, TEXAS
- IADC Drilling Onshore Conference & Exhibition, 17 MAY, HOUSTON
- IADC Critical Issues Continental Europe Conference & Exhibition, 23-24 MAY, BUCHAREST, ROMANIA
- IADC World Drilling 2012 Conference & Exhibition, 13-14 JUNE, BARCELONA, SPAIN
- IADC/SPE Asia Pacific Drilling Conference & Exhibition, 9-11 JULY, TIANJIN, CHINA

CONTRACTOR CALENDAR

J
A

JULY/AUGUST

AD CLOSING: 14 JUNE
MATERIALS DUE: 21 JUNE

- INNOVATING WHILE DRILLING (IWD)*: HPHT advances, drilling fluids and bits
- REGIONAL FOCUS: Europe, including North Sea
- LIFTING & MECHANICAL HANDLING
- COMPLETIONS: Intelligent Well Systems

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.

SCHEDULED BONUS DISTRIBUTION

- IADC Lifting & Mechanical Handling Conference & Exhibition, 18-19 JULY, LAFAYETTE, LOUISIANA
- Offshore Northern Seas 2012, 28-31 AUGUST, STAVANGER, NORWAY

S
O

SEPTEMBER/OCTOBER

AD CLOSING: 17 AUGUST
MATERIALS DUE: 24 AUGUST

- DRILLING RIGS, EQUIPMENT AND TECHNOLOGY
- HEALTH, SAFETY AND ENVIRONMENT
- CONTRACTS AND RISK MANAGEMENT
- REGIONAL FOCUS: Africa
- COMPLETIONS: Well Intervention

SCHEDULED BONUS DISTRIBUTION

- IADC Drilling HSE Europe 2012 Conference & Exhibition, 26-27 SEPTEMBER, AMSTERDAM
- SPE Annual Technical Conference & Exhibition, 8-10 OCTOBER, SAN ANTONIO, TEXAS
- IADC Contracts & Risk Management Conference, 16-17 OCTOBER, HOUSTON, TEXAS
- IADC Drilling Africa Conference & Exhibition, 24-25 OCTOBER, LISBON, PORTUGAL
- Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC), 5-8 NOVEMBER, ABU DHABI

N
D

NOVEMBER/DECEMBER

AD CLOSING: 3 OCTOBER
MATERIALS DUE: 10 OCTOBER

- GLOBAL DRILLING OUTLOOK
- IADC ANNUAL GENERAL MEETING SPECIAL
- WELL CONTROL
- REGIONAL FOCUS: Middle East
- COMPLETIONS: Sour Gas Completions

SCHEDULED BONUS DISTRIBUTION

- IADC Annual General Meeting, 7-9 NOVEMBER, SCOTTSDALE, ARIZONA
- IADC Critical Issues Middle East Conference & Exhibition, 20-21 NOVEMBER, DUBAI
- International Petroleum Technology Conference, 5-7 DECEMBER, BEIJING, CHINA

« 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

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ADVERTISING 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.

« **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.

ADVERTISING RATES

4/COLOR	1X	3X	6X	12X	18X	24X
2-Page Spread	16,365	15,710	15,085	14,610	14,200	13,860
Full Page	8,615	8,270	7,940	7,690	7,475	7,295
2/3 Page	7,065	6,780	6,510	6,305	6,130	5,980
1/2 Island	6,375	6,120	5,955	5,690	5,530	5,400
1/2 Page	5,770	5,540	5,320	5,150	5,010	4,890
1/3 Page	4,400	4,300	4,210	4,040	3,960	3,720
1/4 Page	3,790	3,640	3,495	3,420	3,365	3,140

B&W	1X	3X	6X	12X	18X	24X
2-Page Spread	14,315	13,660	13,035	12,560	12,150	11,810
Full Page	7,035	6,690	6,360	6,110	5,895	5,715
2/3 Page	5,485	5,200	4,930	4,725	4,550	4,400
1/2 Island	4,795	4,540	4,375	4,110	3,950	3,820
1/2 Page	4,190	3,960	3,740	3,570	3,430	3,310
1/3 Page	2,820	2,720	2,630	2,460	2,380	2,140
1/4 Page	2,210	2,060	1,915	1,840	1,785	1,560

SPECIAL POSITIONS (INCLUDES 4C)	1X	3X	6X	12X	18X
Back Cover	10,220	9,525	9,315	8,860	8,515
Inside Cover Front	9,620	9,495	9,390	9,155	8,940
Inside Back Cover	9,020	8,910	8,810	8,590	8,405
Opposite Contents	9,385	9,090	8,800	8,625	8,450
Spread Between Table and Contents	17,815	17,210	16,360	15,930	15,270
Opposite Drilling Ahead, Tech Digest, D&C News	9,020	8,725	8,430	8,230	8,035

COLOR CHARGES	Page or Fraction	Spread
STANDARD AAAA OR PROCESS COLORS		
Black + 1 Color	630	820
Black + 2 Color	1,030	1,340
4-Color Process	1,580	2,050
MATCHED COLORS		
Black + 1 Matched	820	1,060
Black + 2 Matched	1,230	1,600
METALLIC INKS		
5TH COLOR	690	900
BLEED	No CHARGE	No CHARGE

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.

MECHANICAL SPECIFICATIONS

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)

**Do not reserve additional space for gutter*



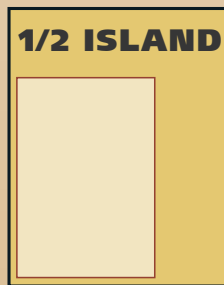
7 x 10 in
180 x 255 mm

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

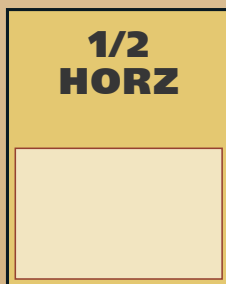


4 5/8 x 10 in
120 x 255 mm

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



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



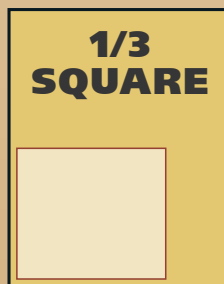
7 x 4 7/8 in
180 x 125 mm

8 3/8 x 5 5/8 in (bleed)
215 x 145 mm (bleed)

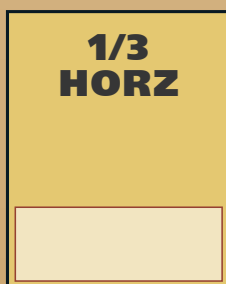


3 3/8 x 10 in
85 x 255 mm

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



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

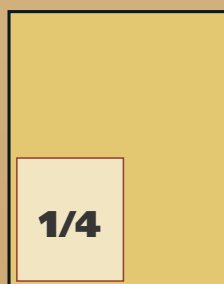


7 x 3 1/4 in
180 x 80 mm



2 1/4 x 10 in
60 x 255 mm

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



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

« PREFERRED MATERIALS:

Digital artwork can be supplied in most platforms including high resolution PDF, Adobe InDesign, Quark, 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.

Adobe InDesign/Quark - 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.iadc.org

USER ID: IADCFTP

PASSWORD: 14tpnow (one-four-t-p-n-zero-w)

Please Note: Select "Allow Passive Transfers" in your FTP browser or application such as Fetch/Filezilla (usually found under the "Advanced" tab). Once the file transfer has completed, please send an e-mail to drilling.contractor@iadc.org with the file name.

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

Drilling Contractor
10370 Richmond Ave., Ste. 760
Houston, TX 77042

DRILLING CONTRACTOR.ORG

« **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.

« 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.

« **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.

AVAILABLE SIZES, PAGES & PRICING

MONTHLY CHARGES (USD)	Banner by DC masthead (468x60)	Banner (468x60)	Poster (300x250)	Skyscraper (120x600)	Button (120x240)
Home	1,100	950	1,100	1,100	700
Inside Pages	950	825	1,000	N/A	N/A

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

eNEWS FROM DRILLINGCONTRACTOR.ORG

eNEWS

DRILLING
CONTRACTOR.ORG

16 August 2011

Official eNewsletter of the
International Association of Drilling Contractors

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BANNER 468X60

IADC underwrites Energy & Environment desk for Houston radio station

IADC is providing underwriting support for an initiative being launched by Houston radio station KUHJ News, 88.7 FM, that will give the oil and gas industry a much higher profile. The new Energy & Environment desk is being established as a two-year pilot under a start-up grant from a National Public Radio (NPR) project called "StateImpact Texas: Power, Policy and the Planet" to provide in-depth reporting and commentary on energy and the environment. KUHJ is the Houston NPR affiliate.

[→ Read More](#)

Technology roundup: Packers Plus, Halliburton and Varel offer innovations in fracturing, bits

Packers Plus Energy Services this week introduced the RepeaterPORT sleeve, which enables fracturing of up to 60 stages per lateral, according to the company. The stage multiplier technology increases the number of stages available in the company's StackFRAC HD system. By using the same-size ball, the RepeaterPORT sleeve multiplies the number of available stages that can be fractured, allowing for optimization of fracture crews and the use of less frac fluid. There are a variety of ball seat sizes, allowing numerous stages to be run in sequence, the company says.

[→ Read More](#)

POSTER
300X250

Stay tuned for the next installment of eNews from DrillingContractor.org:

SEPTEMBER 2011

- 8 Report from IADC Well Control Conference of the Americas, and general news & features
- 20 Announce online availability of Sept/Oct DC, and general news & features

OCTOBER 2011

- 4 Report from IADC Drilling HSE Europe Conference & Exhibition, and general news & features
- 25 General news & features

Pacific Sciocco undergoes modifications for engine reliability

Pacific Drilling's Pacific Sciocco has mobilized to a quayside in South Africa to undergo upgrades and modifications to ensure reliability prior to beginning operations in Nigeria for Total E&P. The client-requested modifications may delay contract commencement potentially to the end of Q4 this year. The Samsung design drillship was delivered to Pacific Drilling in April this year.

[→ Read More](#)

Transocean to acquire Aker Drilling for \$1.4 billion

Transocean announced this week an offer to acquire Aker Drilling for \$1.43 billion that Aker's Board of Directors has unanimously recommended accepting. The transaction would contribute approximately \$1.05 billion in firm contract backlog to Transocean.

[→ Read More](#)

BANNER 468X60

To ensure delivery of eNews items, make sure to add Drilling Contractor to your contact list. Latest news items can also be found on our homepage at www.drillingcontractor.org

ALL DRILLING ALL COMPLETIONS ALL THE TIME

DC is the official magazine of the International Association of Drilling Contractors, and represents the Drilling Engineering Association. DC is the premier continuous publication regarding drilling activities on drilling and completions, and is wholly owned and operated by IADC.

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

ENEWS SPONSORSHIPS	Banner (468x60)	Poster (300x250)
Top of news page	2,300	N/A
Middle of news page	2,100	3,400
Bottom of news page	1,800	2,900

2012 ENEWS SCHEDULE

JANUARY

31 – General news & features

FEBRUARY

14 – Report from IADC Health, Safety, Environment and Training Conference, and general news & features

23 – Preview of IADC/SPE Drilling Conference, and general news & features

MARCH

7 – Report from IADC/SPE Drilling Conference, and general news & features

8 – Report from IADC/SPE Drilling Conference, and general news & features

9 – Report from IADC/SPE Drilling Conference, and general news & features

27 – Report from SPE/IADC Managed Pressure Drilling & Underbalanced Operations Conference, and general news & features

APRIL

17 – Preview of 2012 OTC, and general news & features

MAY

8 – Report from 2012 OTC and IADC Drilling HSE Asia Pacific 2012 Conference

22 – Report from IADC Drilling Onshore Conference

JUNE

7 – General news & features

21 – Report from IADC World Drilling 2012 Conference, and general news & features

JULY

17 – Report from IADC/SPE Asia Pacific Drilling Conference, and general news & features

26 – Report from IADC Lifting & Mechanical Handling Conference, and general news & features

AUGUST

9 – General news & features

23 – General news & features

SEPTEMBER

13 – General news & features

OCTOBER

2 – Report from IADC Drilling HSE Europe Conference, and general news & features

30 – Report from IADC Drilling Africa Conference, and general news & features

NOVEMBER

15 – Report from IADC Annual General Meeting, and general news & features

29 – Report from IADC Critical Issues Middle East Conference, and general news & features

DECEMBER

13 – General news & features

WORLDWIDE SALES OFFICES

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Creative Director

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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).



For all sales inquiries regarding **DRILLING CONTRACTOR**, official magazine of the International Association of Drilling Contractors, please contact the offices below:



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