

***ALL DRILLING
ALL COMPLETIONS
ALL THE TIME***

**DRILLING
CONTRACTOR**

MEDIA KIT 2015

DRILLING CONTRACTOR MAGAZINE

DIGITAL PRODUCTS

IADC BOOKSTORE

WWW.DRILLINGCONTRACTOR.ORG

WWW.IADC.ORG

HIGHLIGHTS

DRILLING CONTRACTOR MAGAZINE

DC continues to set new standards for excellence in E&P B2B publishing to fulfill our mission as definitive media in the drilling space. In the pages that follow, you will learn how **DC** has built upon its proud 70-year history to break ground in exciting ways.

MISSION: **DC** is the definitive source for the global drilling and completion industry, both land and offshore, and the only viable magazine exclusively covering this space. **DC's** enhanced editorial employs QR codes to help readers find related multimedia and other resources. The official magazine of the International Association of Drilling Contractors and the Drilling Engineering Association, **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. **DC** is the only E&P magazine to write about HSE, training and competency in every issue. **DC** is also the only magazine covering completions in every issue. And of course, every issue features drilling technology and trends.

READERSHIP: **DC's** 36,000-plus 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 13,000). Further details on **DC's** circulation are available on the circulation 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&T Corner:** Trends and practical advice in training, competency, health, safety, the environment for the wells industry.
- **Perspectives:** Profiles of men and women who stand tall in the D&C business.
- **IADC Connection:** Focus on IADC news, initiatives and opinions.



Mission driven as the definitive B2B source for drilling and completions globally, land and offshore. Print editorial enhanced with on-line original multimedia.

DC is best magazine in our field. DC articles are well researched, quite accurate, relevant and current, and with its regular interviews with leaders in our business, carries enough authority to make the reader want to sit up straight and take note!

– WELLS MANAGER, MAJOR OPERATOR, MIDDLE EAST

DRILLINGCONTRACTOR.ORG

MISSION: **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. **DC** will continue to offer enhanced editorial to complement the print magazine, including animations, videos, additional graphics and content.

READERSHIP: More than 31,000 unique visitors per month and climbing! Clicks have skyrocketed to more than 9,000. Clickthrough rate is averaging at 0.50%, more than double the internet average. Impressions are at 1.3 million.

The perfect complement to print DC, featuring great original content and the most original multimedia in E&P B2B.

SURFING DRILLINGCONTRACTOR.ORG:

- **MICROSITES:** **Drillingcontractor.org** offers highly specialized microsites to help you carefully hone your marketing message. Each microsite focuses on a key niche within the well-construction discipline, from HSE to global markets. Each of our eight standing microsites focuses on a specific area of interest within the well-construction sector. Content includes our great topical articles from **DC**, as well as original editorial and multimedia.
- **MULTIMEDIA:** **DC's** website is the industry leader in original digital content, including video interviews with key industry executives and on-site reporting.

VIRTUAL PANEL DISCUSSIONS DRILLING CONTRACTOR

VIRTUAL PANEL DISCUSSIONS: **DrillingContractor.org** and **IADC.org** now offer high-interest sessions of approximately an hour featuring expert panelists on the pressing issues confronting the well-construction industry. **DC's** prerecorded virtual panel discussions blend video of speakers with slides to produce an intimate, engaging event.

DIGITAL READER: **DC's** digital edition is a key part of our mission to deliver the best content in the E&P B2B business. The **DC** digital edition not only faithfully reproduces all print articles. It also delivers selected articles in languages critical in drilling and completions, including Chinese, Brazilian Portuguese and Arabic. Translations conducted and vetted by native speakers.

The industry quickly embraced the **DC** digital reader. It is one of the top pages on **DrillingContractor.org**, receiving more than 2,200 monthly views. Mobile readers spend more than an hour perusing the digital **DC**.



Not all E&P pros are English proficient! This multi-platform edition delivers DC in English and other languages.

HIGHLIGHTS

ENEWS FROM DRILLINGCONTRACTOR.ORG

MISSION: Driven by original reporting from key industry events and on the latest industry news and technology updates. Innovative use of video and multimedia distinguish **eNews** from the herd.

READERSHIP: 26,000 subscribers and growing, up from 8,000 in mid-2012. With annual impressions up to 414,000, **eNews** boasts a strong 0.27% click-through rate.

Original reporting with emphasis on multimedia 24 times per year, linking to www.DrillingContractor.org.

DRILLBITS ELECTRONIC NEWSLETTER

MISSION: IADC champions better legislation and regulation for well delivery, and the monthly e-letter **Drill Bits** addresses this complex regulatory world. **DB's** mission is reporting the myriad activities of IADC, along with updates on legislation, regulation and standards affecting your business.

READERSHIP: **Drill Bits** reaches some 24,000 subscribers monthly with its unique menu of short, punchy regulatory updates.

Succinct monthly e-letter focused on IADC initiatives, news and governmental actions affecting drilling.

IADC.ORG

MISSION: Provide the best information and resources to catalyze improved performance in drilling, by enhancing operational integrity and championing better regulation and legislations. Internet marketers can efficiently target the global drilling industry through select pages on this key website – **IADC.org**, official site of the International Association of Drilling Contractors.

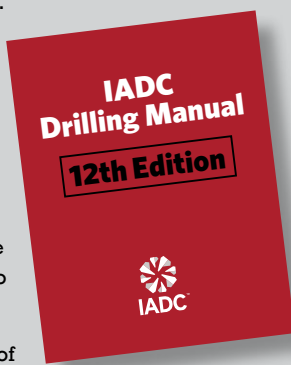
READERSHIP: **IADC.org** is one of the oldest websites in the E&P industry, founded in 1995, and enjoys traffic of more than 31,000 visitors per month, with more than 137,000 page views and a low bounce rate (51%).

Official site of IADC, and one of the early web pioneers for the E&P industry. Major focus on catalyzing improved performance in wells delivery.

IADC BOOKSTORE PRODUCTS

MISSION: Enhancing operational integrity is a key objective of IADC. Drilling personnel depend on IADC's unique checklists, safety meeting forms and the **IADC Drilling Manual**, the definitive drilling operations guide, to assist them through critical operations.

READERSHIP: IADC pads and manuals are an integral part of the drilling operations on hundreds of rigs and are available for advertising and sponsorship. Products include:



**Artwork subject to change*

- **IADC DRILLING MANUAL:** A sweeping rewrite of this definitive operational guide is well under way. Sponsorships are available for each of the approximately two dozen chapters to be included.
- **IADC DAILY DRILLING REPORT:** One of IADC's biggest sellers, the IADC DDR is the leading rig-site data-collection tool.
- **IADC DRILLING RIG SAFETY INSPECTION CHECKLIST:** A comprehensive guide to key hazards, the rig checklist was recently updated and redesigned.
- **IADC SAFETY MEETING TOPIC AND RECORD BOOK:** Every rig shift ("tour") kicks off with a safety meeting, which explains the popularity

of this venerable resource.

- **IADC WEEKLY SAFETY MEETING REPORT:** Crews choose their own topics using this convenient form.
- **IADC DAILY ENGINE REPORT:** This newly revised form is essential to rig personnel to record critical engine pressures and temperatures.
- **IADC MUD PUMP INSPECTION CHECKLIST:** Maintaining high fluid throughput is essential in many of today's difficult wells. This new form is one that goes to the heart of today's drilling challenges.
- **IADC NEAR MISS REPORT:** Reducing near-misses is the next big push in well safety. This new form, supported by several major international operators, is a huge step forward in wells HSE.

Bring your message right to the rig floor through IADC's unique offerings.



IADC MEMBERSHIP DIRECTORY

MISSION: The **IADC Membership Directory** details IADC members worldwide, rig statistics and locations, IADC officers and staff, highlights of new programs and more. 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.

READERSHIP: The **IADC Membership Directory** is your opportunity to connect with the global wells industry. With more than 5,000 recipients, 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 definitive guide to the players in the global drilling industry.

EDITORIAL CALENDAR

JAN
FEB

JANUARY/FEBRUARY

COVERAGE

- **Critical Issues in Drilling & Completion**
- **2015 Chairman Profile**
- **2015 SPE/IADC Drilling Conference Special**
- **Health, Safety, Environment & Training**
- **Regional Focus:** Asia Pacific
- **Completions:** Hydraulic Fracturing

Ad Closing: 5 January • Materials due: 9 January

SCHEDULED BONUS DISTRIBUTION

- **IADC Health, Safety, Environment and Training Conference & Exhibition**, 3-4 Feb, Houston
- **SPE Hydraulic Fracturing Technology Conference**, 3-5 Feb, The Woodlands, Texas
- **IADC Drilling HSE&T Asia Pacific Conference & Exhibition**, 11-12 March, Kuala Lumpur
- **SPE/IADC Drilling Conference**, 17-18 March, London

MAR
APR

MARCH/APRIL

COVERAGE

- **Innovating While Drilling (IWD)***, including Managed Pressure Drilling, Dual-Gradient Drilling and Rotary Steerable Systems
- **Coiled Tubing & Well Intervention**
- **Regional Focus:** Canada
- **Completions:** Packer Systems

Ad Closing: 12 February • Materials due: 19 February

SCHEDULED BONUS DISTRIBUTION

- **Coiled Tubing & Well Intervention Conference & Exhibition**, 24-25 March, The Woodlands, Texas
- **IADC Dual Gradient Drilling Workshop**, 12 April, Dubai
- **IADC/SPE Managed Pressure Drilling & Underbalanced Operations Conference & Exhibition**, 13-14 April, Dubai

MAY
JUN

MAY/JUNE

COVERAGE

- **Offshore Market & Technologies**
- **Onshore Drilling**, including a shale report
- **Regional Focus:** Gulf of Mexico
- **Completions:** Open-hole Completions

Ad Closing: 2 April • Materials due: 9 April

SCHEDULED BONUS DISTRIBUTION

- **Offshore Technology Conference**, 4-7 May, Houston, Texas
- **IADC Drilling Onshore Conference & Exhibition**, 14 May, Houston, Texas
- **IADC World Drilling 2014 Conference & Exhibition**, 17-18 June, Rome

Editorial Calendar: 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.

The only industry
magazine to include
completion editorial
in every issue

COMPLETION
EDITORIAL

Features training,
health, safety and
environment in
each issue

H S E & T
EDITORIAL

EDITORIAL CALENDAR

JUL
AUG

JULY/AUGUST

COVERAGE

- **Innovating While Drilling (IWD)**, including Drilling Fluids, Drill Pipe and Connections, and Drill Bit Technology
- **Well Control**
- **Regional Focus:** North Sea and Europe
- **Completions:** Subsea Completions

Ad Closing: 18 June • Materials due: 25 June

SCHEDULED BONUS DISTRIBUTION

- **Offshore Europe 2015**, 8-11 Sept, Aberdeen, UK
- **IADC Well Control Conference of the Americas & Exhibition**, 25-26 August, Galveston, Texas

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.

SEP
OCT

SEPTEMBER/OCTOBER

COVERAGE

- **Drilling Rigs, Equipment and Automation**
- **Health, Safety, Environment and Training**
- **Regional Focus:** Latin America
- **Solids Control**
- **Completions:** Seismic Technologies

Ad Closing: 6 August • Materials due: 13 August

SCHEDULED BONUS DISTRIBUTION

- **IADC Drilling HSE Europe Conference & Exhibition**, 23-24 September, Amsterdam
- **SPE Annual Technical Conference & Exhibition**, 28-30 Sept, Houston
- **SPE/IADC Middle East Drilling Technology Conference & Exhibition**, October, Dubai
- **IADC Advanced Rig Technology Conference**, 13-14 October, Amsterdam
- **OTC Brasil**, 27-29 October, Rio de Janeiro, Brazil

NOV
DEC

NOVEMBER/DECEMBER

COVERAGE

- **IADC 75th Anniversary Special Issue**
- **Global Drilling Outlook**
- **Regional Focus:** Middle East
- **Completions:** Sand Control

Ad Closing: 5 October • Materials due: 12 October

SCHEDULED BONUS DISTRIBUTION

- **IADC Annual General Meeting**, 4-6 November, San Antonio, Texas
- **IADC Critical Issues Asia Pacific Conference & Exhibition**, 18-19 November, Singapore
- **International Petroleum Technology Conference**, 6-9 December, Doha, Qatar

Complements print magazine with web-exclusive content related to articles, such as animations, videos, additional graphics

ENHANCED EDITORIAL

Every issue covers drilling and completion technology, equipment and operations, as well as 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.

EDITORIAL EMPHASIS

CIRCULATION

NEARLY 37,000
READERS
WORLDWIDE

Virtually all of our readers are 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:
31.9%
- Management/Company Officers/Owners:
37.6%
- Drilling/Completion Operations:
21.5%

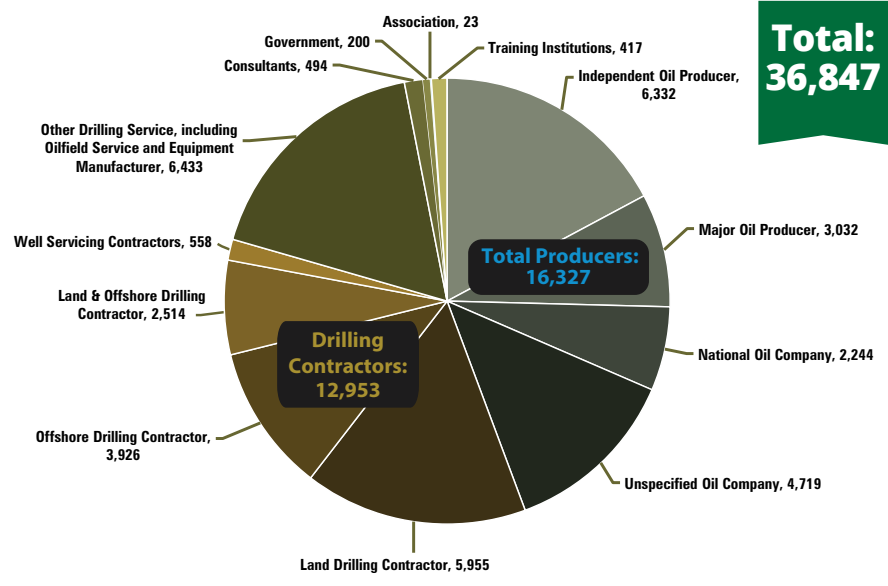
REACHING KEY PLAYERS

- Drilling & Completion Professionals employed by Oil-Producing Firms:
44.3%
- Drilling Contractors:
35.2%

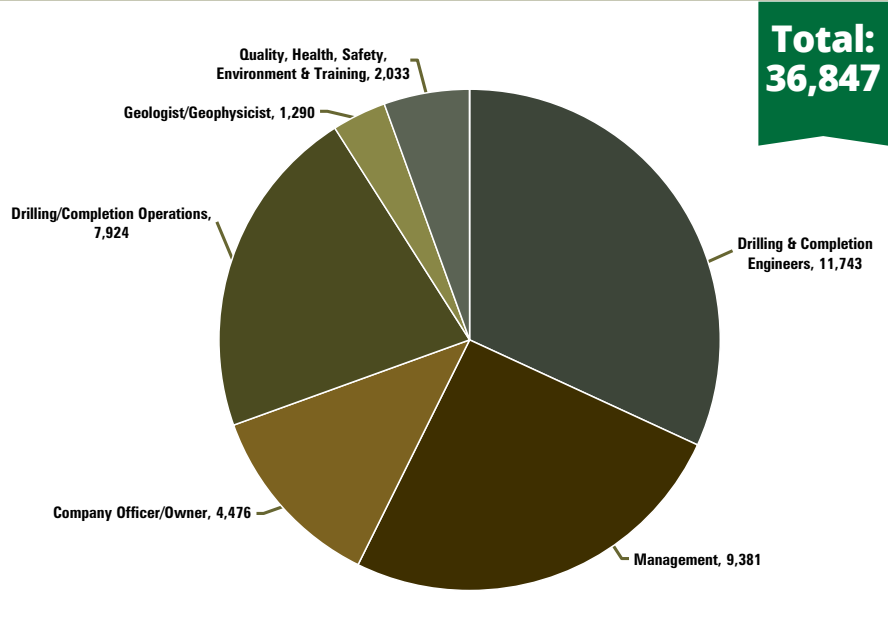
B O N U S DISTRIBUTION

DC is distributed at over 20 high-interest conferences worldwide

CIRCULATION BREAKDOWN BY COMPANY TYPE

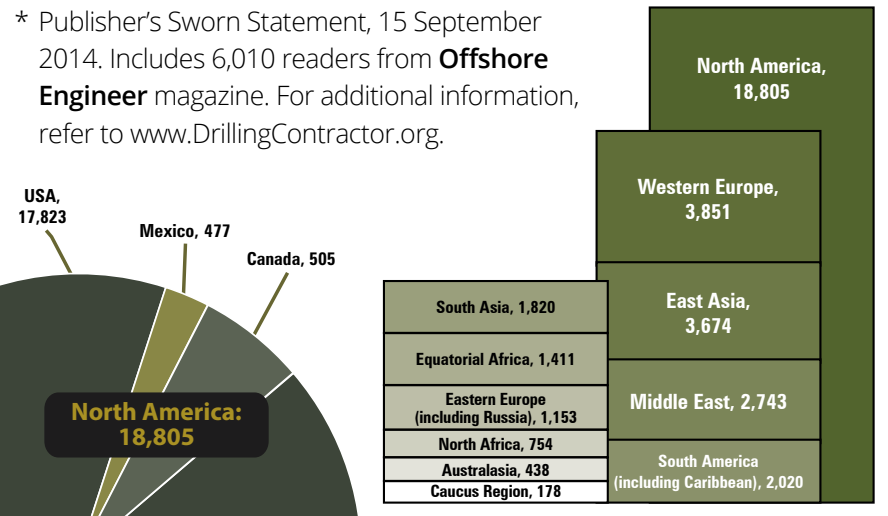


CIRCULATION BREAKDOWN BY JOB TYPE



GEOGRAPHIC ANALYSIS

* Publisher's Sworn Statement, 15 September 2014. Includes 6,010 readers from **Offshore Engineer** magazine. For additional information, refer to www.DrillingContractor.org.



PRINT RATES

ADVERTISING RATES (4/COLOR)

	1x	3x	6x	9x	12x	18x	21X	24x
2-Page Spread	17,180	16,650	16,140	15,780	15,480	15,250	15,115	15,010
Full Page	9,045	8,765	8,495	8,305	8,150	8,025	7,955	7,900
2/3 Page	7,420	7,190	6,965	6,810	6,680	6,580	6,520	6,475
1/2 Island	6,700	6,490	6,340	6,145	6,030	5,940	5,890	5,850
1/2 Page	6,060	5,875	5,690	5,565	5,460	5,380	5,335	5,300
1/3 Page	4,620	4,560	4,505	4,365	4,315	4,250	4,212	4,185
1/4 Page	3,980	3,860	3,740	3,660	3,620	3,550	3,520	3,495

SPECIAL POSITION ADVERTISING RATES (4/COLOR)

	1x	3x	6x	9x	12x	18x	21X	24x
Back Cover	10,730	10,325	10,015	9,815	9,680	9,575	9,490	9,425
Inside Front Cover	10,100	9,715	9,425	9,240	9,110	9,010	8,930	8,870
Inside Back Cover	9,470	9,110	8,840	8,665	8,545	8,450	8,375	8,315
Opposite Table of Contents	9,855	9,480	9,195	9,010	8,885	8,790	8,710	8,650
Spread Between Table of Contents	18,705	17,995	17,455	17,105	16,865	16,800	16,650	16,550
Opposite Drilling Ahead, Tech Digest, D&C News	9,470	9,110	8,840	8,665	8,545	8,451	8,375	8,315

CLASSIFIED ADVERTISING

\$300/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.

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:

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

PRINT SPECS

PUBLICATION SPECS

TRIM SIZE:

8 ¹/₈ x 10 ⁷/₈ in
206 x 276 mm

FULL PAGE LIVE AREA:

7 x 10 in
178 x 254 mm

FULL BLEED:

8 ³/₈ x 11 ¹/₈ in
213 x 283 mm

*Do not reserve additional space for gutter

COLUMN WIDTHS

2-Column Page: 3 ³/₈ in, 86 mm
3-Column Page: 2 ¹/₈ in, 54 mm

BINDING:

Perfect Bound

PRINTING:

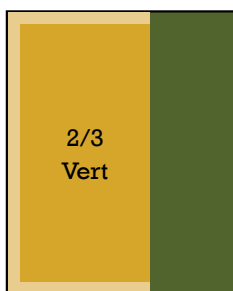
Web Offset, 4-color sequence
(black, cyan, magenta, yellow)

ADVERTISEMENT DIMENSIONS



7 x 10 in
178 x 254 mm

8 ³/₈ x 11 ¹/₈ in (bleed)
213 x 283 mm (bleed)



4 ⁵/₈ x 10 in
118 x 254 mm

5 ³/₁₆ x 11 ¹/₈ in (bleed)
132 x 283 mm (bleed)



4 ⁵/₈ x 7 ¹/₂ in
118 x 191 mm



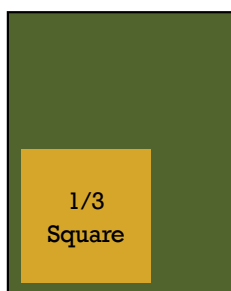
7 x 4 ⁷/₈ in
178 x 124 mm

8 ³/₈ x 5 ⁵/₈ in (bleed)
213 x 143 mm (bleed)



3 ³/₈ x 10 in
86 x 254 mm

4 ³/₁₆ x 11 ¹/₈ in (bleed)
106 x 283 mm (bleed)



4 ⁵/₈ x 4 ⁷/₈ in
118 x 124 mm

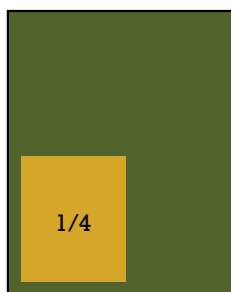


7 x 3 ¹/₄ in
178 x 83 mm



2 ¹/₄ x 10 in
57 x 254 mm

2 ⁷/₈ x 11 ¹/₈ in (bleed)
73 x 283 mm (bleed)



3 ³/₈ x 4 ⁷/₈ in
86 x 124 mm

PREFERRED MATERIALS: Digital artwork can be supplied in most platforms, including high-resolution PDF, Adobe InDesign CC 2014 (INDD), Adobe Illustrator CC 2014 (AI/EPS) and Photoshop CC 2014 (EPS/TIF). Please ensure colors are CMYK (PMS spot colors should be converted to process), and include a color proof. All fonts should either be included or converted to outlines.

Adobe InDesign CC 2014 - preflight to ensure colors are CMYK (PMS spot colors should be converted to process) and use package function to copy all fonts and images.

Adobe Illustrator CC 2014 - save graphics in EPS format with fonts outlined. Set document color mode to CMYK (PMS spot colors should be converted to process).

Adobe Photoshop CC 2014 - save as EPS or TIF files in CMYK format with a preview of 8 bits/pixel and binary encoding. Minimum resolution must be 254 pixels/inch (100 pixels/cm).

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: 14tpn0w (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/EMAIL INFO: You can email materials (less than 15mb) to drilling.contractor@iadc.org, or ship to:

Drilling Contractor

10370 Richmond Ave., Ste. 760

Houston, TX 77042 USA

+1 713 292 1945

REPRINTS: Reprints are available in low-resolution PDF format of articles published in **Drilling Contractor**. Reprints may be modified slightly to eliminate internal advertisements or to add promotional material provided by the customer. However, text, headlines and illustrations will remain as they appeared in the original published article.

Price for the low-resolution PDF is US\$1500. Links to articles on **DrillingContractor.org** are available at no charge. **DC** will supply a JPG of the cover of the issue in question, if desired. Contact drilling.contractor@iadc.org. For pricing on hard-copy reprints, please contact the publisher.

DRILLINGCONTRACTOR.ORG

EXCLUSIVE CONTENT: **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.

FRESH INDUSTRY NEWS: **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.

READERSHIP: 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**.

STATS: **DrillingContractor.org** continues to grow in popularity, as these stats attest:

YEARLY STATS

Visits (mid-2014 vs 2013):
538,466 vs 396,393 (+36%)

Pageviews (mid-2014 vs 2013):
829,644 vs 669,376 (+24%)

Unique Visits (mid-2014 vs 2013):
409,078 vs 274,578 (+49%)

Clickthrough Rates (mid-2014 vs 2013):
Impressions - 1,318,677 vs. 1,464,893
Clicks - 7,705 vs. 10,112
Clickthrough Rate - 0.58% vs. 0.69%

MONTHLY STATS

Visits (mid-2014 vs 2013):
42,169 vs 43,738

Pageviews (mid-2014 vs 2013):
63,448 vs 66,010

Unique Visits (mid-2014 vs 2013):
35,302 vs 37,263

Clickthrough Rates (July 2014 vs July 2013):
Impressions - 142,815 vs 132,085 (+108%)
Clicks - 1,525 vs 410 (+372%)
Clickthrough Rate - 1.07% vs 0.31%

The screenshot shows the DrillingContractor.org homepage. At the top, there's a navigation bar with links like 'Home', 'About', 'Subsidiary', 'Industry Events', 'Membership Directory', 'Media Kit', and 'Contact'. Below the navigation bar is a large banner area with the text 'BANNER 468X60'. The main content area features a 'LEADERBOARD 728X90' ad at the top, followed by a featured article titled 'IADC launches Well Control Institute'. To the right of the article is a 'Recent Drilling News' section with several small articles. Below the article is another 'BANNER 468X60' ad. Further down, there's a 'POSTER 300X250' ad and a 'SKYSCRAPER 120X600' ad. On the right side, there's a 'BUTTON 120X240' ad. At the bottom, there's a 'FEATURED VIDEOS' section with a video player. The footer contains the text '© 2013 International Association of Drilling Contractors' and 'All Rights Reserved | Terms & Conditions'.

AVAILABLE SIZES, PAGES & PRICING (MONTHLY CHARGES, USD)

	Leaderboard (728x90)	Masthead (468x60)	Poster (300x250)	Skyscraper (120x600)	Banner (468x60)	Button (120x240)
Homepage	1,390	1,335	1,335	1,335	1,155	850
Inside Pages	1,270	1,155	1,155	1,155	1,000	725

SOCIAL MEDIA: Different companies use social media in different ways, but our primary goal is simple: drive users back to our site. Our secondary goal is to take advantage of the engaging nature of social media outlets to extend our web presence. But Facebook, Twitter and LinkedIn are only the beginning. With our upcoming digital products also featuring their own social components, our potential reach is growing significantly. Each piece of great content we produce has the potential to go viral in any number of our social media platforms, which will lead to more impressions for **DrillingContractor.org** and will also increase ad clicks.



20,000 +
Likes



900+ Subscribers
991,000+ Views



30,000+
Members



2,000+
Followers

MICROSITES

DC MICROSITES FOCUS ON YOUR NICHE

MICROSITES: **DrillingContractor.org** offers highly specialized microsites to help you carefully hone your marketing message. Each microsite focuses on a key niche within the well-construction discipline, from HSE to global markets.

The sites feature original editorial, as well as links to relevant articles in the online edition of **Drilling Contractor**.

Each of our eight standing microsites focuses on a specific area of interest within the well-construction sector. Content includes our great topical articles from **DC**, as well as original editorial and multimedia.

- **The Efficient Rig**, covering cutting-edge advances in automation, rig equipment and design, control systems, maintenance and condition monitoring, and other topics.
- **Innovating While Drilling**, (IWD), addressing key downhole advances, including underbalanced and managed pressure drilling; rotary steerable systems; MWD, LWD, SWD; directional drilling; geosteering; bits; drilling and completion fluids; slim-hole well designs, coiled tubing and much more.
- **Onshore Advances**, a close look at the hard-charging land market, both in North America and around the world, with extra focus on shale-driven activity and technologies;
- **Completing the Well**, examining fracturing, stimulation, completion and cementing;
- **IADC: Global Leadership, Global Challenges**, a review of IADC initiatives and regulatory challenges;
- **Drilling It Safely**, which puts the focus on HSE and well control, central to industry maintaining its license to operate;
- **Global and Regional Markets**, examining trends in the market place, economics of hydrocarbons, and drivers for well construction; and,
- **The Offshore Frontier**, looking at the exciting developments in marine drilling and completions.

DC will also periodically develop ad hoc microsites, for example, for IADC conferences and other events such as OTC.

DC will also periodically develop ad hoc microsites, for example, for IADC conferences and events.

DC microsites feature original editorial, as well as links to relevant articles in the online edition of *Drilling Contractor*.

LOW BOUNCE RATE: Most webpages carry a bounce rate of 50% or higher. However, most of **DC's** microsites are well below that number. **Offshore Frontier** features a 40% bounce rate, and low bounce rates mean the users are finding the content to be relevant.

LOW EXIT RATE: Most of the microsites feature exit rates of ~30%. This is an indication that users find the content relevant, then continue looking for more before leaving **DrillingContractor.org**.

HEAVY DRILLDOWN FACTOR: Additionally, many of the microsites are clicked through many sets of pages. For example, **Onshore Advances** microsite is drilled down all the way to Page 10.

MICROSITE ADS

	Leaderboard (728 x 90)	Masthead Banner (468 x 60)
Landing Page Only	1,300	1,050
Run of Category	2,700	2,400



BOUNCE RATES

Offshore Frontier:
40%
Global & Regional Markets:
45%
IADC:
50%

EXIT RATE

Microsites Landing Page:
14%
IADC:
26%
Offshore Frontier:
26%

VIRTUAL PANEL DISCUSSIONS

GET UP CLOSE AND PERSONAL WITH PROSPECTIVE CLIENTS

DC virtual panel discussions are one of the greatest values available to drilling and completion marketers. These high-interest webcasts feature expert panelists on the critical issues confronting the well-construction industry. Each of the pre-recorded VPDs will span 45 minutes to an hour. Virtual panel discussions will be posted on **DrillingContractor.org** for a full year following initial airing.

DC VPDs differ from typical webinars because they blend video, shot in **DC's** in-house studio, with PowerPoint and sponsor-supplied videos or animations (if desired).

In addition to assisting sponsors flesh out content, **DC** will prepare a script, schedule rehearsals, shoot video, edit video with participant-supplied slides, and provide the moderator.

Our virtual panel discussions provide significant added value, as the table on the right shows.

All virtual panel discussions must be deemed as value adding to readers and viewers. Excessive commerciality tends to discourage viewers and diminishes credibility.

We invite sponsors to highlight their brand products with sponsorship for these outstanding upcoming events. The sponsor is entitled to supply expert panelists, including personnel with the sponsoring company, as well as outside, impartial participants to relate the value of the technology or practice.

VPD sponsors will receive a banner ad running below the video/slides throughout the event, plus oral recognition at beginning and end. Further, each VPD will be promoted with a special marketing box in scheduled issues of **eNews from DrillingContractor.org**, as well as dedicated eblasts, as outlined in the table to the right.

VPD VALUE PROPOSITION

Total Price
(Net USD)
15,000*

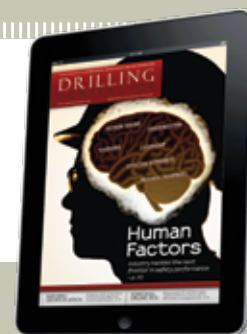
Items included (and associated value)	
Drilling Contractor Magazine advert 1 issue (1/3 page 4/C)	3,927
Drilling Contractor eNews promotion	2,500
Dedicated email promotion†	2,450
Editorial support for content development	3,500
Video shoot and post production editing project	5,000
DC Publisher support and panel attendance (or delegate)	2,500
Archiving of VPD at drillingcontractor.org for 12 months	12,000
Analytics post event	1,500
Database asset delivery	2,000
Project Value	35,377
Added Value (Project Value less Total Price)	20,377

* 50% due upon signing insertion order; 50% due within 30 days of VPD airing.

† Note: Since DC does not sell mailing lists or offer third-party eblasts, this is the only mechanism for a single company to eblast to the DC readership.

DIGITAL READER

DC DIGITAL READER BREAKS NEW GROUND IN TECHNOLOGY AND INTERNATIONAL GROWTH



DC's digital reader offers marketers the opportunity to add video, animations and other features to one's advert, or to advertise directly to non-English-proficient decision makers in their own language. **DC's** digital reader includes the same great editorial as our print edition, but with key articles professionally translated into key languages – Chinese, Brazilian Portuguese, and Arabic. (All adverts appearing in the print version of **DC** automatically receive complimentary placement in the digital reader: A great added value

from **DC**. Wish to include interactive content (video, animation, audio, etc) in your ad? No problem. We encourage advertisers to take advantage of digital media.

The reader's handy booklet format allows readers to easily flip through pages on their computer desktop, tablet or smart phone. **DC's** digital reader can be viewed on an iPad, Android tablet, or Windows or Mac OSX computers.

SPONSOR THE DC DIGITAL EDITION!

(PER ISSUE, USD)

Sponsorship of Digital Edition (per issue); only one sponsor per issue*	10,000
Run non-English advert, placed within non-English editorial (print issue non-advertisers only)**	3,000
Run non-English advert, placed within non-English editorial (print issue advertisers only)**	1,500
Enhance advert with video, animation, or audio	1,000
Enhance advert with link to advertiser web page	500
Swap out English-language advert from print edition***	250

Logo included on blast announcing publication of the digital edition. Sponsor receives 2500x60 and 300x250 banner on the digital edition masthead and to left of digital cover, respectively.

* 2500 x 60 banner placed above digital reader. Banner will be visible from all pages (not visible if reader zooms to enlarge page)

** Full pages only, please. Animations, video, audio, links welcome and encouraged. Pricing is per page.

***Additional charge for inclusion of links, animations, video, audio or other enhancements

ENEWS FROM DRILLINGCONTRACTOR.ORG

ENEWS FROM DRILLINGCONTRACTOR.ORG is **DC's** 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**.

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

ENEWS SPONSORSHIPS

	Banner (468 x 60)	Poster (300 x 250)
Top of News Page	2,790	4,240
Middle of News Page	2,570	4,030
Bottom of News Page	2,340	3,465

MONTHLY STATS (JULY 2014 VS JULY 2013)

Impressions:
45,914 vs 41,763 (+10%)

Clicks: **97 vs 133**

Clickthrough rate:
0.21% vs .32%

GROWTH (JULY 2013 – JULY 2014)

Impressions:
414,855 (+45%)

Clicks: **1,135 (+31%)**

Open Rate: **17%**
Clickthrough rate: **0.27%**

2015 ENEWS SCHEDULE (24 EDITIONS)

JANUARY

- 7 General news & features
- 21 General news & features

FEBRUARY

- 11 Report from IADC Health, Safety, Environment and Training Conference, and general news & features

MARCH

- 18 Report from SPE/IADC Drilling Conference, and general news & features
- 19 Report from SPE/IADC Drilling Conference, and general news & features
- 20 Report from SPE/IADC Drilling Conference, and general news & features

APRIL

- 1 Report from Coiled Tubing & Well Intervention Conference, and general news and features
- 22 Report from IADC/SPE Managed Pressure and Underbalanced Operations Conference and IADC Dual Gradient Drilling Workshop

MAY

- 13 Report from 2015 OTC
- 20 Report from IADC Drilling Onshore Conference, and general news & features

JUNE

- 10 General news & features
- 24 Report from IADC World Drilling 2015 Conference, and general news & features

JULY

- 8 General news & features
- 22 General news & features

AUGUST

- 5 General news & features
- 19 General news & features

SEPTEMBER

- 2 Report from IADC Well Control Conference of the Americas & Exhibition
- 16 Report from Offshore Europe

OCTOBER

- 7 Report from IADC Drilling HSE Europe Conference & SPE Annual Technical Conference
- 21 Report from IADC Advanced Rig Technology Conference

NOVEMBER

- 4 General news & features
- 11 Report from IADC Annual General Meeting
- 25 Report from IADC Critical Issues Asia Pacific Conference

DECEMBER

- 16 Report from International Petroleum Technology Conference

DRILL BITS E-NEWSLETTER

CHAMPION BETTER LEGISLATION AND REGULATION: ADVERTISE IN DRILL BITS

Drill Bits is IADC's major vehicle for communicating about pending legislation and regulation impacting the global drilling community. IADC's electronic newsletter **Drill Bits** reaches 24,000 readers monthly, keeping them abreast of the latest news that can affect their business.

In addition, **Drill Bits** highlights IADC initiatives, new IADC members, safety milestones, newly accredited training providers and more.

DRILL BITS E-NEWSLETTER ADS

	Banner (468x60)	Poster (300x250)
Top	2,205	N/A
Middle	1,995	3,255
Bottom	1,785	2,890

EMAIL STATS (AUGUST 2014 EDITION)

Sent: **24,257**

Open Rate: **18.7%**

WEB STATS (AUGUST 2014)

Pageviews: **916**

Avg. Time On Site: **00:01:43**

HEADER
ENEWS/DRILLBITS

TOP BANNER

NEWS ITEMS

NEWS ITEMS

MIDDLE
POSTER*

NEWS ITEMS

NEWS ITEMS

BOTTOM BANNER

FOOTER

* Middle Poster or Middle Banner

ADVERTISE ON WWW.IADC.ORG AND MAKE YOUR IMPACT ON THE GLOBAL DRILLING INDUSTRY

Internet marketers can now target the global drilling industry through selected pages on its leading website – **www.IADC.org**, official site of the International Association of Drilling Contractors. **IADC.org** is one of the oldest websites in the E&P industry, founded in 1995, and enjoys traffic of more than 46,000 visitors per month – and growing – with more than 137,000 page views (104,000 unique) and a low bounce rate (50%).

WHAT CAN ADVERTISERS GET?

Advertisers may choose to advertise only on a given landing page, or can opt for “run of category” – all pages directly linked to the landing page. (PDF files linked to the landing page are excluded.)*

WHAT LANDING PAGES ARE AVAILABLE?

Advertisers can choose from six high-interest IADC landing pages:

- **“About IADC” landing page:** Page links include About the Drilling Industry, Links to Member Companies, IADC Regions and Chapters, IADC Officers, IADC Staff, IADC Rotary Rig Report, and many more);**
- **IADC Technical Committees landing page:** Links to committees on HSE, Well Control, Training, Advanced Rig Technology, Managed Pressure Drilling, and many more;
- **Bookstore landing page:** Links to IADC newsletter Drill Bits, Drilling Contractor magazine & subscriptions, IADC Membership Directory and IADC Bookstore Catalog;**
- **Accreditation landing page:** Links to IADC’s exclusive and industry-developed training curricula, such as IADC Rig Pass (rig safety), WellCAP and WellCAP Plus (well control training), and more;
- **HSE landing page:** Links to IADC Safety Alerts, IADC Incident Statistics Program (Introduction), IADC HSE Case Guidelines.

WHAT ARE MY OPTIONS AND COSTS?

IADC.org offers two distinct alternatives for advertisers. The first, Landing Page Only, displays your advertisement only on the specified landing page. However, for an incremental increase, your advertisement will display on each page directly linked to the landing page.***


* Advertising is unavailable on the IADC.org home page and the IADC events page, along with individual events (www.iadc.org/events and linked pages).

** Advertising within these publications is not included.

***Linked PDF documents are excluded, and some additional exceptions apply.

INTERNATIONAL ASSOCIATION OF DRILLING CONTRACTORS

NEWS LOGIN/ SIGNUP



ABOUT EVENTS ACCREDITATION BOOKSTORE COMMITTEES CHAPTERS HSE MEMBERSHIP

LEADERBOARD 728X90

ACCREDITATION

ACCPRODUCTS& SERVICES

COMPLETION CERTIFICATES

SCHEDULE OF FEES

BALLAST CONTROL & STABILITY TRAINING & CREDENTIALING

COMPETENCE ASSURANCE ACCREDITATION PROGRAM

DRILLING INDUSTRY TRAINING ACCREDITATION SYSTEM

HELICOPTER UNDERWATER ESCAPE TRAINING (HUNET)

IADC RIGPASS

USO RIG PASS

KNOWLEDGE, SKILL, AND ABILITY (KSA) COMPETENCIES

WELLCAP

WELLCAP PLUS


WELL CONTROL INSTITUTE (WCI)

WORKFORCE ATTRACTION & DEVELOPMENT INITIATIVE (WADI)

REQUEST INFORMATION

Search

Accreditation



Educating, Training, & Assessing the Drilling Industry

Drawing on 70 years of experience in the industry, IADC operates specially designed accreditation programs that are recognized throughout the world. These programs have been developed to ensure that contents of critical training programs adhere to recognized industry standards.

WellCAP

Provides building blocks for a well control culture through every level of an organization. WellCAP offers curriculum guidelines for a full array of drilling and workover activities. Accredited training providers must meet criteria for training materials, facilities, instructor qualifications, simulation exercises, test administration, and course management.

WellCAP Plus

An advanced well control training program that targets more experienced operations personnel. This program encourages participation among multiple levels of decision makers (e.g., drilling superintendents, operations engineers, rig superintendents, and rig managers) and utilizes a facilitated learning approach to improve critical team decision-making and problem-solving skills.

WWW.IADC.ORG RATES (US DOLLARS PER MONTH, ALL PRICES GROSS)

Landing Page Only	Run of Category	
1,365	2,940 ¹	¹ Run of Category for the HSE Landing Page excludes Rig Pass (Accreditation landing page), and HSE and Training Committee (Committees landing page)

SPECIAL AD POSITION: In addition, advertising is available on the **Search page**, which will carry through to the Search Results page(s). Price is \$1500 gross per month, 3-month minimum run. (Advertisement will not carry through to page links found during searches.)

S T A T S

Founded: 1995

Visitors per month:
46,000 and growing

Pageviews: 137,000

Unique pageviews: 104,000

Bounce rate: 50%

(Most webpages carry a bounce rate of 50% or higher.)

30,000+ Members

6,500+ Likes

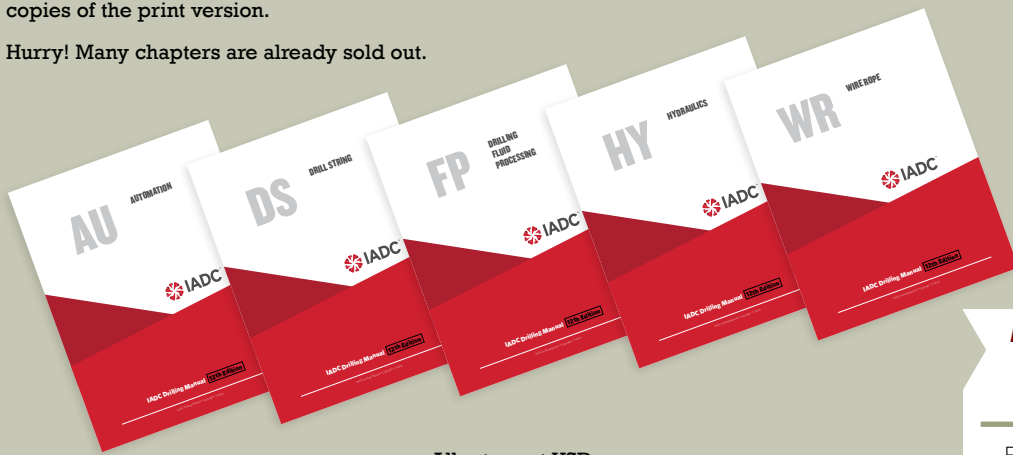
IADC DRILLING MANUAL

IADC DRILLING MANUAL : THE DEFINITIVE RIG OPERATIONS GUIDE

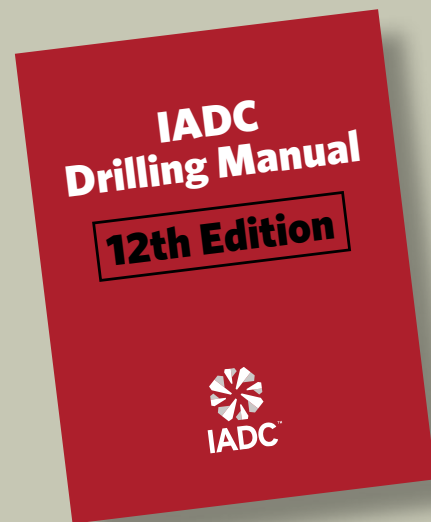
Reach your target technical drilling engineering and operations audience by sponsoring a chapter of the IADC Drilling Manual, the definitive rig operations guide. Released as electronic books during 2014 and scheduled for print in early 2015, the new edition of the IADC Drilling Manual represents the first major upgrade of this respected reference since 1992.

All chapter sponsorships are exclusive! Sponsors can place a full-page, four-color advert on the chapter's inside front cover. Sponsorships are good for six months in the electronic chapter (eChapter), and for the first 1,000 copies of the print version.

Hurry! Many chapters are already sold out.



All rates net USD.



*Artwork subject to change

IADC DRILLING MANUAL CHAPTER ADS

Dimensions (inches)

Inside Front Cover

Full Page (8-3/4 x 11-1/4)

9,500

IADC RIG REPORTS

REACH THE RIG WITH YOUR MESSAGE!

Have a message you want to bring straight to the rig? Marketing your company's products and services through IADC checklists and forms provides in-your-face presence at the rig site and before rig-based operational specialists.

High-visibility advertising is available on the front and back covers and inside "flap" of these recently updated checklists and forms. "Flap" visibility is ensured by its purpose to separate pages so that notes will not bleed through to underlying pages. (See illustration below.)

IADC will place your company's advertisement in each of a 500-unit press run for any of the following indispensable rig forms and checklists (all rates net USD):

IADC DAILY DRILLING REPORT

The **IADC Daily Drilling Report** is the primary data-collection form for hundreds of rigs around the world. Also called the "tour sheet," the DDR captures pressure information, depth, payroll information and much more.

Up to two adverts are available on the front flap. (See diagram.)

IADC DAILY DRILLING REPORT (2T6 OR 3T5 DDR)

Dimensions (inches)

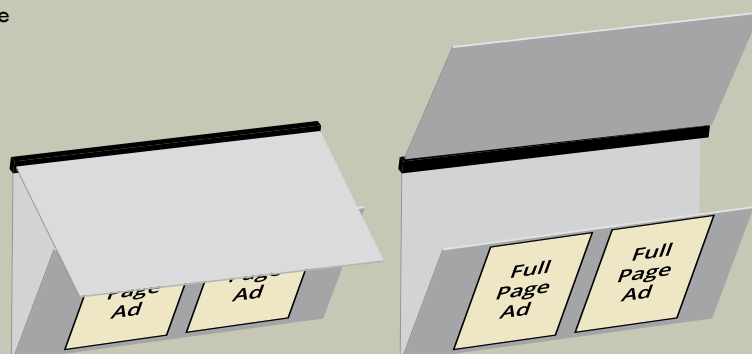
Front Flap

Full Page (8 x 11-1/8)

8,500



FRONT FLAP



IADC RIG REPORTS

IADC DRILLING RIG SAFETY INSPECTION CHECKLIST

The definitive checklist for rig safety inspection is indispensable at the rig site as a comprehensive guide to key hazards. The checklist was recently updated and redesigned. Older versions will need replacement, making this checklist a hot seller. Printed on carbonless paper to provide multiple records.

Adverts available on the back cover, and on both the front and reverse flap. The flap stands out, due to its purpose in separating pages to avoid overwriting future pages.

IADC DRILLING RIG SAFETY INSPECTION CHECKLIST

Dimensions (inches)	Front Flap	Back Flap	Back cover
Page Dominant (8 x 14)	CHECK FOR PRICING & AVAILABILITY		
Full Page (8 x 11-1/8)	6,560	5,560	5,000
Fractional (8 x 4-7/8)	N/A	2,900	N/A

IADC SAFETY MEETING TOPIC AND RECORD BOOK

Safety meetings on the rig are more important than ever, and the **IADC Safety Meeting Topic and Record Book** are a rig crew's guide to vital HSE topics.

Significant revisions were incorporated into this popular form to highlight important safety topics in today's complex drilling industry. Further, the form was reorganized to improve the flow of topics in this popular form. Printed on carbonless paper for multiple copies.

IADC SAFETY MEETING TOPIC AND RECORD BOOK IADC WEEKLY SAFETY MEETING REPORT

Dimensions (inches)	Inside Front Cover	Front Flap	Back Flap	Back cover
Page Dominant (8 x 14)	CHECK FOR PRICING & AVAILABILITY			
Full Page (8 x 11-1/8)	6,800	6,560	5,560	5,000
Fractional (8 x 4-7/8)	N/A	N/A	2,900	N/A

IADC WEEKLY SAFETY MEETING REPORT

Crews can choose their own topics for discussion using this convenient and fast-selling form, printed on carbonless paper for multiple copies.

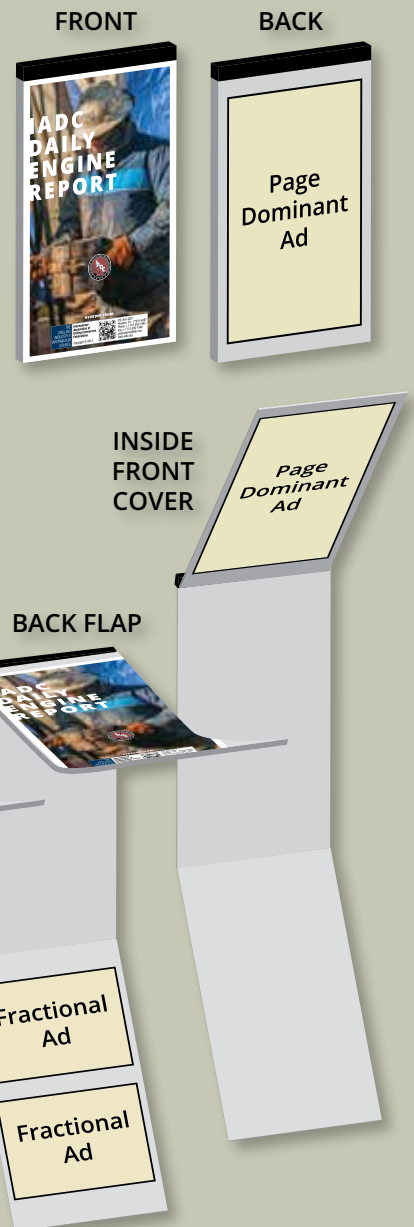
IADC DAILY ENGINE REPORT

The newly revised **IADC Daily Engine Report** is an essential record of drilling engine temperature and pressures. Among the functional improvements is space for measurements of additional mud pumps and multiple record sheets on carbonless paper.

IADC DAILY ENGINE REPORT

Dimensions (inches)	Inside Front Cover	Front Flap	Back Flap	Back cover
Page Dominant (8 x 14)	CHECK FOR PRICING & AVAILABILITY			
Full Page (8 x 11-1/8)	5,800	4,700	4,000	3,800
Fractional (8 x 4-7/8)	N/A	N/A	2,500	N/A

**AD
POSITIONS
(MAY VARY
BY REPORT)**



IADC MUD PUMP INSPECTION CHECKLIST

Maintaining high fluid throughput is essential in many of today's difficult wells. This new form is one that goes to the heart of today's drilling challenges..

IADC NEAR MISS REPORTS

Reducing near misses is the next big push in wells safety. This new form, supported by several major international operators, is a huge step forward in wells HSE. Two versions! One for Drilling, one for Well Servicing/Workover!

IADC MUD PUMP INSPECTION CHECKLIST IADC NEAR MISS REPORTS

Dimensions (inches)	Front Flap	Back Flap	Back cover
Page Dominant (8 x 14)	CHECK FOR PRICING & AVAILABILITY		
Full Page (8 x 11-1/8)	7,900	6,900	6,500
Fractional (8 x 4-7/8)	N/A	3,300	N/A

IADC MEMBERSHIP DIRECTORY

**JOIN THE LEADERS OF THE
GLOBAL DRILLING INDUSTRY.
ADVERTISE IN THE 2015 IADC
MEMBERSHIP DIRECTORY!**

Ad closing:
20 March

Materials due:
27 March

MISSION: The **2015 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.

READERSHIP: 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 **2015 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.

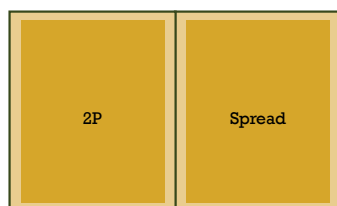
The **IADC Membership Directory** puts your marketing message in the hands of 5,000 drilling and producing executives. If you do business with the worldwide rig fleet, the **2015 IADC Membership Directory** is an outstanding advertising value. It is also an excellent way to highlight your company's support for IADC's initiatives in government affairs, HSE, well control, technology and more.

The **IADC Membership Directory** will be published in April and enjoy bonus distribution at the 2015 Offshore Technology Conference, 4-7 May in Houston.

ADVERTISING RATES

	4/Color	B&W
2-Page Spread	12,285	N / A
Back Cover	8,100	N / A
Inside Front Cover	7,955	N / A
Tabbed Divider Page	7,835	N / A
Full Page	6,985	6,335
1/2 Page Island	4,645	3,995
1/2 Page Vertical or Horizontal	4,400	3,750
1/4 Page	2,595	1,945

ADVERTISEMENT DIMENSIONS



Live area: 7 x 10 in (for each side to allow for gutter)
178 x 254 mm

16 1/2 x 11 1/8 in (bleed) • 420 x 283 mm (bleed)



7 x 10 in
178 x 254 mm

8 3/8 x 11 1/8 in (bleed)
213 x 283 mm (bleed)

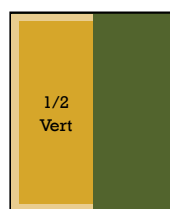


4 5/8 x 7 1/2 in
118 x 191 mm



7 x 4 7/8 in
178 x 124 mm

8 3/8 x 5 5/8 in (bleed)
213 x 143 mm (bleed)



3 3/8 x 10 in
86 x 254 mm

4 3/16 x 11 1/8 in (bleed)
106 x 283 mm (bleed)



3 3/8 x 4 7/8 in
86 x 124 mm



2014
IADC Membership
Directory



www.iadc.org

Catalyzing improved performance
for the drilling industry

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**.

PUBLISHER'S PROTECTIVE CLAUSES:

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

TABBED SECTION DIVIDERS BOOST AD VISIBILITY ECONOMICALLY

- Increase the visibility of your firm's advertisement in the **2015 Directory** by reserving a tabbed section divider. Each of the **Directory's** major sections will be introduced by a tabbed, heavy-stock divider. Hurry! Spots are limited!

- Right of first refusal applies to divider-page advertisers in the **2014 IADC Directory**.

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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**.



ALL DRILLING
ALL COMPLETIONS
ALL THE TIME

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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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DRILLING
CONTRACTOR

WWW.DRILLINGCONTRACTOR.ORG

DRILLING
CONTRACTOR

MEDIA KIT 2015

DRILLING CONTRACTOR
MAGAZINE

DIGITAL PRODUCTS

IADC BOOKSTORE

ALL DRILLING
ALL COMPLETIONS
ALL THE TIME

WWW.DRILLINGCONTRACTOR.ORG

WWW.IADC.ORG



*The official magazine of the International Association of Drilling Contractors (IADC), **Drilling Contractor** is wholly owned by IADC, which is also the publisher of the **Annual IADC Membership Directory**.*