

DRILLING CONTRACTOR

MEDIA KIT 2021



OFFICIAL MAGAZINE OF THE INTERNATIONAL
ASSOCIATION OF DRILLING CONTRACTORS

WWW.DRILLINGCONTRACTOR.ORG
WWW.IADC.ORG

MEDIA KIT 2021 HIGHLIGHTS

CONTACT US

DRILLING CONTRACTOR MAGAZINE:

- Official magazine of IADC
- Covers both land and offshore
- Exclusively focused on drilling and completions – covering technology, markets, HSE and training, regulations
- Nearly all 30,500 subscribers are professionals in the global drilling and completion industry
- 37% of subscribers are E&P companies, 36% are drilling contractors
- Ads in the print edition of DC are placed in the DC Digital Reader free of charge*



DC DIGITAL READER:

- Includes all content from print magazine, plus additional exclusive articles and video/audio interviews or interactive content
- Single Digital Reader sponsorship available per issue
- Digital Edition-only ads available (full page or spreads only)
- Free ad placement in Digital Reader for print edition advertisers, with upgrades available to incorporate video/audio/animation

CHECK OUT A FEW DIGITAL READER
ISSUES CURRENTLY AVAILABLE



IADC MEMBERSHIP DIRECTORY:

- Details IADC members worldwide, rig statistics and locations
- Circulation: 43% E&P companies, 31% drilling contractors
- Enjoys bonus distribution at OTC



TOTAL REACH: 161,000+

* Subject to change without notice.

DRILLINGCONTRACTOR.ORG:

- Timely news articles and video/audio interviews
- Over 13,500 unique visitors each month
- Nearly 1,900 average monthly total ad clicks
- 1.39% click-through rate



VIRTUAL PANEL DISCUSSIONS:

- Pre-recorded webcasts blending video and photos/animations
- Sponsor participation in VPD theme and panelist selection
- Potential 2021 VPD themes: ESG in drilling; steerable technologies; drilling and performance optimization with data, automation, digitalization

ENEWS FROM DRILLINGCONTRACTOR.ORG:

- Exclusive videos from IADC and other industry conferences
- Over 21,000 subscribers
- Approximately 16,000 impressions per edition
- Strong 0.31% click-through rate



IADC LEXICON:

- Glossary of over 10,600 oilfield drilling terms defined in legislation, regulations, standards, guidelines
- Largest user bloc are ages 25-34
- Next-largest user bloc are ages 18-24

DRILLBITS E-NEWSLETTER:

- Monthly updates from IADC as it champions for better legislation and regulation around the world
- Banner ad positions available in both e-mail and on DrillBits pages of IADC website
- Reaches 21,000 subscribers each month

For a complete list of advertising opportunities, go to
WWW.DRILLINGCONTRACTOR.ORG/MEDIAKIT.

Cover photo courtesy of Total

2021 DRILLING CONTRACTOR EDITORIAL CALENDAR

JANUARY/FEBRUARY

- **Critical Issues in Drilling & Completions:** One-on-One Interviews with Executive Leaders
- **Remote Operations Centers:** Current Applications and Future Potential
- **Integrating ESG into Drilling Operations**
- **Interview with Bob Geddes, President & COO, Ensign Energy and 2021 IADC Chairman:** Strategic View of Forward Path for Drilling Industry

AD CLOSING: 7 JANUARY
MATERIALS DUE: 11 JANUARY

BONUS DISTRIBUTION:

IADC SUSTAINABILITY CONFERENCE: 9-10 February

IADC DRILLING CASPIAN CONFERENCE: 23-24 February

MARCH/APRIL

- **Innovating While Drilling:** Optimizing the Wellbore
 - Steerable Technologies
 - Automating Directional Drilling
 - Optimizing the BHA
 - Drill Bits
- **Improving Fracking Efficiency,** including a review of Electric Frac Fleets
- **Workforce Development:** Challenges and Opportunities

AD CLOSING: 18 FEBRUARY
MATERIALS DUE: 25 FEBRUARY

BONUS DISTRIBUTION:

SPE/IADC VIRTUAL INTERNATIONAL DRILLING CONFERENCE: 8-12 March

IADC DRILLING HSE&T ASIA PACIFIC CONFERENCE: 18-19 May, Bangkok, Thailand

MAY/JUNE

- **Unconventional Resources:** Status and Outlook for the Permian Basin
- **Offshore Technologies & Markets,** including Guyana/ Suriname, Brazil and Africa
- **Novel Completion Technologies for Open-Hole Horizontal and Multilateral Wells**
- **HSE from a Human Factors/Human Performance Perspective**

AD CLOSING: 8 APRIL
MATERIALS DUE: 15 APRIL

BONUS DISTRIBUTION:

IADC DRILLING ONSHORE CONFERENCE: 20 May, Houston, Texas

IADC/SPE ASIA PACIFIC DRILLING TECHNOLOGY CONFERENCE: 10-11 June, Yangon, Myanmar

IADC WORLD DRILLING CONFERENCE: 15-16 June, Paris



2021 DRILLING CONTRACTOR EDITORIAL CALENDAR

CONTACT US

JULY/AUGUST

- **The Digital Transformation issue:**
 - Data-Driven Performance Optimization
 - Transforming Workflows to Maximize the Value of Automation
 - Digital Well Planning
 - Machine Learning/AI for Better Well Placement and Quality
- **Well Control Training**, including Advances in Drilling Simulators

AD CLOSING: 10 JUNE
MATERIALS DUE: 17 JUNE

BONUS DISTRIBUTION:

OTC: 16-19 August

IADC WELL CONTROL CONFERENCE OF THE AMERICAS & EXHIBITION: 24-25 August, New Orleans, La.

SEPTEMBER/OCTOBER

- **Automation & Drilling Rig Advances:**
 - Ensuring Efficiency in Rig Reactivations and Startups
 - Maximizing Interoperability of Drilling Equipment and Wells
 - Energy Storage and Optimizing Fuel Efficiency
- **Technologies to Drive ESG Performance**
- **Unconventional Resources:** Status and Outlook for the Williston Basin

AD CLOSING: 29 JULY
MATERIALS DUE: 5 AUGUST

BONUS DISTRIBUTION:

OFFSHORE EUROPE: 7-10 September, Aberdeen, UK

IADC/SPE MANAGED PRESSURE DRILLING AND UNDERBALANCED OPERATIONS CONFERENCE: 14-15 September, Kuala Lumpur, Malaysia

IADC DRILLING HSE&T EUROPE CONFERENCE: 15-16 September, Amsterdam, The Netherlands

SPE ANNUAL TECHNICAL CONFERENCE & EXHIBITION: 21-23 September, Dubai, UAE

IADC ADVANCED RIG TECHNOLOGY CONFERENCE: 19-20 October, Amsterdam, The Netherlands

NOVEMBER/DECEMBER

- **Drilling Market Outlook:** Forecasting 2022
- **Case Studies:** Demonstrating Value in Technology Investments
- **National Oilwell Varco Annual Rig Census**
- **IADC Year in Review:** Collaborating on Safety, Training and Attracting the Next Generation

AD CLOSING: 30 SEPTEMBER
MATERIALS DUE: 7 OCTOBER

BONUS DISTRIBUTION:

IADC ANNUAL GENERAL MEETING: 3-5 November, Dallas, Texas

ADIPEC: 8-11 November, Abu Dhabi, UAE

IADC DRILLING MIDDLE EAST CONFERENCE & EXHIBITION: 13-14 December, Abu Dhabi, UAE



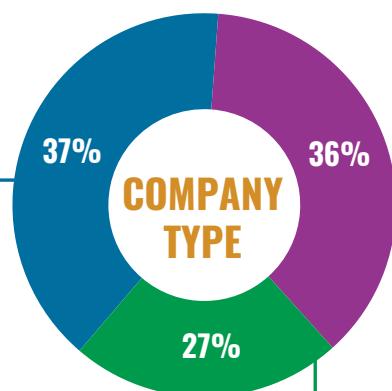
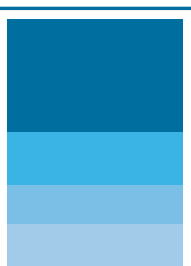
For the most complete and up-to-date editorial calendar, go to
WWW.DRILLINGCONTRACTOR.ORG.

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

DRILLING CONTRACTOR PRINT CIRCULATION/RATES

TOTAL PRODUCERS (11,317)

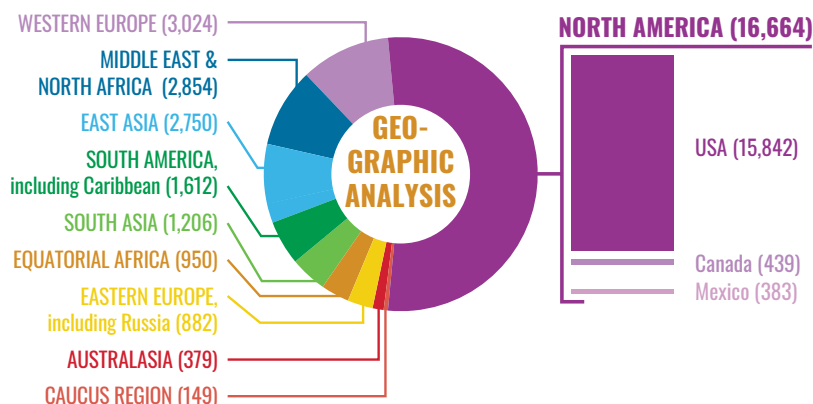
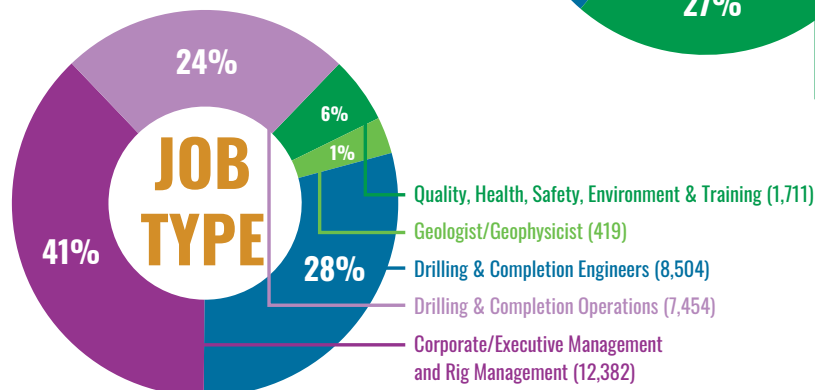
Independent Oil Producer (5,302)
Major Oil Producer (2,488)
National Oil Company (1,893)
Unspecified Oil Company (1,634)



TOTAL DRILLING CONTRACTORS (10,860)

Land Drilling Contractor (4,974)
Offshore Drilling Contractor (3,273)
Land & Offshore Drilling Contractor (2,078)
Well Servicing Contractors (535)

Other Drilling Services,
including Oilfield Service and
Equipment Manufacturer (7,053)
Training Institutions (606)
Consultant (432)
Government (184)
Associations (18)



* Publisher's Sworn Statement,
9 October 2020.
www.drillingcontractor.org/statement

TOTAL CIRC: 30,470*

Nearly all of our readers are involved in drilling and completion activities or upstream management. No circulation is wasted on refining, pipeline, gas processing, reservoir, production.

HIGH-VALUE READERS

- » Drilling & Completion Engineers: **28%**
- » Corporate/Executive Management and Rig Management: **41%**
- » Drilling/Completion Operations: **24%**

REACHING KEY PLAYERS

- » Drilling & Completion Professionals employed by Oil-Producing Firms: **37%**
- » Drilling Contractors: **36%**

BONUS DISTRIBUTION

- » DC is distributed at **19** high-interest conferences worldwide.

RATES (PER ISSUE)

| STANDARD AD SIZES: | 1 ISSUE | 2 ISSUES | 6 ISSUES (1 YEAR) |
|--------------------|--------------|--------------|-------------------|
| 2-Page Spread | 17,180 | 16,650 | 16,140 |
| Full Page | 9,045 | 8,765 | 8,495 |
| 2/3 Page | 7,420 | 7,190 | 6,965 |
| 1/2 Island | 6,700 | 6,490 | 6,340 |
| 1/2 Page | 6,060 | 5,875 | 5,690 |
| 1/3 Page | 4,620 | 4,560 | 4,505 |
| 1/4 Page | 3,980 | 3,860 | 3,740 |

| SPECIAL POSITIONS: | 1 ISSUE | 2 ISSUES | 6 ISSUES (1 YEAR) |
|---|---------|----------|-------------------|
| Back Cover | 10,730 | 10,325 | 10,015 |
| Inside Front Cover | 10,100 | 9,715 | 9,425 |
| Inside Back Cover | 9,470 | 9,110 | 8,840 |
| Opposite Table of Contents | 9,855 | 9,480 | 9,195 |
| Spread Between Table of Contents | 18,705 | 17,995 | 17,455 |
| Opposite Drilling Ahead, Tech Digest, D&C News, ESG | 9,470 | 9,110 | 8,840 |

All Print Edition ads are included in DC's Digital Edition free of charge. For Digital Edition-only advertising, please see Page 6.

DRILLING CONTRACTOR DIGITAL READER

CONTACT US

The **DC Digital Reader** is a digital mirror of **Drilling Contractor**, providing the same high-quality drilling & completions content, plus exclusive content not found in the print edition:

- Additional articles or enhanced articles with additional content
- Video and audio interviews and/or animations embedded in articles
- Links to additional related resources

The Reader's handy booklet format allows readers to conveniently read the magazine, whether they're in the office, at home, on a drilling rig or anywhere else in the world. **DC's** digital reader can be viewed on an iPad, Android tablet, Windows or Mac OSX computer, and smart phones.

Marketing opportunities available in the Digital Reader include:

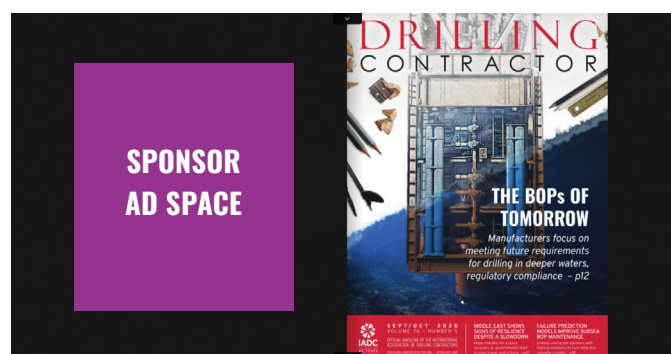
DIGITAL READER SPONSORSHIP

- One single sponsorship offered per issue
- Full-page ad to the left of the cover
- Sponsor logo included on e-blast announcing publication of the digital edition
- Sponsor logo included on Digital Reader download page for that issue

CHECK OUT A FEW DIGITAL READER ISSUES CURRENTLY AVAILABLE



(RATES ARE PER ISSUE, USD)



| | RATE |
|----------------------------------|-------|
| Digital Reader issue Sponsorship | 8,000 |

DIGITAL-ONLY ADVERTISING

- Only full-page ads or spreads
- Appears only in the Digital Reader for that specific issue
- Placement within first third of publication

| POSITION | RATE |
|---------------|-------|
| 2-Page Spread | 6,500 |
| Full Page | 4,000 |

AD UPGRADE

- Advertisers in the print edition receive complimentary placement of their ads in the **DC** digital reader*
- Upgrade available to add video, audio or animation for full-page and fractional advertisements

| UPGRADE OPTIONS | RATE |
|--|-------|
| Add video, audio, animations to Full Page | 2,000 |
| Add video, audio, animations to Fractional | 1,000 |

- * Video/audio/animation file must be supplied by the advertiser.
- * Publisher reserves the right to reject any video/audio/animation file that she feels is inappropriate or not in keeping with the publication's standards or mission.
- * Subject to change without notice.

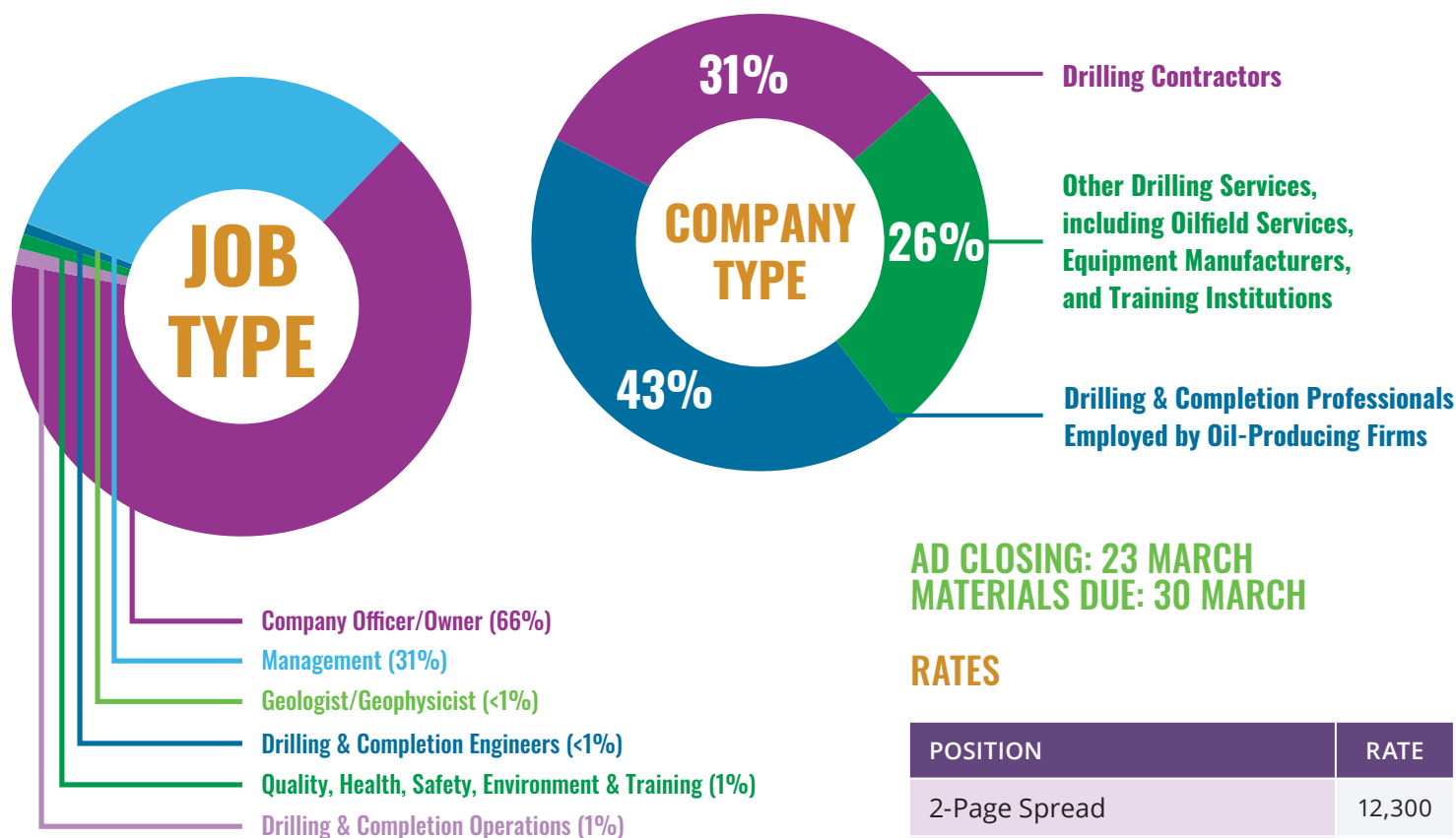
Accepted Video/Animation file types: MP4, MOV, GIF
Accepted Audio file types: M4A, MP3, WAV, AAC
All files should be kept under 10MB.

JOIN THE LEADERS OF THE GLOBAL DRILLING INDUSTRY BY ADVERTISING IN THE IADC MEMBERSHIP DIRECTORY

MISSION: The **2021 IADC Membership Directory** is the definitive guide to the global drilling industry and your opportunity to connect with the key decision makers within the global wellsite industry. A whopping 97% of the IADC Membership Directory circulation goes to Company Officers/Owners (66%) and Management (31%).

READERSHIP: IADC is the only industry trade association with international scope among drilling contractors, oil companies and service firms alike. Accordingly, the **2021 IADC Membership Directory** is an indispensable global reference of key operators, contractors, drilling rigs, suppliers and services.

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 **2021 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 next-generation engagement, government affairs, HSE, well control, technology and more.



AD CLOSING: 23 MARCH
MATERIALS DUE: 30 MARCH

RATES

| POSITION | RATE |
|---------------------------------|--------|
| 2-Page Spread | 12,300 |
| Back Cover | 8,100 |
| Inside Front Cover | 7,960 |
| Tabbed Divider Page | 7,830 |
| Full Page | 7,000 |
| 1/2 Island | 4,600 |
| 1/2 Page Vertical or Horizontal | 4,400 |
| 1/4 Page | 2,600 |

TABBED SECTION DIVIDERS BOOST AD VISIBILITY ECONOMICALLY

- » Increase the visibility of your firm's advertisement in the **2021 Directory** by reserving a tabbed section divider. Each of the Directory's major sections will be introduced by a tabbed, heavy-stock divider. Spots are limited.
- » Right of first refusal applies to divider-page advertisers in the **2020 IADC Directory**.

PUBLICATION SPECS / ADVERTISEMENT DIMENSIONS

Printed as web offset, 4-color sequence (CMYK) and perfect bound with a trim size of 8-1/8 x 10-7/8 inches (206 x 276 mm). Mechanical requirements, ad sizes and other publication specs are the same for **Drilling Contractor** and the **IADC Membership Directory**.

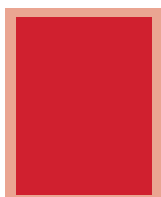
*Do not reserve additional space for gutter.

2P SPREAD W/BLEED



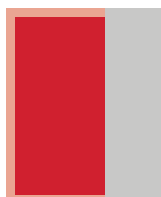
16 1/2 x 11 1/8 in
(419 x 283 mm)

FULL PAGE W/BLEED



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

2/3 VERTICAL

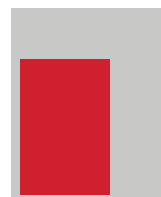


4 5/8 x 10 in
(118 x 254 mm)

W/BLEED

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

1/2 ISLAND



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

1/2 HORIZONTAL

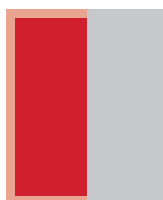


7 x 4 7/8 in
(178 x 124 mm)

W/BLEED

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

1/2 VERTICAL



3 3/8 x 10 in
(86 x 254 mm)

W/BLEED

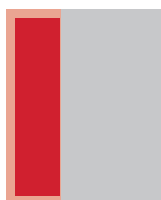
4 3/16 x 11 1/8 in
(106 x 283 mm)

1/3 HORIZONTAL



7 x 3 1/4 in
(178 x 83 mm)

1/3 VERTICAL



2 1/4 x 10 in
(57 x 254 mm)

W/BLEED

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

1/3 SQUARE



4 5/8 x 4 7/8 in
(118 x 124 mm)

1/4



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

INSERTS/SPECIALTIES: For bound-in, tabbed, etc. - contact Global Sales Manager. 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 she 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.

PREFERRED MATERIALS: Artwork can be supplied in high-resolution PDF, EPS, or 300dpi TIF. Please ensure colors are CMYK (PMS spot colors should be converted to process). All fonts should either be included or converted to outlines.

FILE TRANSFERS / SHIPPING / EMAIL

INFO: Ad materials can be sent via Dropbox, WeTransfer, or other third-party file-sharing service, via email (if file is less than 15mb) to drilling.contractor@iadc.org, or shipped to:

DRILLING CONTRACTOR
3657 BRIARPARK DRIVE, SUITE 200
HOUSTON, TX 77042 USA

ARTICLE REPRINTS: Low-resolution PDF reprints are available at the rate of \$500 per article. Price for high-resolution printed reprints available upon request.

DC'S WEBSITE, DEDICATED TO ALL THINGS DRILLING

DRILLINGCONTRACTOR.ORG is the prime source of news for the drilling industry, as well as a companion to the print edition of *Drilling Contractor*. DrillingContractor.org reports via articles and videos on the latest news affecting and shaping the global drilling and completions industry.

DrillingContractor.org is set apart by its enhanced online editorial complementing **DC's** 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 in the print edition directing readers to additional content on the website. DrillingContractor.org also maintains archives of past issues.

**YEARLY STATS
(2019)**

- » Sessions: **347,322**
- » Users: **223,756**
- » Pageviews: **476,679**
- » Ad Impressions: **2,151,350**
- » Clicks: **8,148**
- » Clickthrough Rate: **0.38%**

**MONTHLY STATS
(SEPTEMBER 2020)**

- » Sessions: **16,839**
- » Users: **13,594**
- » Pageviews: **23,058**
- » Ad Impressions: **135,721**
- » Clicks: **1,885**
- » Clickthrough Rate: **1.39%**

SOCIAL MEDIA: Our primary goals are to drive users back to our site and engage with our readers.

FOLLOWERS

30,600+



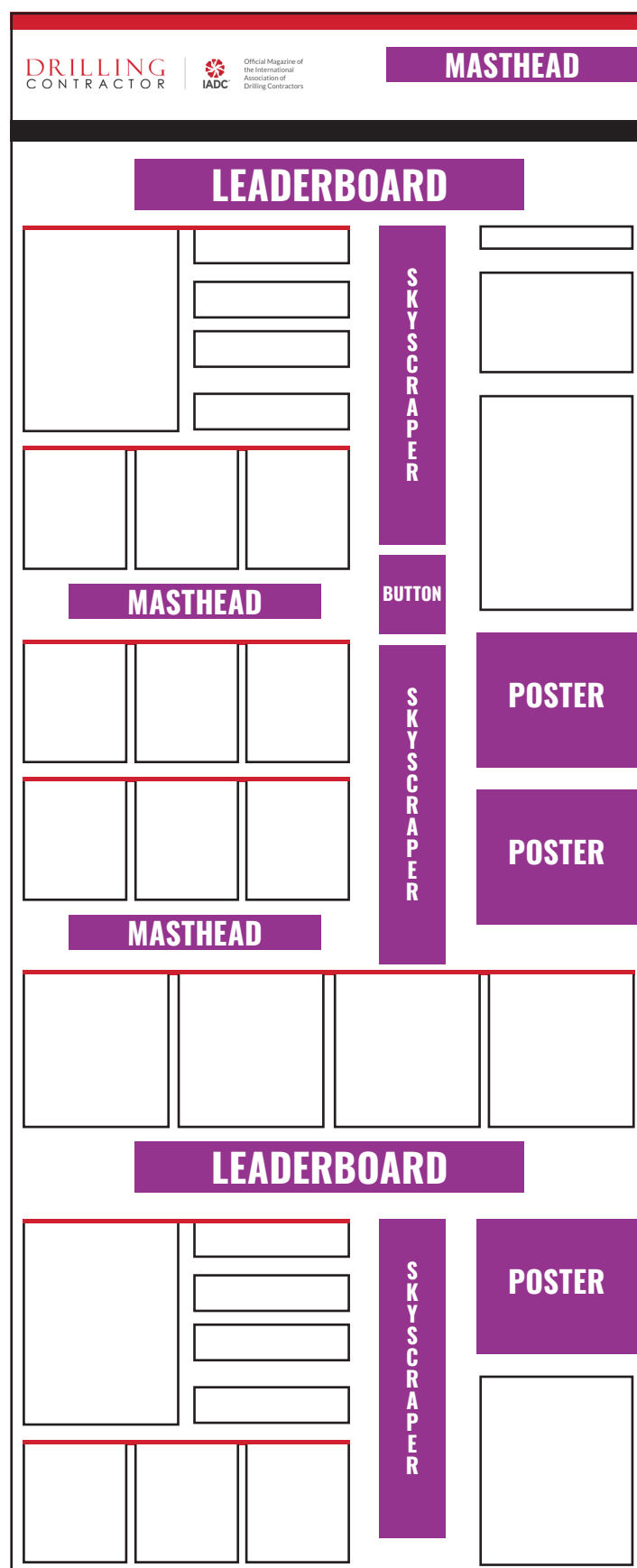
3,725+

2,000+
(2.1 Million Views)

4,800+

AVAILABLE SIZES & PRICING (MONTHLY, USD)

| ORIENTATION | HOMEPAGE | INSIDE PAGES |
|----------------------|----------|--------------|
| Leaderboard (728x90) | 1,390 | 1,270 |
| Masthead (468x60) | 1,335 | 1,155 |
| Poster (300x250) | 1,335 | 1,155 |
| Skyscraper (120x600) | 1,335 | 1,155 |
| Banner (468x60) | 1,155 | 1,000 |
| Button (120x240) | 850 | 725 |



PREFERRED MATERIALS: Artwork can be supplied as JPG, PNG, or Animated GIF. For HTML5, Double-Click, and other third-party ad support, please contact the webmaster for more information.

PLEASE NOTE: ADS RENDERED IN SHOCKWAVE FLASH FORMAT WILL NOT BE VISIBLE ON IOS PLATFORMS AND ARE COMMONLY BLOCKED BY DEFAULT ON NUMEROUS WEB BROWSERS AND EMAIL CLIENTS. IN LIGHT OF THESE DEVELOPMENTS, WE NO LONGER ACCEPT FILES IN SWF FORMAT.

FOCUS ON YOUR NICHE, BUT BENEFIT FROM THE ENTIRE DC WEBSITE

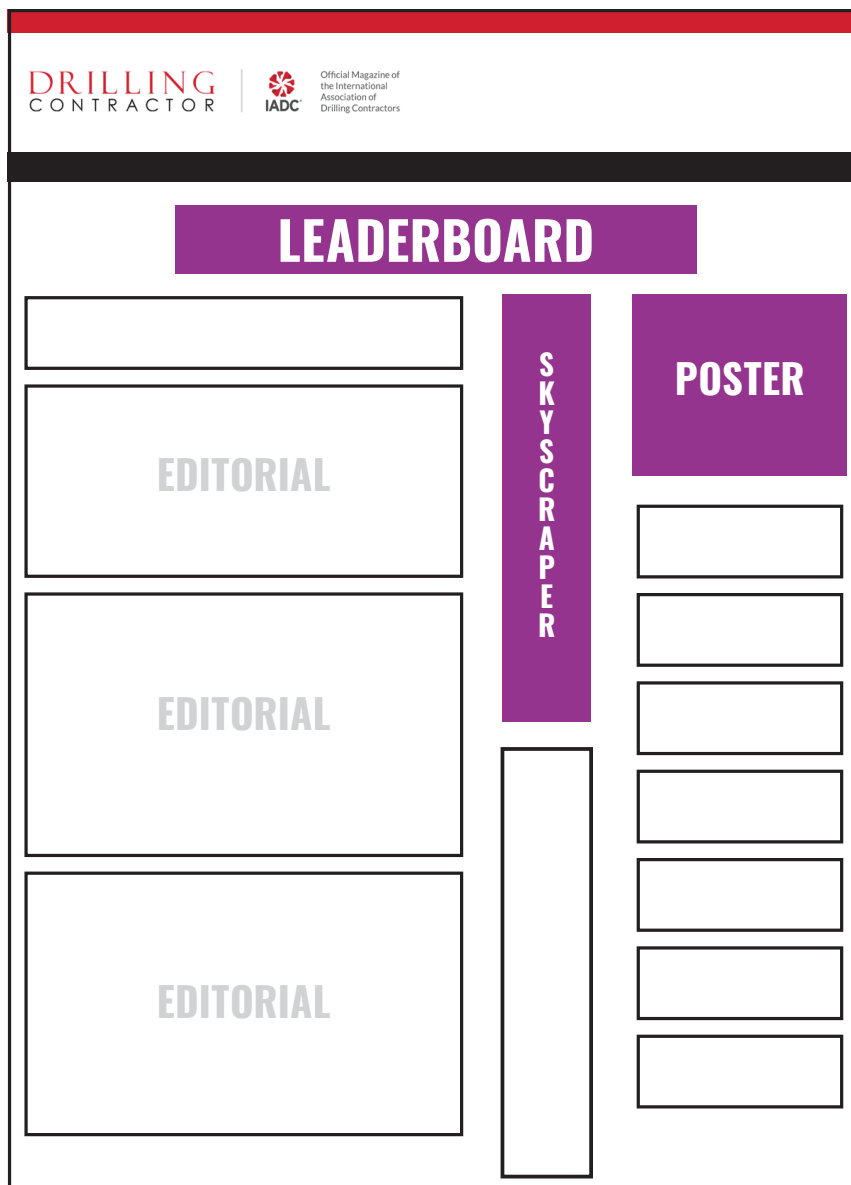
DRILLINGCONTRACTOR.ORG offers microsites focusing on specific areas of interest within the well-construction sector.

- **Drilling Rigs & Automation:** Automated drilling systems, data analytics, Big Data, condition-based maintenance, digital twins, cybersecurity
- **Innovating While Drilling®:** MPD, drill bits, directional drilling, rotary steerable, drill pipe and connections, drilling fluids
- **Onshore Advances:** extended-reach laterals, Permian Basin, water management, land rig advances, Vaca Muerta
- **The Offshore Frontier:** deepwater and subsea markets, offshore technologies and case studies, next-gen drilling rigs
- **Completing the Well:** hydraulic fracturing, cementing, sand and proppants, well intervention, coiled tubing
- **IADC, Regulation, and Legislation:** government and public advocacy for the industry, next-generation engagement, and updates from regulators like BSEE, EPA, OSHA, PSA, UK HSE
- **Global & Regional Markets:** new drilling rig contracts, discoveries and wells drilled, drilling program announcements, M&A's
- **Drilling It Safely:** ESG, human factors, well control, training advances, simulators, dropped object prevention, near-misses, water management

DC microsite advertisers dominate their respective microsite landing pages as the sole advertiser.

As an added bonus, microsite leaderboard adverts also appear on every article linked to any microsite. (Article adverts will rotate with two to seven other adverts.)

Example: Book the Onshore Advances microsite, and your ad appears on all landing pages for Onshore Advances, as well as all articles linked to any of the seven other microsites.



YOUR AD WILL ROTATE ON **ALL ARTICLES LINKED TO ANY MICROSITE**

- » Number of microsite-linked articles: **4,225**
- » Average monthly impressions: **24,697**
- » Average monthly clickthrough rate: **0.28%**

NO ROTATING ADS ON **LANDING PAGES**

SIZES & PRICING (MONTHLY, USD)

| MICROSITE CAMPAIGN | RATE |
|---|-------|
| Includes Leaderboard (728x90), Skyscraper (120x600), and Poster (300x250) | 3,000 |

* "INNOVATING WHILE DRILLING® (IWD)" IS A TRADEMARK OF THE INTERNATIONAL ASSOCIATION OF DRILLING CONTRACTORS AND DRILLING CONTRACTOR.

DRILLINGCONTRACTOR.ORG 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 discussing the critical issues confronting the well-construction industry. Each of the pre-recorded VPDs will span 30 minutes to an hour. Virtual panel discussions are archived on DrillingContractor.org.

DC VPDs differ from typical webinars because they blend video, shot either in **DC**'s in-house studio or online via Zoom, with PowerPoint and additional videos or animations.

Each VPD is promoted multiple times through combinations of **DC**, **eNews** and dedicated promotions, reaching more than 50,000 drilling and completion professionals. All promotions for the VPD, whether print or electronic, will feature the sponsor logo. In addition, the sponsor will be thanked at the start and finish of the VPD and the sponsor logo displayed on the video. Sponsors will receive names and e-mails of all VPD registrants.

Our virtual panel discussions provide significant value, as the table below shows.

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

*NOTE: SINCE IADC DOES NOT SELL LISTS OR OFFER THIRD-PARTY EBLASTS, THIS IS THE ONLY MECHANISM FOR A SINGLE COMPANY TO EBLAST THE IADC/DC READERSHIP.

**PRE-EVENT REMINDER SENT TO REGISTRANTS ONE DAY PRIOR TO VPD, AND POST-EVENT REMINDERS TO REGISTRANTS WHO HAVE NOT YET VIEWED THE VPD.



ALL TIME STATS

- » Average VPD Registrants: **350**
- » Average VPD Views: **150**



PRICING (VALUES IN USD)

| INCLUDED CAMPAIGN ITEMS | VALUE |
|--|----------------|
| Drilling Contractor Magazine advertising (1 issue, 1/3 page color) | 3,900 |
| Drilling Contractor eNews promotion (x1) | 2,500 |
| IADC DrillBits eblast promotion (x1) | 2,500 |
| Dedicated email promotion* (x1) | 2,450 |
| Archiving of VPD on DrillingContractor.org | 12,000 |
| Analytics post event | 1,500 |
| Pre- and post-VPD emails** (x2) | 2,000 |
| Database asset delivery | 2,000 |
| <i>Project value</i> | <i>28,850</i> |
| <i>Added value discount</i> | <i>-13,850</i> |
| Total price | 15,000 |

ELECTRONIC NEWSLETTER: eNEWS from DRILLINGCONTRACTOR.ORG

[CONTACT US](#)

ORIGINAL REPORTING FROM KEY INDUSTRY EVENTS

ENews FROM DRILLINGCONTRACTOR.ORG 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.

STATS FROM THE SEPTEMBER 2020 EDITION

- » Sent: **21,559**
- » Ad Impressions: **16,289**
- » Open Rate: **21.5%**
- » Clicks: **51**
- » Clickthrough Rate: **0.31%**

2021 ENEWS COVERAGE SCHEDULE (12 EDITIONS):

27 JANUARY

Industry news and features

24 FEBRUARY

IADC Sustainability Conference

31 MARCH

IADC Drilling Caspian Conference
SPE/IADC International Drilling
Conference
SPE/ICoTA Well Intervention
Conference

28 APRIL

Industry news and features

26 MAY

SPE Hydraulic Fracturing Technology
Conference
IADC Drilling HSE&T Asia Pacific
Conference
IADC Drilling Onshore Conference

30 JUNE

IADC/SPE Asia Pacific Drilling
Technology Conference
IADC World Drilling

28 JULY

Industry news and features

25 AUGUST

Offshore Technology Conference

29 SEPTEMBER

IADC Well Control Conference of the
Americas
IADC/SPE MPD & UBO Conference
IADC Drilling HSE&T Europe
Conference
SPE Annual Technical Conference &
Exhibition

27 OCTOBER

IADC Advanced Rig Technology
Conference

17 NOVEMBER

IADC Annual General Meeting
ADIPEC

15 DECEMBER

IADC Drilling Middle East Conference

AVAILABLE SIZES & PRICING (MONTHLY, USD)

| ORIENTATION | TOP | MIDDLE | BOTTOM |
|----------------------|-------|--------|--------|
| Poster (300x250) | 4,000 | 3,800 | 3,200 |
| Leaderboard (728x90) | 2,500 | 2,300 | 2,100 |

(If you have trouble viewing this email please click here. | Drilling Contractor | FACEBOOK | LINKEDIN | TWITTER)



GET MORE NEWS
Completing the Well
Drilling in Safety
Global and Regional Markets
IADC, Regulations, and Legislation
Challenges
Increasing Well Drilling
Business Advances
Drilling Rig & Automation
The Offshore Frontier
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LEADERBOARD

EDITORIAL

EDITORIAL

EDITORIAL

EDITORIAL

POSTER

EDITORIAL

EDITORIAL

EDITORIAL

EDITORIAL

LEADERBOARD

Footer

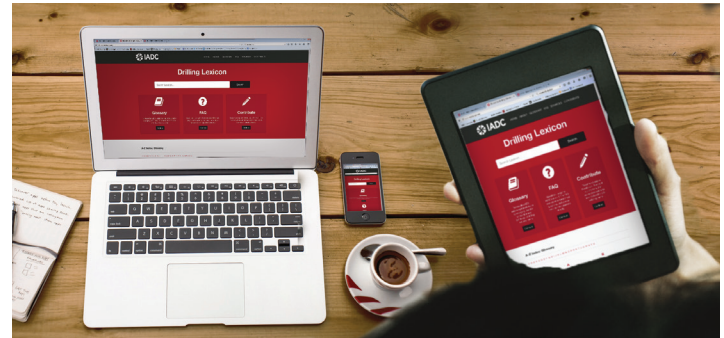
DEFINING THE DRILLING SPACE

Don't miss out on this opportunity to build your brand among the next generation of industry leaders and employees! The **IADC Lexicon** is a glossary of oilfield drilling terms that have been defined in legislation, regulations, standards and/or guidelines. Over the past year, the website has logged nearly 255,000 sessions. Impressively, data analytics show that the largest bloc of **Lexicon** users belong to the coveted age group of 25-34. The next-largest bloc of users (17%) are between the ages of 18-24. The **IADC Lexicon** is a prime opportunity for marketers in the drilling industry.

WHAT DO ADVERTISERS GET? Advertise with a leaderboard on the homepage and a powerful leaderboard/poster ad combo site-wide on every inside page. Your ad will be featured on every definition page throughout the site—that's over 10,600 terms. Ads will rotate with up to 4-6 other leaderboard or poster ads.

AVAILABLE SIZES & PRICING (MONTHLY, USD)

| LEXICON CAMPAIGN | RATE |
|---|-------|
| Includes Homepage Leaderboard (728x90), as well as Leaderboard & Poster (300x250) ads site-wide | 1,250 |



YEARLY STATS (2019)

- » Sessions: **254,319**
- » Users: **228,539**
- » Pageviews: **340,470**
- » New Sessions: **88.55%**
- » User Ages 18-24: **17%**
- » Ad Impressions: **963,076**
- » Clicks: **2,114**
- » Clickthrough Rate: **0.22%**
- » User Ages 25-34: **41%**

STATS (SEPTEMBER 2020)

- » Sessions: **20,145**
- » Users: **18,465**
- » Pageviews: **25,687**
- » Ad Impressions: **71,918**
- » Clicks: **171**
- » Clickthrough Rate: **0.24%**

ELECTRONIC NEWSLETTER: DRILLBITS

CONTACT US

IADC'S ELECTRONIC NEWSLETTER

IADC's newly redesigned **DrillBits** monthly newsletter is IADC's vehicle for communicating pending legislation and regulation impacting the global drilling industry. **DrillBits** also provides critical updates on IADC advocacy efforts in Washington, DC, and around the world; accreditation and certification programs; IADC's flagship ISP accident and safety incident tracking results; and more.

DrillBits reaches 21,000+ high-value drilling industry readers. For available advertising positions, see graphic to the right.

STATS FROM THE JULY 2020 EDITION

- » Sent: **21,242**
- » Clicks: **89**
- » Open Rate: **23.3%**
- » Clickthrough Rate: **0.43%**
- » Ad Impressions: **20,620**

AVAILABLE SIZES & PRICING (MONTHLY, USD)

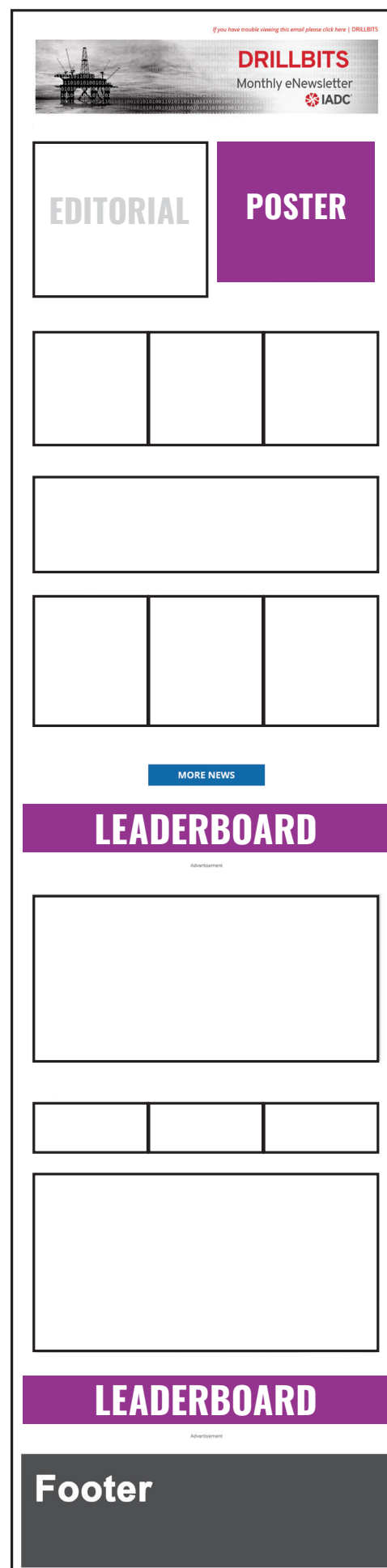
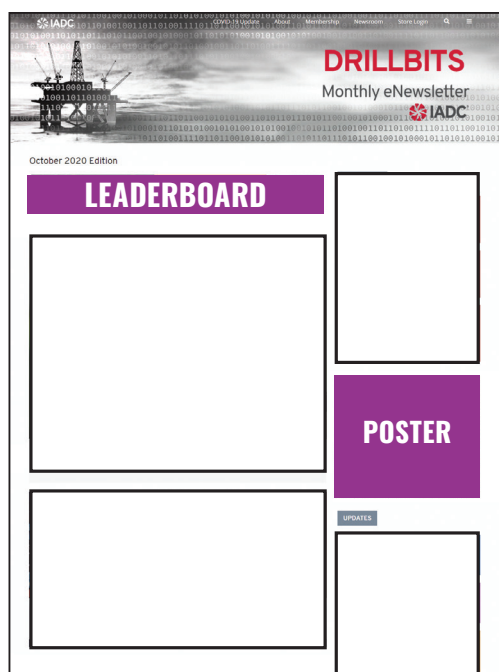
| ORIENTATION | TOP | MIDDLE | BOTTOM |
|----------------------|-------|--------|--------|
| Poster (300x250) | 4,000 | 3,800 | 3,200 |
| Leaderboard (728x90) | 2,500 | 2,300 | 2,100 |

DRILLBITS WEBPAGES ON IADC.ORG

For the first time, there is now an opportunity to advertise directly on the IADC website's monthly newsletter web pages. Following our redesign of **DrillBits** in August 2020, links from the email now take our high-value drilling industry readers and decision makers to the IADC website, where marketers can promote their brand via highly visible banners. Each banner will appear on the landing page for all existing issues of **DrillBits**, as well as in each individual article post. These are never-offered-before positions that IADC will continue to promote and build in 2021, so get in early!

AVAILABLE SIZES & PRICING (MONTHLY, USD)

| ORIENTATION | RATE |
|----------------------|------|
| Leaderboard (728x90) | 500 |
| Poster (300x250) | 500 |



MAKE YOUR IMPACT ON THE GLOBAL DRILLING INDUSTRY

Marketing professionals can target the global drilling industry through selected pages on **IADC.org**, official site of the International Association of Drilling Contractors. **IADC.org** enjoys traffic of nearly 32,000 visitors per month (roughly 70% of those being new users) with nearly 145,000 page views.

AVAILABILITY IS LIMITED: Contact our Global Sales Manager about opportunities on **IADC.org**.

**CONTACT FOR PRICING
AND AVAILABILITY**

YEARLY STATS (2019)

- » Sessions: **449,212**
- » Users: **277,765**
- » Pageviews: **1,119,911**
- » Ad Impressions: **412,161**
- » Ad Clicks: **1,581**
- » Ad CTR: **0.38%**

STATS (SEPTEMBER 2020)

- » Sessions: **31,914**
- » Users: **22,459**
- » Pageviews: **144,898**
- » Ad Impressions: **11,848**
- » Ad Clicks: **93**
- » Ad CTR: **0.78%**

* ADVERTISING IS UNAVAILABLE ON THE IADC HOME PAGE AND THE IADC EVENTS PAGE, ALONG WITH INDIVIDUAL EVENTS (WWW.IADC.ORG/EVENTS AND LINKED PAGES).

The collage displays several key sections of the IADC.org website:

- Technical Resources:** A section titled "Bringing the collective knowledge and experience of the global drilling industry into the hands of rig crews through a vast set of practical resources." It includes links to Contracts, Bookstore, Daily Drilling Reports, Drilling Technology, Education & Training, and Accident Prevention.
- Chapters:** A section titled "Local connections in a global network" featuring a grid of regional chapters including Student Chapters, Ark-La-Tex, Australasia, Zil, Caspian, Houston, Latin America, Sippi, Nigeria, North Sea, Northern Arabian Gulf, Oklahoma-Texas Panhandle, Permian Basin, Rocky Mountain, East A, South Central Asia, South Louisiana, and Southern Arabian Peninsula.
- Accreditation:** A section titled "Enhancing workforce competence" that discusses globally recognized accreditation programs and includes a quote from Kevin Newell, IADC 2019 Chair.
- Bookstore:** A section titled "Popular on IADC Bookstore" showcasing various technical manuals and books for sale, such as "Well Cementing Operations" and "IADC Drilling Manual".
- Fast Facts about IADC Accreditation:** A section highlighting key statistics: 3000+ Certified Instructors, ~2M Trainees, and ~40 Countries.
- ISO Certification:** A section stating that IADC's Accreditation Department has been awarded ISO 9001:2015 recertification.
- Start a Student Chapter:** A section providing information on how to start a student chapter, including requirements like a minimum of 12 students interested.

BOOKSTORE: IADC RIG REPORTS

CONTACT US

REACH THE RIG WITH YOUR MARKETING MESSAGE

Have a message you want to take straight to the rig? Marketing your company's products and services through IADC checklists and forms provides direct presence at the rig site and to rig-based operations personnel.

High-visibility advertising is available on the front and back covers and inside "flap" of these checklists and forms. "Flap" visibility is ensured

by its function to separate pages so that notes will not bleed through to underlying pages. (See illustration on page 17.)

IADC will place your company's advertisement in a press run for any of the indispensable rig forms and checklists listed on these two pages.

(RATES ARE NET USD)

IADC DAILY DRILLING REPORT

The **IADC Daily Drilling Report** is the primary data-collection form for the global drilling industry. Also called the "tour sheet," the DDR captures information related to the rig crew for payroll, as well as equipment, wellbore, bit and BHA.

Up to two adverts are available on the front flap. (See page 17.)

| POSITION | RATE |
|---|-------|
| Full Page (8 x 11 1/8 in) on Front Flap | 4,500 |

IADC DRILLING RIG SAFETY INSPECTION CHECKLIST

The definitive checklist for rig safety inspections is indispensable at the rig site as a comprehensive guide to key hazards. Printed on carbonless paper to provide multiple records.

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

| ORIENTATION | FRONT FLAP | BACK FLAP | BACK COVER |
|---------------------------|----------------------------------|-----------|------------|
| Page Dominant (8 x 14) | Check for pricing & availability | | |
| Full Page (8 x 11 1/8 in) | 3,500 | 3,000 | 2,500 |
| Fractional (8 x 4 7/8 in) | N/A | 1,500 | N/A |

IADC SAFETY MEETING TOPICS AND RECORDS

Safety meetings on the rig are more important than ever, and the **IADC Safety Meeting Topics and Records** are a rig crew's guide to vital HSE topics. Printed on carbonless paper for multiple copies.

| ORIENTATION | 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 in) | 3,500 | 3,300 | 3,000 | 2,500 |
| Fractional (8 x 4 7/8 in) | N/A | N/A | 1,500 | N/A |

IADC WEEKLY SAFETY MEETING REPORT

Crews can choose their own topics for discussion using this form, printed on carbonless paper for multiple copies.

| ORIENTATION | 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 in) | 3,000 | 2,800 | 2,300 | 2,100 |
| Fractional (8 x 4 7/8 in) | N/A | N/A | 1,300 | N/A |

IADC DAILY ENGINE REPORT

The *IADC Daily Engine Report* is an essential record of drilling engine temperature and pressures, includes space for measurements of additional mud pumps and multiple record sheets on carbonless paper.

| ORIENTATION | 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 in) | 3,000 | 2,800 | 2,300 | 2,100 |
| Fractional (8 x 4 7/8 in) | N/A | N/A | 1,300 | N/A |

**IADC MUD PUMP REPORT**

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

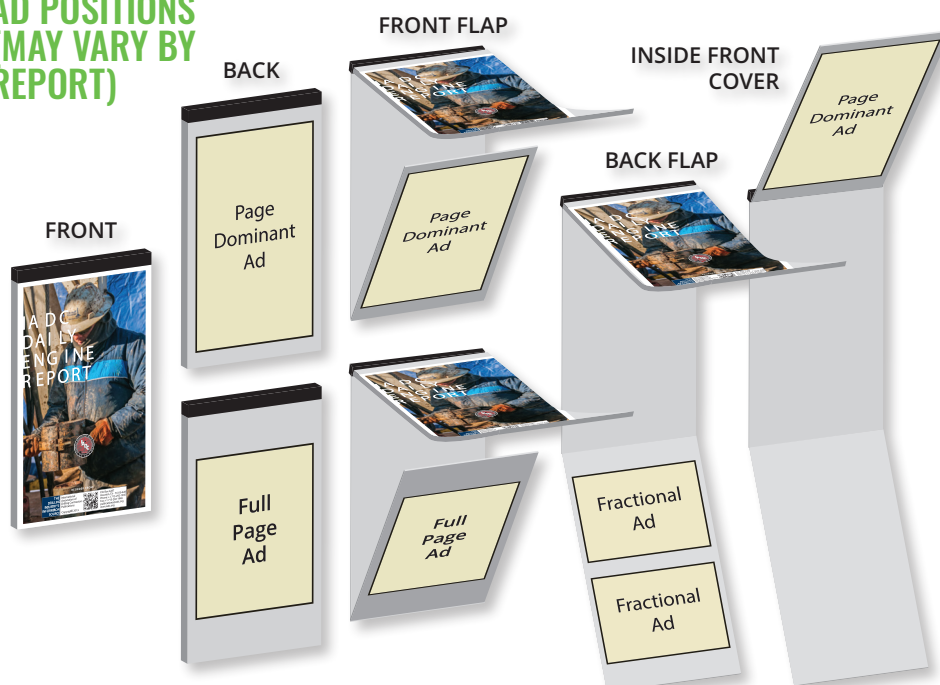
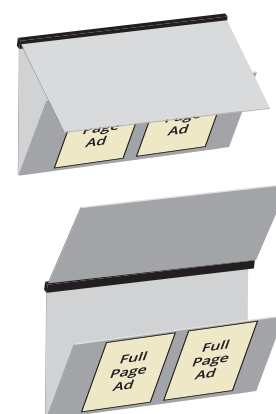
| ORIENTATION | FRONT FLAP | BACK FLAP | BACK COVER |
|---------------------------|----------------------------------|-----------|------------|
| Page Dominant (8 x 14) | Check for pricing & availability | | |
| Full Page (8 x 11 1/8 in) | 2,000 | 1,000 | 1,700 |
| Fractional (8 x 4 7/8 in) | N/A | 900 | N/A |

**IADC NEAR-MISS REPORTS**

Reducing near-misses is a major goal of several major international operators.

There are two versions – one for Drilling, one for Well Servicing/Workover.

| ORIENTATION | FRONT FLAP | BACK FLAP | BACK COVER |
|---------------------------|----------------------------------|-----------|------------|
| Page Dominant (8 x 14) | Check for pricing & availability | | |
| Full Page (8 x 11 1/8 in) | 2,000 | 1,000 | 1,700 |
| Fractional (8 x 4 7/8 in) | N/A | 900 | N/A |

**AD POSITIONS
(MAY VARY BY
REPORT)****DAILY DRILLING
REPORT AD
POSITIONS****FRONT FLAP**

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*Scan QR code for a complete list of
advertising opportunities.*

www.drillingcontractor.org/mediakit



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**DRILLING
CONTRACTOR**

OFFICIAL MAGAZINE OF THE INTERNATIONAL
ASSOCIATION OF DRILLING CONTRACTORS

WWW.DRILLINGCONTRACTOR.ORG

WWW.IADC.ORG

For a complete list of advertising opportunities, go to

WWW.DRILLINGCONTRACTOR.ORG/MEDIAKIT.

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