MEDIA KIT 2021
HIGHLIGHTS

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

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

TOTAL REACH: 161,000+
* Subject to change without notice.
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

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

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: 7 JANUARY
MATERIALS DUE: 11 JANUARY
BONUS DISTRIBUTION:
IADC SUSTAINABILITY CONFERENCE: 9-10 February
IADC DRILLING CASPIAN CONFERENCE: 23-24 February

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

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
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

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

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: 10 JUNE
MATERIALS DUE: 17 JUNE
BONUS DISTRIBUTION:

OTC: 16-19 August

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

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.
**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)

**COMPANY TYPE**

- 37% Independent Oil Producer (5,302)
- 36% Major Oil Producer (2,488)
- 27% National Oil Company (1,893)

**JOB TYPE**

- 41% Administrative (2,703)
- 28% Drilling & Completion Engineers (8,504)
- 24% Drilling & Completion Operations (7,454)

**GEOGRAPHIC ANALYSIS**

- NORTH AMERICA (16,664)
  - USA (15,842)
  - Canada (439)
  - Mexico (383)

- WESTERN EUROPE (3,024)

- MIDDLE EAST & NORTH AFRICA (2,854)

- EAST ASIA (2,750)

- SOUTH AMERICA (2,106)

- SOUTH AMERICA, including Caribbean (1,672)

- SOUTH AMERICA, including Brazil (1,260)

- EQUATORIAL AFRICA (950)

- EASTERN EUROPE, including Russia (882)

- AUSTRALASIA (379)

- CAUCUS REGION (149)

**RATES (PER ISSUE)**

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

<table>
<thead>
<tr>
<th>SPECIAL POSITIONS:</th>
<th>1 ISSUE</th>
<th>2 ISSUES</th>
<th>6 ISSUES (1 YEAR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>10,730</td>
<td>10,325</td>
<td>10,015</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>10,100</td>
<td>9,715</td>
<td>9,425</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>9,470</td>
<td>9,110</td>
<td>8,840</td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>9,855</td>
<td>9,480</td>
<td>9,195</td>
</tr>
<tr>
<td>Spread Between Table of Contents</td>
<td>18,705</td>
<td>17,995</td>
<td>17,455</td>
</tr>
<tr>
<td>Opposite Drilling Ahead, Tech Digest, D&amp;C News, ESG</td>
<td>9,470</td>
<td>9,110</td>
<td>8,840</td>
</tr>
</tbody>
</table>

**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.

* Publisher’s Sworn Statement, 9 October 2020.

www.drillingcontractor.org/statement

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

### DIGITALREADERSPONSORSHIP

- 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

### DIGITAL-ONLYADVERTISING

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

### 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

---

* 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.

---

(RATES ARE PER ISSUE, USD)

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Reader issue Sponsorship</td>
<td>8,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UPGRADE OPTIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add video, audio, animations to Full Page</td>
<td>2,000</td>
</tr>
<tr>
<td>Add video, audio, animations to Fractional</td>
<td>1,000</td>
</tr>
</tbody>
</table>

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

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

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.

JOBS

- Company Officer/Owner (66%)
- Management (31%)
- Geologist/Geophysicist (<1%)
- Drilling & Completion Engineers (<1%)
- Quality, Health, Safety, Environment & Training (1%)
- Drilling & Completion Operations (1%)

COMPANY TYPE

- Drilling Contractors (31%)
- Other Drilling Services, including Oilfield Services, Equipment Manufacturers, and Training Institutions (26%)
- Drilling & Completion Professionals Employed by Oil-Producing Firms (43%)

AD CLOSING: 23 MARCH
MATERIALS DUE: 30 MARCH

RATES

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>12,300</td>
</tr>
<tr>
<td>Back Cover</td>
<td>8,100</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>7,960</td>
</tr>
<tr>
<td>Tabbed Divider Page</td>
<td>7,830</td>
</tr>
<tr>
<td>Full Page</td>
<td>7,000</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>4,600</td>
</tr>
<tr>
<td>1/2 Page Vertical or Horizontal</td>
<td>4,400</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2,600</td>
</tr>
</tbody>
</table>

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.
**PRINT SPECS**

**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.*

![Diagram showing various advertisement sizes and dimensions.](#)

**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**:

a. Advertisers and advertising agencies assume liability for all content and illustrations printed and assume responsibility for any claims arising therefrom against the publisher.

b. 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.

c. Publisher will repeat latest advertisement for scheduled space when no new acceptable copy is furnished.

d. Cancellations accepted only before closing date for reservations.

e. 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
- Facebook: 30,600+
- LinkedIn: 3,725+
- YouTube: 2,000+ (2.1 Million Views)
- Twitter: 4,800+

AVAILABLE SIZES & PRICING (MONTHLY, USD)

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>HOMEPAGE</th>
<th>INSIDE PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90)</td>
<td>1,390</td>
<td>1,270</td>
</tr>
<tr>
<td>Masthead (468x60)</td>
<td>1,335</td>
<td>1,155</td>
</tr>
<tr>
<td>Poster (300x250)</td>
<td>1,335</td>
<td>1,155</td>
</tr>
<tr>
<td>Skyscraper (120x600)</td>
<td>1,335</td>
<td>1,155</td>
</tr>
<tr>
<td>Banner (468x60)</td>
<td>1,155</td>
<td>1,000</td>
</tr>
<tr>
<td>Button (120x240)</td>
<td>850</td>
<td>725</td>
</tr>
</tbody>
</table>

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.
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 steerables, 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.

---

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

<table>
<thead>
<tr>
<th>INCLUDED CAMPAIGN ITEMS</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drilling Contractor Magazine advertising (1 issue, 1/3 page color)</td>
<td>3,900</td>
</tr>
<tr>
<td>Drilling Contractor eNews promotion (x1)</td>
<td>2,500</td>
</tr>
<tr>
<td>IADC DrillBits eblast promotion (x1)</td>
<td>2,500</td>
</tr>
<tr>
<td>Dedicated email promotion* (x1)</td>
<td>2,450</td>
</tr>
<tr>
<td>Archiving of VPD on DrillingContractor.org</td>
<td>12,000</td>
</tr>
<tr>
<td>Analytics post event</td>
<td>1,500</td>
</tr>
<tr>
<td>Pre- and post-VPD emails** (x2)</td>
<td>2,000</td>
</tr>
<tr>
<td>Database asset delivery</td>
<td>2,000</td>
</tr>
</tbody>
</table>

Project value: 28,850

Added value discount: -13,850

Total price: 15,000
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
- Open Rate: 21.5%
- Ad Impressions: 16,289
- 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)

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>TOP</th>
<th>MIDDLE</th>
<th>BOTTOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster (300x250)</td>
<td>4,000</td>
<td>3,800</td>
<td>3,200</td>
</tr>
<tr>
<td>Leaderboard (728x90)</td>
<td>2,500</td>
<td>2,300</td>
<td>2,100</td>
</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th>LEXICON CAMPAIGN</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes Homepage Leaderboard (728x90), as well as Leaderboard &amp; Poster (300x250) ads site-wide</td>
<td>1,250</td>
</tr>
</tbody>
</table>

YEARLY STATS (2019)

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

STATS (SEPTEMBER 2020)

- Sessions: 20,145
- Users: 18,465
- Pageviews: 25,687
- Ad Impressions: 71,918
- Clicks: 171
- Clickthrough Rate: 0.24%
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
» Open Rate: 23.3%
» Ad Impressions: 20,620
» Clicks: 89
» Clickthrough Rate: 0.43%

AVAILABLE SIZES & PRICING (MONTHLY, USD)

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>TOP</th>
<th>MIDDLE</th>
<th>BOTTOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster (300x250)</td>
<td>4,000</td>
<td>3,800</td>
<td>3,200</td>
</tr>
<tr>
<td>Leaderboard (728x90)</td>
<td>2,500</td>
<td>2,300</td>
<td>2,100</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90)</td>
<td>500</td>
</tr>
<tr>
<td>Poster (300x250)</td>
<td>500</td>
</tr>
</tbody>
</table>
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.

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%

YEARLY STATS (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).
BOOKSTORE: IADC RIG REPORTS

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.)

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (8 x 11 1/8 in) on Front Flap</td>
<td>4,500</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>FRONT FLAP</th>
<th>BACK FLAP</th>
<th>BACK COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Dominant (8 x 14)</td>
<td>Check for pricing &amp; availability</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page (8 x 11 1/8 in)</td>
<td>3,500</td>
<td>3,000</td>
<td>2,500</td>
</tr>
<tr>
<td>Fractional (8 x 4 7/8 in)</td>
<td>N/A</td>
<td>1,500</td>
<td>N/A</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>INSIDE FRONT COVER</th>
<th>FRONT FLAP</th>
<th>BACK FLAP</th>
<th>BACK COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Dominant (8 x 14)</td>
<td>Check for pricing &amp; availability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page (8 x 11 1/8 in)</td>
<td>3,500</td>
<td>3,000</td>
<td>2,500</td>
<td></td>
</tr>
<tr>
<td>Fractional (8 x 4 7/8 in)</td>
<td>N/A</td>
<td>N/A</td>
<td>1,500</td>
<td>N/A</td>
</tr>
</tbody>
</table>

IADC WEEKLY SAFETY MEETING REPORT

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

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>INSIDE FRONT COVER</th>
<th>FRONT FLAP</th>
<th>BACK FLAP</th>
<th>BACK COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Dominant (8 x 14)</td>
<td>Check for pricing &amp; availability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page (8 x 11 1/8 in)</td>
<td>3,000</td>
<td>2,800</td>
<td>2,300</td>
<td>2,100</td>
</tr>
<tr>
<td>Fractional (8 x 4 7/8 in)</td>
<td>N/A</td>
<td>N/A</td>
<td>1,300</td>
<td>N/A</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>INSIDE FRONT COVER</th>
<th>FRONT FLAP</th>
<th>BACK FLAP</th>
<th>BACK COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Dominant (8 x 14)</td>
<td>Check for pricing &amp; availability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page (8 x 11 1/8 in)</td>
<td>3,000</td>
<td>2,800</td>
<td>2,300</td>
<td>2,100</td>
</tr>
<tr>
<td>Fractional (8 x 4 7/8 in)</td>
<td>N/A</td>
<td>N/A</td>
<td>1,300</td>
<td>N/A</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>FRONT FLAP</th>
<th>BACK FLAP</th>
<th>BACK COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Dominant (8 x 14)</td>
<td>Check for pricing &amp; availability</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page (8 x 11 1/8 in)</td>
<td>2,000</td>
<td>1,000</td>
<td>1,700</td>
</tr>
<tr>
<td>Fractional (8 x 4 7/8 in)</td>
<td>N/A</td>
<td>900</td>
<td>N/A</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>FRONT FLAP</th>
<th>BACK FLAP</th>
<th>BACK COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Dominant (8 x 14)</td>
<td>Check for pricing &amp; availability</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page (8 x 11 1/8 in)</td>
<td>2,000</td>
<td>1,000</td>
<td>1,700</td>
</tr>
<tr>
<td>Fractional (8 x 4 7/8 in)</td>
<td>N/A</td>
<td>900</td>
<td>N/A</td>
</tr>
</tbody>
</table>
SALES INQUIRIES:

CONTACT

BILL KRULL, Global Sales Manager
Office: +1-713-292-1954
Mobile: +1-713-201-6155
bill.krull@iadc.org

Scan QR code for a complete list of advertising opportunities.

www.drillingcontractor.org/mediakit

DRILLING CONTRACTOR / IADC HOUSTON HEADQUARTERS

3657 Briarpark Drive, Suite 200
Houston, TX 77042
Phone: +1-713-292-1945
Fax: +1-713-292-1946
drilling.contractor@iadc.org
www.DrillingContractor.org

LINDA HSIEH, Editor & Publisher
linda.hsieh@iadc.org

BRIAN C. PARKS, Creative Director
brian.parks@iadc.org

ANTHONY GARWICK, Director – Web & IT Services
anthony.garwick@iadc.org

STEPHEN WHITFIELD, Associate Editor
stephen.whitfield@iadc.org

JAY STRACKE, Editorial Coordinator
jay.stracke@iadc.org

IADC

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

Rev. 2021-01-29 – Cover photo courtesy of Total