

DRILLING CONTRACTOR 2022 MEDIA KIT



OFFICIAL MAGAZINE OF THE INTERNATIONAL
ASSOCIATION OF DRILLING CONTRACTORS

WWW.DRILLINGCONTRACTOR.ORG
WWW.IADC.ORG

HIGHLIGHTS 2022 MEDIA KIT

■ 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 20,074 subscribers are professionals in the global drilling and completion industry
- 35% of subscribers are E&P companies, 36% are drilling contractors
- Nearly half of subscribers are Corporate/Executive Management and Rig Management



■ DC Digital Reader

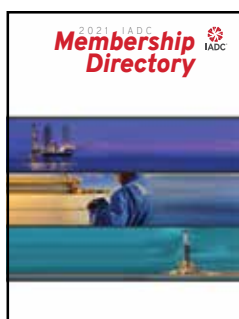
- Includes all content from print magazine, plus additional exclusive articles and video/audio interviews or interactive content
- Single Digital Reader sponsorship available per issue
- Digital Edition-only ads are available (full page or spreads only)
- Free ad placement in Digital Reader for print 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: 29% E&P companies, 23% drilling contractors
- Enjoys bonus distribution at OTC



■ DrillingContractor.org

- Timely news articles and video/audio interviews
- Nearly 12,500 unique visitors each month
- Roughly 100 average monthly total ad clicks
- 0.21% click-through rate



■ Virtual Panel Discussions

- Pre-recorded or live webcasts blending video and photos/animations
- Sponsor participation in VPD theme and panelist selection
- Potential 2022 VPD themes: ESG in drilling; drilling and performance optimization with data, automation, digitalization; training and crew competency

■ eNews from DrillingContractor.org

- Exclusive videos from IADC and other industry conferences
- Over 23,000 subscribers
- Approximately 27,900 impressions per edition
- Strong 0.55% 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 newsletter and on DrillBits pages of IADC website
- Reaches more than 22,800 subscribers each month

TOTAL REACH: 95,000+

For a complete list of advertising opportunities, visit www.drillingcontractor.org/mediakit

Cover photos courtesy of **Helmerich & Payne (H&P)** and **National Oceanic and Atmospheric Administration**

January/February

- Critical Issues in Drilling & Completions: One-on-One Q&A's with Executive Leaders
- MPD Case Studies
- Achieving High-Performance Completions
- Interview with 2022 IADC Chairman

Bonus distribution:

- SPE Hydraulic Fracturing Technology Conference, 1-3 February, The Woodlands, Texas
- IADC/SPE International Drilling Conference, 8-10 March, Galveston, Texas

Ad closing: 3 January
Materials due: 10 January



March/April

- Innovating While Drilling*:
 - Mitigating Downhole Dysfunctions
 - Drill Bit Forensics
 - Downhole Visualization
- Improving Fracking Power & Efficiency
- Advances in Drilling Safety

Ad closing: 17 February
Materials due: 24 February



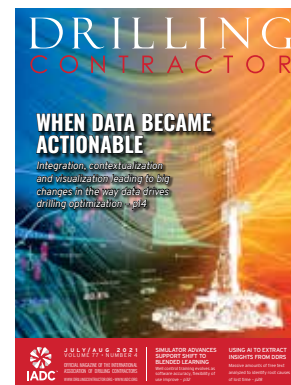
July/August

- The Digital Transformation issue:
 - Applying Data Science in Drilling
 - Re-skilling Workers for Digital Workflows
 - Innovations from Tech Startups
- Offshore Asset Integrity

Bonus distribution:

- IADC/SPE Asia Pacific Drilling Technology Conference & Exhibition, 9-10 August, Bangkok, Thailand
- IADC Advanced Rig Technology Conference & Exhibition, 30-31 August, Austin, Texas

Ad closing: 16 June
Materials due: 23 June



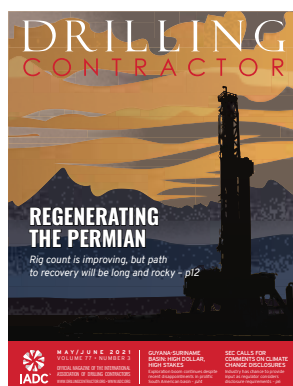
May/June

- Unconventional Drilling: Equipment and Technologies for Next-level Performance
- Offshore Technologies & Markets
- Low-Carbon Drilling Solutions
- Optimizing Well Intervention

Bonus distribution:

- OTC, 2-5 May, Houston, Texas
- IADC Drilling Onshore Conference, 19 May, Houston, Texas
- IADC Drilling Africa Conference, 31 May - 1 June, Accra, Ghana
- IADC World Drilling Conference, 21-22 June, Paris

Ad closing: 4 April
Materials due: 11 April



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

For the most complete and up-to-date editorial calendar, go to
www.drillingcontractor.org/mediakit#calendar

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

EDITORIAL CALENDAR 2022 (CONTINUED)

September/October

- **The Drilling Rig issue:**
 - *Maximizing Fuel Efficiency on Drilling Rigs*
 - *Achieving Autonomous Drilling*
 - *Advances in Tubular Handling*
- **Improving Safety on the Rig**
- **Workforce Development & Training**

Bonus distribution:

- **IADC Drilling HSE & Sustainability Europe Conference & Exhibition, 14-15 September, Amsterdam, The Netherlands**
- **IADC Sustainability Conference, 20-21 September, Houston**
- **SPE/IADC Managed Pressure Drilling and Underbalanced Operations Conference & Exhibition, 27-28 September, Kuala Lumpur, Malaysia**
- **SPE Annual Technical Conference & Exhibition, 3-5 October, Houston, Texas**
- **IADC Contracts & Risk Management Conference, 4-5 October, Houston, Texas**



Ad closing: 11 August
Materials due: 18 August

November/December

- **Drilling Outlook: Forecasting 2023 Onshore and Offshore Rig Markets**
- **Well Control & Pressure Control Equipment**
- **NOV Annual Rig Census**
- **IADC Year in Review: Leading the Industry on Safety, Workforce Competency and Sustainability**

Bonus distribution:

- **IADC Annual General Meeting, 2-4 November, New Orleans, Louisiana**
- **ADIPEC, November, Abu Dhabi, UAE**
- **IADC Drilling Middle East Conference & Exhibition, 6-7 December, Dubai, UAE**
- **IADC International Deepwater Drilling & Human Performance Conference, 23-24 March, Rio de Janeiro, Brazil**

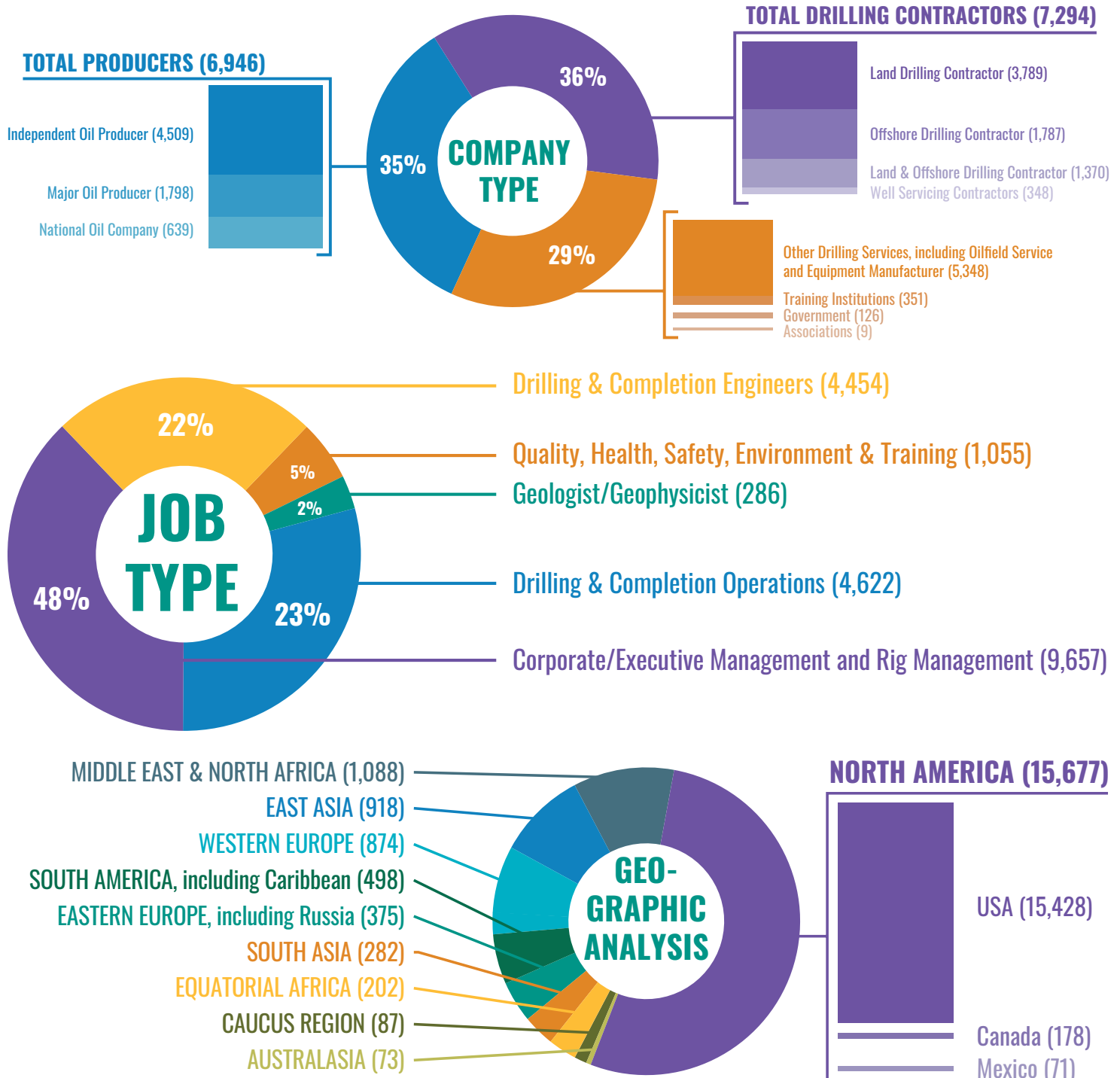


Ad closing: 4 October
Materials due: 11 October

RATES DRILLING CONTRACTOR PRINT

Rates (per issue)

STANDARD AD SIZES:	1 ISSUE	2 ISSUES	6 ISSUES (1 YEAR)	SPECIAL POSITIONS:	1 ISSUE	2 ISSUES	6 ISSUES (1 YEAR)
2-PAGE SPREAD	17,180	16,650	16,140	BACK COVER	10,730	10,325	10,015
FULL PAGE	9,045	8,765	8,495	INSIDE FRONT COVER	10,100	9,715	9,425
2/3 PAGE	7,420	7,190	6,965	INSIDE BACK COVER	9,470	9,110	8,840
1/2 ISLAND	6,700	6,490	6,340	OPPOSITE TABLE OF CONTENTS	9,855	9,480	9,195
1/2 PAGE	6,060	5,875	5,690	SPREAD BETWEEN TABLE OF CONTENTS	18,705	17,995	17,455
1/3 PAGE	4,620	4,560	4,505	OPPOSITE DRILLING AHEAD, TECH DIGEST, D&C NEWS, ESG	9,470	9,110	8,840
1/4 PAGE	3,980	3,860	3,740				



■ Total Circ: 20,074*

Nearly 100% of our readers are involved in drilling and completion activities or upstream management.

No circulation is wasted on refining, pipeline, gas processing, reservoir, production.

Bonus distribution

DC is distributed at 17 high-interest conferences worldwide.

High-value readers

- Drilling & Completion Engineers: 22%
- Corporate/Executive Management and Rig Management: 48%
- Drilling/Completion Operations: 23%

Reaching key players

- Drilling & Completion Professionals employed by Oil-Producing Firms: 35%
- Drilling Contractors: 36%

* Publisher's Sworn Statement, 19 October 2021, www.drillingcontractor.org/statement

DIGITAL READER

DRILLING CONTRACTOR

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:

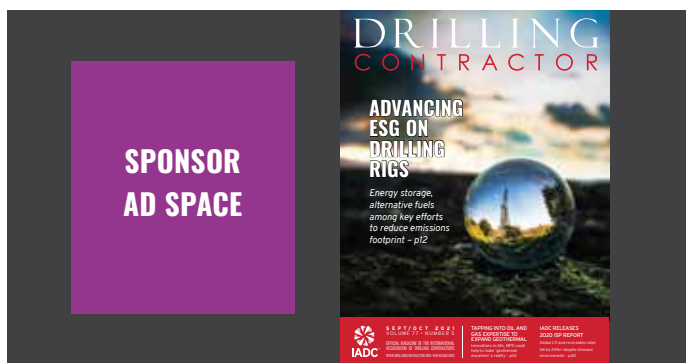
- Additional articles or enhanced articles with additional content
- Video and audio interviews and/or animations embedded in articles
- Links to additional related resources

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, and Windows or Mac OSX computers.

Marketing opportunities available in the Digital Reader include:

Digital Reader sponsorship

- One single sponsorship offered per issue
- Sponsorship includes full-page ad left of the cover (does not include mobile devices)
- Sponsor logo included on e-blast announcing the digital edition
- Sponsor logo included on Digital Reader download page for that issue



Rates (per issue, USD)

	RATE
DIGITAL READER ISSUE SPONSORSHIP	8,000

Issue Stats (July/August 2021 edition)

- Avg Time on Site: 00:30:40
- User Interactions: 3,317

Check out a few Digital Reader issues currently available



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

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 File Types

(files should be kept under 10MB)

Video/Animation: MP4, MOV, GIF

Audio file types: M4A, MP3, WAV, AAC

Join the leaders of the global drilling industry by advertising in the IADC Membership Directory



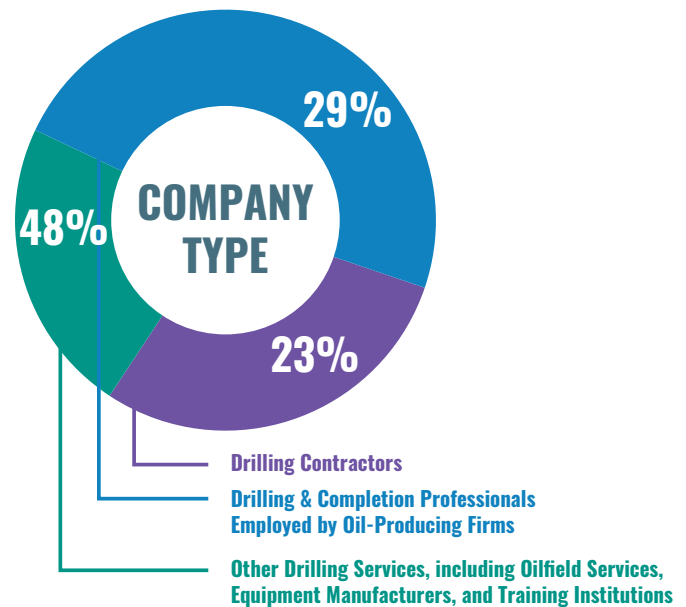
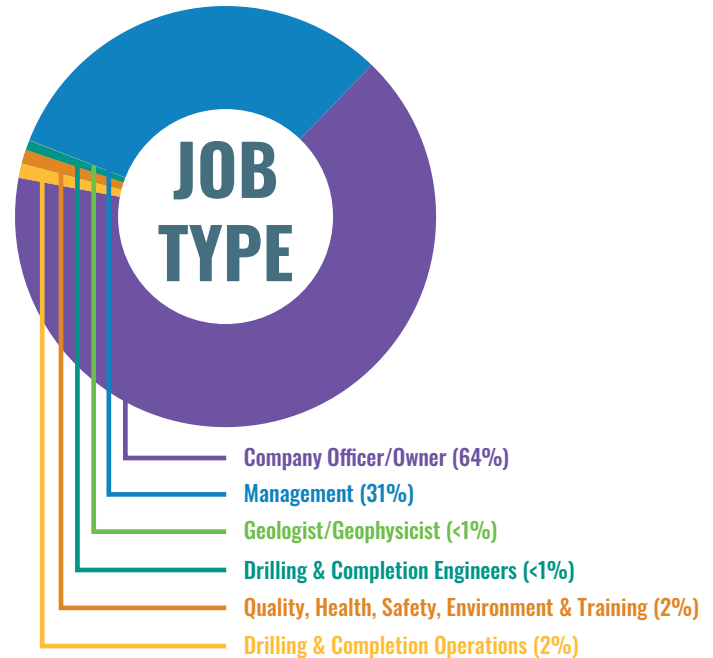
MISSION: The 2022 *IADC Membership Directory* is the definitive guide to the global drilling industry and your opportunity to connect with the key decision makers within the global wellsite industry. A whopping 95% of the *IADC Membership Directory* circulation goes to Company Officers/Owners (64%) and Management (31%).

READERSHIP: IADC is the only industry trade association with international scope among drilling contractors, oil companies and service firms alike. Accordingly, the 2022 *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 4,500 drilling and producing executives. If you do business with the worldwide rig fleet, the 2022 *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 workforce development, government affairs, HSE, well control, technology and more.

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 2022 *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 2021 *IADC Directory*.

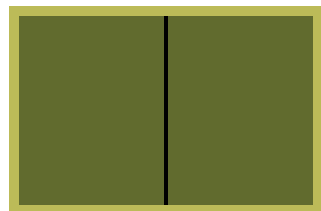
Ad closing: 23 March
Materials due: 30 March

PRINT SPECS

DRILLING CONTRACTOR & 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.



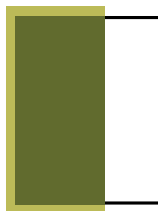
2P SPREAD w/ BLEED

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)

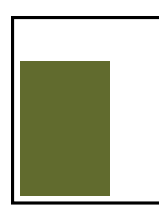


2/3 VERTICAL

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)

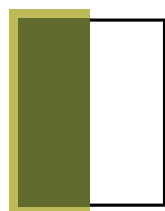


1/2 HORIZONTAL

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

w/ BLEED

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

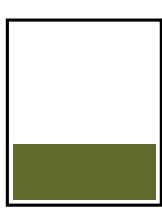


1/2 VERTICAL

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

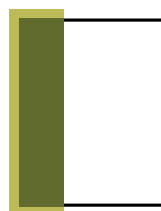
w/ BLEED

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)

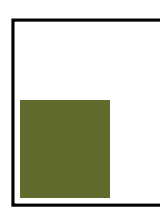


1/3 VERTICAL

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

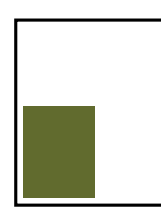
w/ BLEED

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:

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 news 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 (2020)

- Sessions: 189,266
- Users: 140,008
- Pageviews: 260,526
- Ad Impressions: 741,844
- Clicks: 1,304
- Clickthrough Rate: 0.18%

Monthly Stats (August 2021)

- Sessions: 16,705
- Users: 12,465
- Pageviews: 21,254
- Ad Impressions: 37,699
- Clicks: 78
- Clickthrough Rate: 0.21%

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



30,700+



5,450+



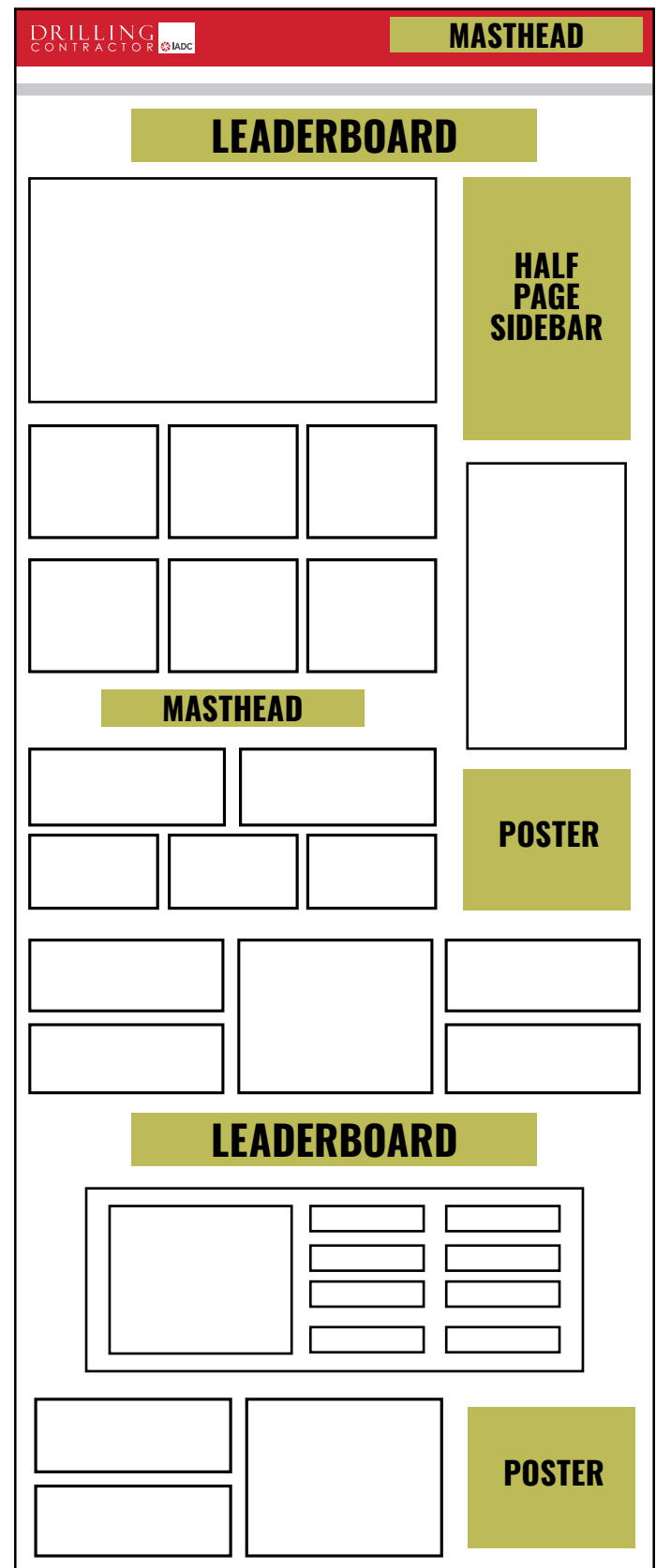
2.45K+
(2.2 MILLION VIEWS)



5,200+

Available Sizes & Pricing (Monthly, USD)

ORIENTATION	HOMEPAGE	INNER PAGES
LEADERBOARD (728X90)	1,390	1,270
HP SIDEBAR (300X600)	1,375	1,200
MASTHEAD (468X60)	1,335	1,155
POSTER (300X250)	1,335	1,155
BANNER (468X60)	1,155	1,000
BUTTON (120X240)	850	725



Positions subject to change. Please refer to drillingcontractor.org/mediakit for the most up-to-date ad positions.

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

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, fuel efficiency and power management

Innovating While Drilling®

- MPD, downhole visualization, drill bits, directional drilling, rotary steerables, drill pipe, drilling fluids

Onshore Advances

- Extended-reach laterals, water management, land rig innovations, global onshore markets

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 talent 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

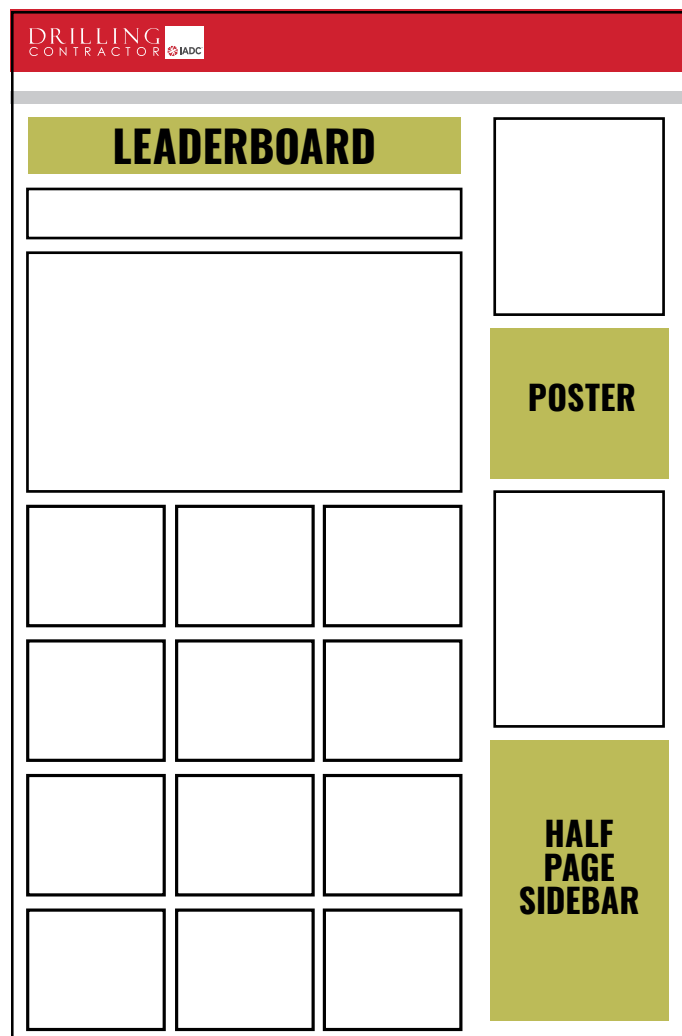
Safety and ESG

- ESG, human factors, well control, training advances, low-carbon solutions, simulators, dropped object prevention, 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.



Positions subject to change. Please refer to drillingcontractor.org/mediakit for the most up-to-date ad positions.

■ Your ad will rotate on **all articles** linked to **any microsite**

- Number of microsite-linked articles: 4,612
- Average monthly impressions: 21,545
- Average monthly clickthrough rate: 0.16%

No rotating ads on **landing pages**, microsite sponsor ad is the only ad on the landing page

Sizes & Pricing (Monthly, USD)

MICROSITE CAMPAIGN INCLUDES	RATE
• LEADERBOARD (728X90) • HALF PAGE SIDEBAR (300X600) • POSTER (300X250)	3,000

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

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 at right shows.

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



■ All Time Stats

- Average VPD Registrants: 240
- Average VPD Views: 264

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
PROJECT VALUE	28,850
ADDED VALUE DISCOUNT	-13,850
TOTAL PRICE	15,000

**NOTE: Since IADC does not sell lists or offer third-party eblasts, this is the only mechanism for a single company to eblast to 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.*

ENEWS FROM DRILLINGCONTRACTOR.ORG

ELECTRONIC NEWSLETTER

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.

2022 eNews coverage Schedule (14 editions):

26 JANUARY

23 FEBRUARY

- SPE Hydraulic Fracturing Technology Conference

16 MARCH

- IADC/SPE International Drilling Conference

30 MARCH

- SPE/ICoTA Well Intervention Conference
- IADC International Deepwater Drilling & Human Performance Conference

27 APRIL

11 MAY

- Offshore Technology Conference

25 MAY

- IADC Drilling Onshore Conference

29 JUNE

- IADC Drilling Africa Conference
- IADC World Drilling

27 JULY

31 AUGUST

28 SEPTEMBER

- IADC Sustainability Conference
- IADC Advanced Rig Technology Conference
- IADC Drilling HSE & Sustainability Europe Conference

26 OCTOBER

- SPE/IADC MPD & UBO Conference
- SPE Annual Technical Conference
- IADC Contracts & Risk Management Conference

16 NOVEMBER

- IADC Annual General Meeting
- ADIPEC

14 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

Stats from the August 2021 Edition

- Sent: 23,081
- Open Rate: 21.4%

- Ad Impressions: 27,892
- Clickthrough Rate: 0.55%
- Clicks: 153



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 220,000 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) - LEADERBOARD & POSTER (300X250) ADS SITE-WIDE	1,250

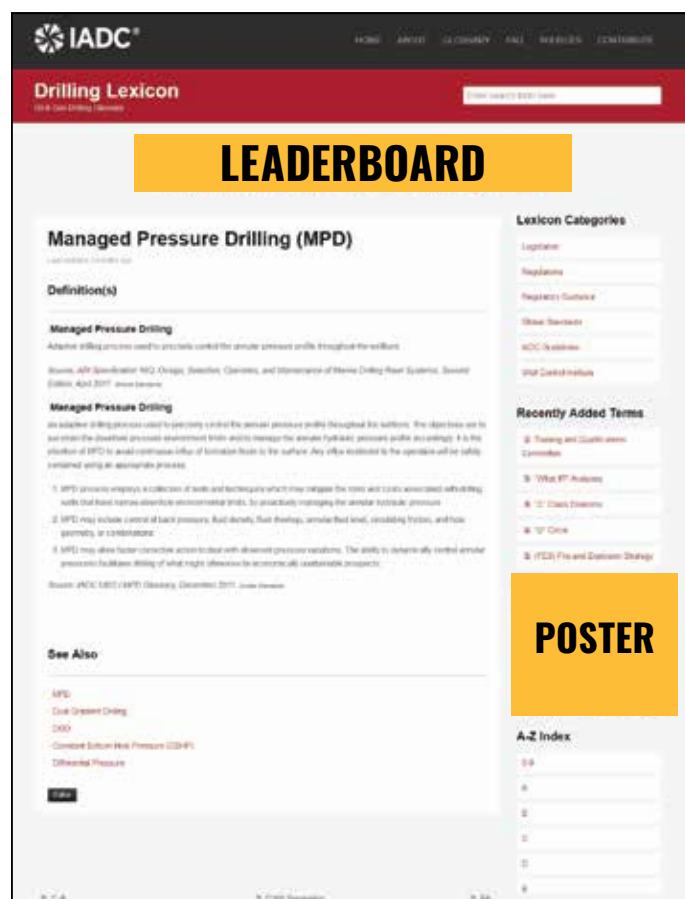


Yearly Stats (2020)

- Sessions: 219,280
- Users: 197,359
- Pageviews: 281,395
- New Sessions: 89%
- User Ages 25–34: 41%
- User Ages 18–24: 17%
- Ad Impressions: 777,489
- Clicks: 1,895
- Clickthrough Rate: 0.24%

Monthly Stats (August 2021)

- Sessions: 11,969
- Users: 10,909
- Pageviews: 15,132
- New Sessions: 90%
- Ad Impressions: 20,859
- Clicks: 18
- Clickthrough Rate: 0.08%



DRILLBITS

ELECTRONIC NEWSLETTER
& WEBSITE

IADC's electronic newsletter

IADC's *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 safety incident tracking results; and more.

DrillBits reaches 22,800+ high-value drilling industry readers. For available advertising positions, see graphic to the right.

Stats from the August 2021 Edition

- Sent: 22,891
- Clicks: 83
- Open Rate: 19.8%
- Clickthrough Rate: 0.62%
- Ad Impressions: 13,354

Available Sizes & Pricing (Monthly, USD)

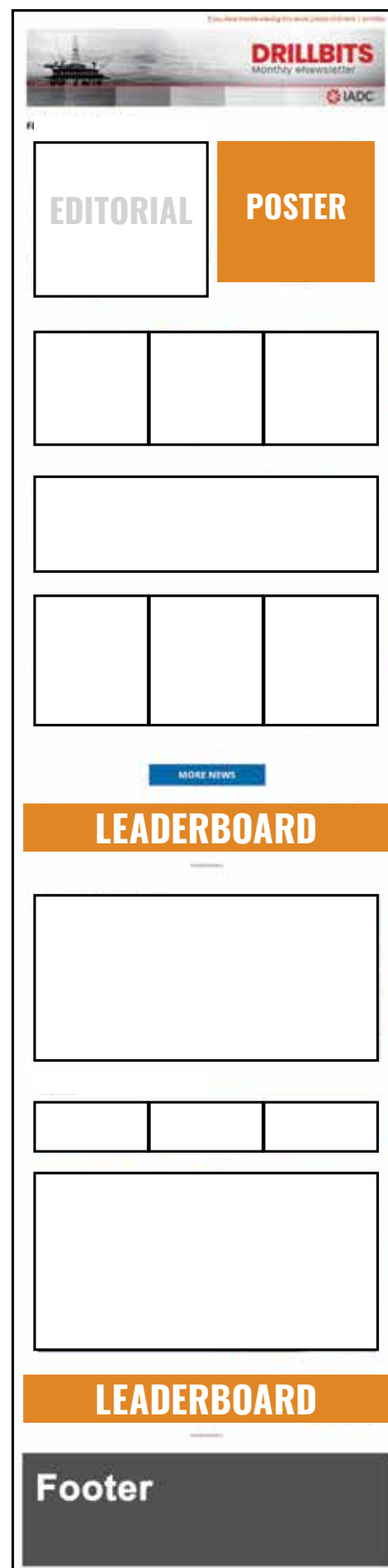
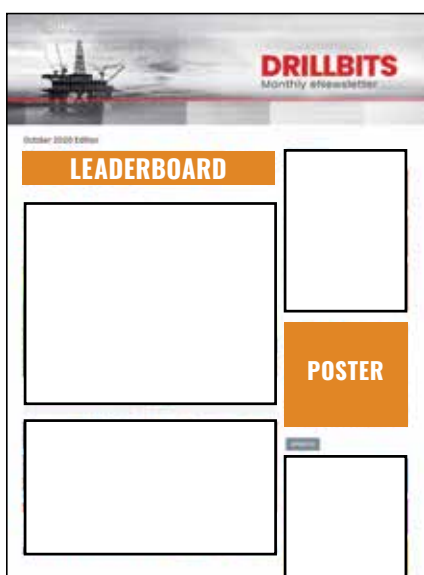
ORIENTATION	TOP	MIDDLE	BOTTOM
POSTER (300X250)	4,000	3,800	3,200
LEADERBOARD (728X90)	2,500	2,300	2,100

DrillBits Web Pages on IADC.org

There is now an opportunity to advertise directly on the IADC website's monthly newsletter web pages. Links from the email 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.

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 18,500 visitors per month (roughly 70% of those being new users) with nearly 63,000 page views.

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

CONTACT FOR PRICING
AND AVAILABILITY

Yearly Stats (2020)

- Sessions: 395,993
- Users: 223,002
- Pageviews: 1,196,169
- Ad Impressions: 181,943
- Ad Clicks: 719
- Ad CTR: 0.40%

Monthly Stats (August 2021)

- Sessions: 25,446
- Users: 18,497
- Pageviews: 62,534
- Ad Impressions: 7,968
- Ad Clicks: 30
- Ad CTR: 0.38%

* Advertising is not available on the IADC home page or the IADC events page, including individual events pages (www.iadc.org/events and linked pages).

BOOKSTORE IADC RIG REPORTS

Reach the Drilling 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. All rates below 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 ad spots are available on the front flap. ([See page 17.](#))

POSITION	RATE
FULL PAGE ON FRONT FLAP (8 X 11 1/8 IN)	4,500



IADC Drilling Rig Safety Inspection Checklist

This 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.

ORIENTATION	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	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

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.



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 IN)	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.

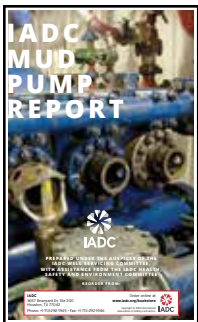
ORIENTATION	INSIDE FRONT COVER	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	CHECK FOR PRICING & AVAILABILITY			
FULL PAGE (8 X 11 1/8 IN)	3,000	2,800	2,300	2,100
FRACTIONAL (8 X 4 7/8 IN)	N/A	N/A	1,300	N/A



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 IN)	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 IN)	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



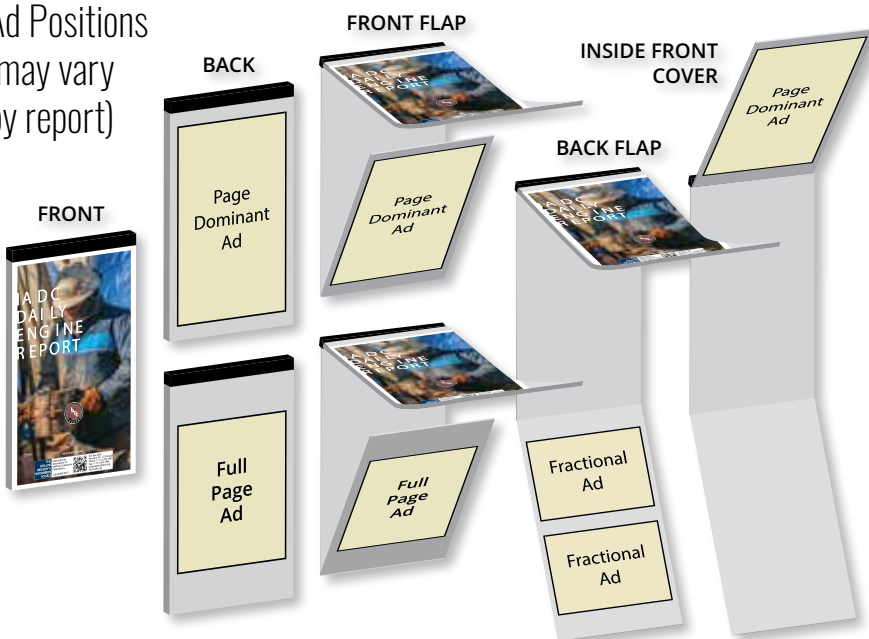
IADC Near-Miss Reports

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

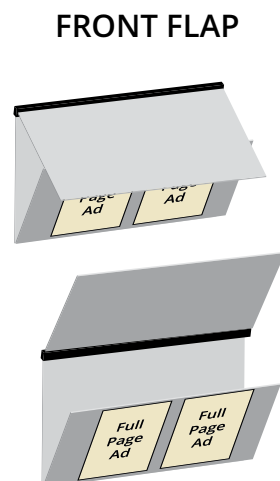
There are two versions – one for Drilling, one for Well Servicing/Workover.

ORIENTATION	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	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



SALES INQUIRIES

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



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DRILLING CONTRACTOR

OFFICIAL MAGAZINE OF THE INTERNATIONAL
ASSOCIATION OF DRILLING CONTRACTORS

WWW.DRILLINGCONTRACTOR.ORG

WWW.IADC.ORG

*Cover photos courtesy of **Helmerich
& Payne (H&P)** and **National Oceanic
and Atmospheric Administration***

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