



ENERGY CONNECTION

Oilfield Services & Equipment Magazine

2020 MEDIA KIT

Publisher

Petroleum Equipment & Services Association
2500 Citywest Blvd., Suite 1110
Houston, TX 77042
p: 713-932-0168
f: 713-932-0497
info@pesa.org



MISSION

The Petroleum Equipment & Services Association (PESA) is the unified voice for the energy industry's oilfield services and equipment sector, advocating for and supporting continued achievements in job creation, technological innovation and economic stability.

EDITORIAL SCOPE

As a resource for its members, PESA provides advocacy for this sector's proven advances in innovation, jobs, energy security, safety and education. PESA also delivers a wide range of services including educational training, critical industry information and opportunities to interact with industry leaders and key stakeholders.

AUDIENCE

Energy Connection Magazine is poised to be the go-to publication for executives and managers in the oilfield services and equipment sector. With an editorial focus on management and operations in the field, readers will gain insight and knowledge about key issues facing the industry. Subscribers include C-Suite executives, managers, engineers and field professionals from the leading companies in oil and gas servicing and equipment companies. [Sign up now](#) to receive your free subscription to this vital publication.

PESA represents more than one million employees and 200 companies globally, including technology providers, manufacturing companies, oilfield service providers, oilfield equipment distributors and more.

TOPICS

Our editorial efforts are specifically focused on leadership and innovation, federal and state policy issues, health and safety, diversity and inclusion, supply chain and international trade, and more.



RATES

PUBLICATION DATES

Published quarterly in February, May, August and November. All display advertising rates in U.S. dollars; all prices gross. Agency commission is 15% on gross billing. Company placing advertising is responsible for credit, whether an ad is placed directly or by its advertising agency.

FREQUENCY DISCOUNTS

Apply when commitment is made in advance for multiple buys during one calendar year.

FOUR-COLOR PROCESS

TWO PAGE SPREAD

1 insertion	\$6,600
2 insertions	\$6,435
4 insertions	\$6,270

ONE PAGE

1 insertion	\$3,300
2 insertions	\$3,218
4 insertions	\$3,135

HALF-PAGE

1 insertion	\$2,600
2 insertions	\$2,535
4 insertions	\$2,470

INSIDE FRONT & INSIDE BACK COVERS

1 insertion	\$3,500
2 insertions	\$3,413
4 insertions	\$3,325

BACK COVER

1 insertion	\$4,000
2 insertions	\$3,900
4 insertions	\$3,800

BLACK AND WHITE

ONE PAGE

1 insertion	\$2,800
2 insertions	\$2,730
4 insertions	\$2,660

HALF-PAGE

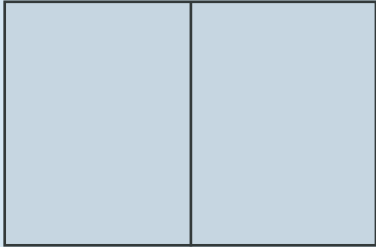
1 insertion	\$2,200
2 insertions	\$2,145
4 insertions	\$2,090

ADVERTISING CONTACT

Kristin Hincke
khincke@pesa.org
405-476-5348



AD SIZES



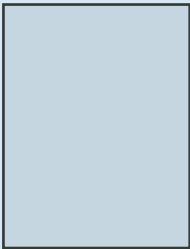
TWO-PAGE SPREAD

NON-BLEED

16.5 x 10.875"

WITH BLEED

16.625 x 11"



ONE PAGE

NON-BLEED

8.25 x 10.875"

WITH BLEED

8.375 x 11"



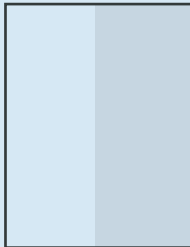
HALF-PAGE HORIZONTAL

NON-BLEED

8.25 x 5.4375"

WITH BLEED

8.375 x 5.5625"



HALF-PAGE VERTICAL

NON-BLEED

4.125 x 10.875"

WITH BLEED

4.25 x 11"



AD SPECS

MAGAZINE TRIM SIZE: 8.25" x 10.875"

All body copy, headings and other text must be at least 0.50" inside the trim size on all sides (live area). If your ad has bleed, then the ad should be sized to 8.375" x 11" to allow 0.125" trim on all sides. The final trim size will still be 8.25" x 10.875." **Note:** Alignment of type and design is not guaranteed on facing page spreads. Precision folding and trim of all copies is not guaranteed.

PAPER STOCK

80-lb gloss cover, 70-lb gloss text. Perfect bound.

FOUR COLOR

Supply digital files in CMYK at 300 dpi, plus a color proof. PDF or a printed proof is sufficient.

BLACK AND WHITE

All grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi.

MATCHED COLOR

When PMS or other matched colors are specified, these will be built from process colors. No spot colors.

FILE PREPARATION

Required Format: High-resolution Adobe PDF/X files (distilled at 300 dpi with all fonts embedded). Adobe InDesign files accompanied by collected artwork, logos and all fonts; Adobe Photoshop TIF or EPS formats, 300-dpi or better resolution; or Adobe Illustrator EPS files with fonts converted to outlines and linked files included. Images from the web are not suitable for printing.

SUBMITTING ARTWORK

Please upload collected files as zipped archives. Contact Kristin Hincke for FTP instructions.

ADVERTISING CONTACT

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khincke@pesa.org
405-476-5348



CALENDAR

FEBRUARY

Oilfield Leadership
Diversity and Inclusion
AI, Blockchain and Digital Transformation

Ads Close: December 5, 2019
Art Deadline: December 15, 2019

MAY

How Large Service Companies are Addressing ESG
Modern Supply Chain and ESG
ESG, Technology and Innovation

Ads Close: March 5, 2020
Art Deadline: March 15, 2020

AUGUST

Energy Transition
Election Preview

Ads Close: June 5, 2020
Art Deadline: June 15, 2020

NOVEMBER

Digital Disruption
Wellsite Digital Technology
Recruiting in the Digital Age

Ads Close: September 5, 2020
Art Deadline: September 15, 2020

IN EACH ISSUE

Chair's Outlook
Letter from the President
Safety Spotlight
Congressional Spotlight
Market Outlook
Events Calendar
Networking Coverage



