

**WELL**

# SERVICING

MAGAZINE

THE VOICE OF THE ENERGY SERVICES INDUSTRY



**2021 MEDIA KIT**

## MISSION

The Energy Workforce & Technology Council (Council) is the national trade association for the energy technology and services sector of the oil and gas industry, representing more than 600,000 jobs in the technology-driven energy value chain. Dedicated to empowering the energy workforce of the future, the Council supports its members with tools, information and representation needed to boldly enable a safe, profitable and sustainable low-carbon energy future.

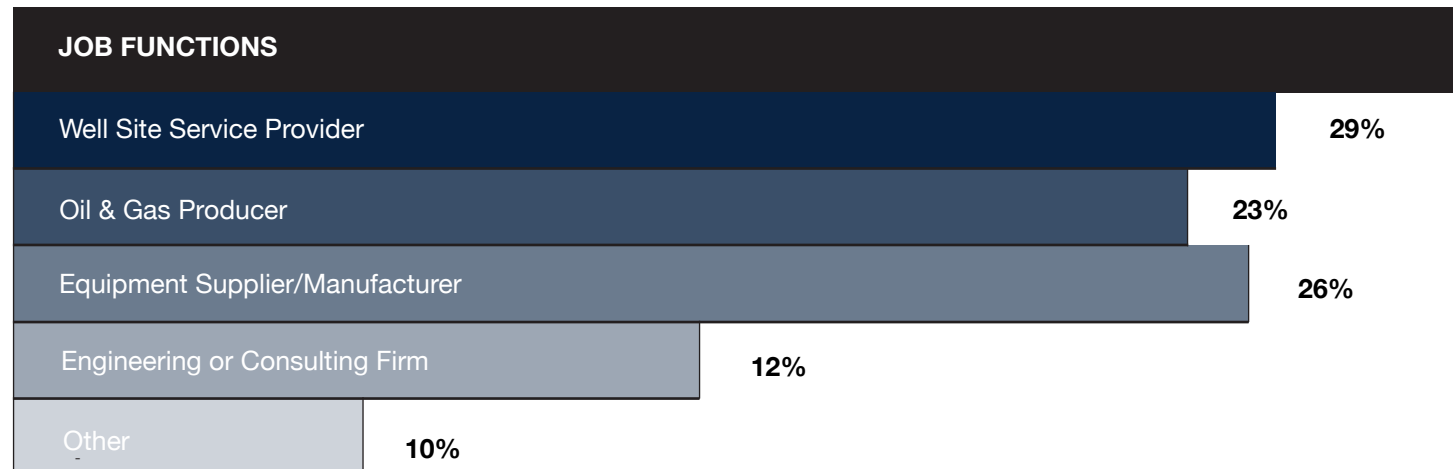
## EDITORIAL SCOPE

With the recent merger of PESA and AESC, both organizations had existing magazines that are being combined to reach an even larger audience. *Well Servicing Magazine* has a distinguished history as an authoritative resource that educates, informs and inspires more than 15,000 readers. Subscribers include C-suite executives, managers, engineers, and oil and gas professionals. Readership is comprised primarily of energy service providers, well service suppliers, major and independent oil and gas producers, supply and equipment manufacturers, customers, partners and policymakers.

## AUDIENCE

With an editorial focus on management, operations, ESG, HSE, emerging technologies, innovation, energy policy, as well as best practices and improved techniques for oil and gas extraction and energy production, readers will gain insights and knowledge about the key issues facing the industry.

The magazine will cover topics such as leadership and innovation, federal and state policy issues, workforce development, health and safety, technology, regulatory and environmental issues, diversity and inclusion, supply chain, international trade, and more. The magazine will serve to portray member companies as innovative, resourceful, essential and responsible. We will communicate that this sector is part of the solution in providing the clean, affordable and abundant energy the world needs.



BLACK & WHITE RATES	1x	2x
1 Page	\$2,520	\$2,400
2/3 Page	\$2,100	\$1,995
1/2 Page Island	\$1,850	\$1,765
1/2 Page horizontal	\$1,560	\$1,495
1/2 Page vertical	\$1,560	\$1,495
1/3 Page square	\$1,185	\$1,120
1/3 Page vertical	\$1,185	\$1,120
1/3 Page horizontal	\$1,185	\$1,120
1/4 Page	\$945	\$885

BLACK PLUS (Black and white plus one or two colors)		
PROCESS COLOR	PAGE OR FRACTION	SPREAD
Black + One	\$380	\$560
Black + Two	\$785	\$1,080
MATCH COLOR (PMS)		
Black + One	\$560	\$715
Black + Two	\$940	\$1,375

4-COLOR PROCESS (Per Issue)	1x	2x
Inside Front Cover	\$4,080	\$4,080
Inside Front Cover Spread	\$7,895	\$7,895
Inside Back Cover	\$3,830	\$3,830
Back Cover	\$4,315	\$4,315
2 Page Spread	\$6,610	\$6,505
1 Page	\$3,630	\$3,515
2/3 Page	\$3,205	\$3,110
1/2 Page Island	\$2,965	\$2,880
1/2 Page Horizontal	\$2,675	\$2,610
1/2 Page Vertical	\$2,675	\$2,610
1/3 Page Square	\$2,300	\$2,235
1/3 Page Vertical	\$2,300	\$2,235
1/3 Page Horizontal	\$2,300	\$2,235
1/4 Page	\$2,060	\$2,000

MEMBER-ONLY RATES		
SIZE	BW	COLOR
Large (3 1/2" w x 4" h)	\$340	\$365
Small (3 1/2" w x 2" h)	\$310	\$340

## ADVERTISING

Published quarterly by the Energy Workforce & Technology Council. Advertising is provided by World Oil (Gulf Energy Info). 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 ad buys during one calendar year.

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ISSUE	RESERVE AD SPACE BY	ADS MATERIALS DUE BY
Q3 ISSUE	June 25, 2021	July 2, 2021
Q4 ISSUE	October 4, 2021	October 15, 2021

### MAGAZINE TRIM SIZE: 8 1/4" x 10 7/8"

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 1/2" x 11 1/8" 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 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 is preferred.

### 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.

### 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.

## AD SIZES

**Full Page**  
**Width:** 8.5"  
**Height:** 11.125"  
(Bleed)

**Width:** 7.75"  
**Height:** 10.375"  
(No Bleed)

**2/3 Page**  
**Width:** 4.625"  
**Height:** 9.75"  
(Bleed)

**1/2 Page**  
(Horizontal)  
**Width:** 7"  
**Height:** 4.875"

**1/2 Page Island**  
**Width:** 4.625"  
**Height:** 7.125"

**1/3 Page**  
(Vertical)  
**Width:** 2.25"  
**Height:** 9.75"

**1/2 Page**  
(Vertical)  
**Width:** 3.375"  
**Height:** 9.75"

**1/3 Page**  
(Square)  
**Width:** 4.625"  
**Height:** 4.875"

**1/3 Page**  
(Horizontal)  
**Width:** 7"  
**Height:** 3.125"

**1/4 Page**  
**Width:** 3.375"  
**Height:** 4.875"

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