



STAND OUT!

Canadian Oil Register 2009-2010 Display Advertising Media Kit and Order Form

Promoting your products and services to the Canadian oilpatch? Let the Canadian Oil Register do the work for you by placing your display advertisement in the upcoming edition.



RIGHT TOOL, RIGHT PLACE, RIGHT TIME

Every business needs the best tools to ensure their best performance in marketing, sales and business development. That's why the best tool for reaching your target market in the dynamic Canadian oilpatch is the Canadian Oil Register. For over 55 years, we've done the research and brought all your prospects' information into one place — the one place that today's business decision-makers go to, every day.

ON THE JOB, 365 DAYS A YEAR

Whether your advertising message is in the book, on the Web, or both, it sells for you 365 days a year — keeping customers sold on your products and services. Your advertising message reaches more than 24,000 key people in over 3,000 companies. They use the Register to find the information they need. Will they find you?

The Canadian Oil Register is distributed throughout the Canadian oilpatch as well as into the U.S. and International marketplaces. Published in book form each September, the Canadian Oil Register website has updates available daily at www.canadianoilregister.com.

STAY COMPETITIVE!

To reserve your space for display advertising in the Canadian Oil Register, contact:

Ellen Fraser, Display & Web Advertising Sales

Phone: (403) 209-3520

Toll Free: 1-800-387-2446

E-mail: efraser@nickles.com

All advertisers receive a free copy of the 2009-2010 book edition (Value \$237).

www.canadianoilregister.com

Canadian Oil Register on the Web opens a new realm of marketing options. Take advantage of cost-effective, exclusive banner advertising opportunities. Increase your revenue; increase traffic to your website; reinforce your company's position in the energy industry by name branding.

Canadian Oil Register 2009-2010 Display Advertising Media Kit and Order Form

Please choose the size, placement, and colour option for your display advertisement in the 2009-2010 book and return to **Ellen Fraser** at fax: (403) 245-8666 or mail to **Nickle's Canadian Oil Register**, 300, 999 - 8th Street S.W., Calgary, Alberta T2R 1N7

E-mail: efraser@nickles.com **Tel:** (403) 209-3520

Space reservation deadline: June 9, 2009

Ad material delivery deadline: June 16, 2009

<input type="checkbox"/> FULL PAGE B&W: \$2,950 or Full Colour: \$3,805	<input type="checkbox"/> TWO THIRDS VERTICAL B&W: \$2,550 or Full Colour: \$3,405	<input type="checkbox"/> HALF PG HORZ. B&W: \$1,950 or Colour: \$2,805 <input type="checkbox"/> 1/3 PG HORZ. B&W: \$1,420 or Colour: \$2,275	<input type="checkbox"/> 1/3 PG VERTICAL w = 2.33" h = 10"
<input type="checkbox"/> COVERS * Full Colour: /\$5,785 ** Full Colour: \$6,420	<input type="checkbox"/> TWO THIRDS HORIZONTAL B&W: \$2,550 or Full Colour: \$3,405	<input type="checkbox"/> ISLAND B&W: \$2,300 or Full Colour: \$3,155	<input type="checkbox"/> 1/3 PAGE VERTICAL B&W: \$1,420 or Colour: \$2,275
<input type="checkbox"/> CHAPTER TAB PAGES Full Colour: \$4,500	<input type="checkbox"/> 1/4 PG HORZ. B&W: \$1,150 or Colour: \$2,005 w = 7.25" h = 2.25" <input type="checkbox"/> 1/6 PG HORZ. B&W: \$975 or Colour: \$1,830 w = 7.25" h = 1.75"	<input type="checkbox"/> OVERSIZE BUSINESS CARD w = 4.8" h = 2"	<input type="checkbox"/> OVERSIZE BUSINESS CARD B&W: \$700 or Full Colour: \$1,555

2009-2010 COLOUR PRINT RATES

Colour for advertising is available at the following rates:

- Standard basic colours: extra \$385 (red, blue, green, yellow)
- Special colours: extra \$450 per colour
- Standard printing full colour: extra \$855 (4 colour process).

*, ** Cost for the inside front cover (IFC), inside back cover (IBC), outside back cover (OBC), and segment title pages includes the cost of full colour.

PRINT PUBLICATION SIZES

Trim size: 8.25" wide x 10.875" high
 Standard Live area: 8" wide x 10.5" high
 Full bleed size: 8.5" wide x 11.125" high
 Title page bleed: 0.125" bleed on top, bottom and left sides;
 0.625" bleed on the right side for the tab.

SUPPLYING AD MATERIAL

Nickle's prefers digital ads supplied in the following Mac programs: InDesign CS3, Photoshop CS3, Illustrator CS3, QuarkXpress 7, Acrobat 7. File formats include

high-resolution EPS, PDF, TIFF. All ads, must be accompanied by a proof that represents the final supplied ad for size/text/imagery/colour. Please remember to include as separate files all: graphics, scans and fonts. Scans should be provided at 300 pixels-per-inch. Please do NOT supply finished print ads in Microsoft Office programs.

Recognized advertising agencies receive a 15% commission.

CREATIVE SERVICES DEPARTMENT

If you require assistance with regard to your print advertising and production requirements, call:

Andrew Brien, Production Manager

Ph: 403 209-3528

Toll Free: 1-800-387-2446 ext 528

E-mail: abrien@nickles.com

Ad materials can be forwarded to Nickle's, attention Andrew, via mail, courier, e-mail or FTP – please call for details.

Yes, please reserve my display ad size and colour choices above:

Name _____

Company _____

Address _____

Phone _____ Fax _____ E-mail _____

Authorized Signature _____