



# STAND OUT!

## Canadian Oil Register 2010-2011 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 60 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 16,000 key people in over 2,700 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](http://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: 403 265-3700 ext 151  
 Toll Free: 1 888 563-2946  
 E-mail: [efraser@junewarren-nickles.com](mailto:efraser@junewarren-nickles.com)

All advertisers receive a free copy of the 2010-2011 book edition (Value \$237).

### [www.canadianoilregister.com](http://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 2010-2011 Display Advertising Media Kit and Order Form

Please choose the size, placement, and colour options for your display advertisement in the 2010-11 book and return to **Ellen Fraser:**

**Fax:** (403) 265-3706 **E-mail:** efraser@junewarren-nickles.com **Tel:** (403) 265-3700 ext 151 **Toll Free:** 1 888 563-2946

Space reservation deadline: June 1, 2010

Ad material delivery deadline: June 4, 2010

<div style="border: 1px solid black; padding: 5px;"> <p><b>FULL PAGE float or bleed</b> bleed size: 8.75"w x 11.375"h trim size: 8.25"w x 10.875"h</p> </div>	<p><b>B&amp;W:</b> \$2,950 or <b>Full Colour:</b> \$3,805</p>	<div style="border: 1px solid black; padding: 5px;"> <p><b>2/3 Vertical</b> w = 4.8" h = 10"</p> </div>	<p><b>B&amp;W:</b> \$2,550 or <b>Full Colour:</b> \$3,405</p>	<div style="border: 1px solid black; padding: 5px;"> <p><b>HALF PG HORZ.</b> w = 7.25" h = 4.875"</p> </div>	<p><b>B&amp;W:</b> \$1,950 or <b>Colour:</b> \$2,805</p>	<div style="border: 1px solid black; padding: 5px;"> <p><b>1/3 PG VERTICAL</b> w = 2.33" h = 10"</p> </div>	<p><b>B&amp;W:</b> \$1,420 or <b>Colour:</b> \$2,275</p>
<div style="border: 1px solid black; padding: 5px;"> <p><b>COVER POSITIONS</b> inside front * inside back * outside back ** bleed size: 8.75"w x 11.375"h trim size: 8.25"w x 10.875"h</p> </div>	<p>* <b>Full Colour:</b> \$5,785 ** <b>Full Colour:</b> \$6,420</p>	<div style="border: 1px solid black; padding: 5px;"> <p><b>2/3 HORIZONTAL</b> w = 7.25" h = 6.5"</p> </div>	<p><b>B&amp;W:</b> \$2,550 or <b>Full Colour:</b> \$3,405</p>	<div style="border: 1px solid black; padding: 5px;"> <p><b>ISLAND</b> w = 4.8" h = 7.5"</p> </div>	<p><b>B&amp;W:</b> \$2,300 or <b>Full Colour:</b> \$3,155</p>	<div style="border: 1px solid black; padding: 5px;"> <p><b>OVERSIZE BUSINESS CARD</b> w = 4.8" h = 2"</p> </div>	<p><b>B&amp;W:</b> \$1,420 or <b>Colour:</b> \$2,275</p>
<div style="border: 1px solid black; padding: 5px;"> <p><b>TAB TITLE PAGES</b> full bleed, plus tab</p> </div>	<p><b>Full Colour:</b> \$4,500</p>	<p><b>BONUS FEATURE</b> for an additional 10% <b>Online Leaderboard ad:</b> \$450</p>		<div style="border: 1px solid black; padding: 5px;"> <p><b>1/4 PG HORZ.</b> w = 7.25" h = 2.25"</p> </div>	<p><b>B&amp;W:</b> \$1,150 or <b>Colour:</b> \$2,005</p>	<div style="border: 1px solid black; padding: 5px;"> <p><b>1/6 PG HORZ.</b> w = 7.25" h = 1.75"</p> </div>	<p><b>B&amp;W:</b> \$975 or <b>Colour:</b> \$1,830</p>
						<p><b>B&amp;W:</b> \$700 or <b>Full Colour:</b> \$1,555</p>	

## 2010-2011 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 inches wide x 10.875 inches high

Standard Live area: 8 x 10.5 inches

Full bleed size: 8.75 inches wide x 11.375 inches high

Tab Title page bleed: 0.25" bleed on top, bottom and left sides;

0.75" bleed on the right side for the tab.

## AGENCY COMMISSION & CASH DISCOUNTS

Recognized agencies receive a 15% discount on gross advertising and colour costs. Complete artwork and full payment must be received within 30 days to qualify.

## ADVERTISING DESIGN SPECIFICATIONS & SERVICES

For advertising design specifications contact:

- call our **Ad Traffic Coordinator** at **780 944-9333**
- call **toll free** at **1 800 563-2946**,
- or e-mail [production@junewarren-nickles.com](mailto:production@junewarren-nickles.com)

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

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Authorized Signature \_\_\_\_\_