



THE OFFICIAL 2009
OFFSHORE TECHNOLOGY CONFERENCE NEWSPAPER

OTC .09

4-7 MAY :: RELIANT PARK :: HOUSTON, TEXAS USA



Gulf Publishing Company will publish the **Official OTC Show Newspaper** and the **Official OTC Post Show Review** for the 2009 Offshore Technology Conference (OTC), the offshore industry's premier oil & gas industry event. More than 73,000 people visited OTC in 2008 – a 26-year high and increase of 11% over 2007¹. The show included 2,500 companies from more than 35 countries¹. Increase your exposure at this year's event, drive traffic to your stand and leave a lasting impression by advertising in the 2009 **Official OTC Show Newspaper** and the **Official OTC Post Show Review**.

Make sure your message reaches this year's attendees and drive traffic to your stand each day of the exhibition & conference by advertising in the only official OTC Show Newspaper. The Official Show Newspaper will have **exclusive distribution points** in the Reliant Center complex, visitor registration, official hotels and the Gulf Publishing Company stand. Advertisers will have their ad in all four days for one rate, maximizing their exposure at the show.

Due to printing restrictions, space is limited and historically sells out quickly.

Ensure maximum exposure for your company's products and services by making your advertising reservation today.

OTC POST SHOW REVIEW

A wrap up OTC Show Newspaper will be published after the event. The publication will receive maximum exposure to energy professionals in the industry with a total audience of over 60,000 de-duplicated recipients.

¹Attendance data supplied by OTC, www.OTCnet.org.

World Oil

OTC SHOW NEWSPAPER

RATES ARE FOR ALL FOUR DAYS OF THE SHOW

Advertising in the one and only Official OTC Show Newspaper creates optimal exposure for your products & services and brings key people to your stand. Due to printing restrictions, space is limited and historically sells out quickly. Ensure your message reaches 2009 OTC attendees and reserve your advertising space today.

2009 Rates

Tabloid Double Page Spread	19,405
Tabloid Page	13,340
Junior Page Spread	16,285
Junior Page	9,065
1/2 Junior Page	5,335
Tabloid Banner	4,980

2009 Special Position Rates

Front Cover

Earpiece (1/8 Page)	3,950
Tabloid Banner Ad (bottom)	10,885

Inside Front Cover

Tabloid Page	14,015
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Inside Back Cover

Junior Page	9,965
Tabloid Banner	5,450

Back Cover

Junior Page	9,965
Tabloid Banner	5,450

Prices are net and are listed in US \$.

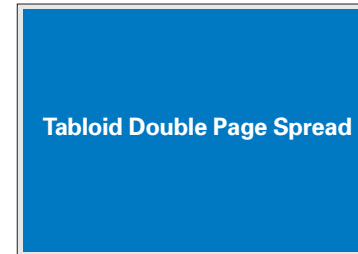
ATTENTION 2008 ADVERTISERS

You have first right of refusal for your position in the 2009 edition but please act quickly. First right of refusal deadline is **December 15, 2008**.

Advertising Space Deadline: **February 16, 2009**.

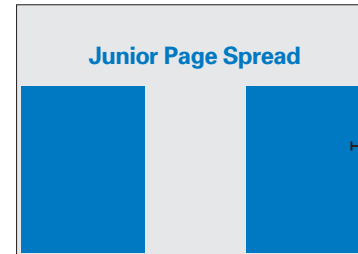
Advertising Materials Deadline: **April 1, 2009**.

Trim size: 10.75 in. x 16.75 in.
(273 mm x 425.45 mm)



Tabloid Double Page Spread (gutter bleed only)
20.5 in. x 15.75 in.
520.7 mm x 400 mm

Tabloid Double Page Spread (bleed)
21.75 in. x 17 in.
552.5 mm x 432 mm



Junior Page Spread
7.25 in. x 10.5 in. (each)
184.15 mm x 266.7 mm (each)

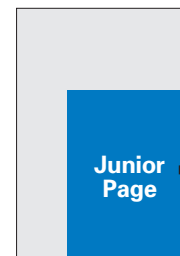
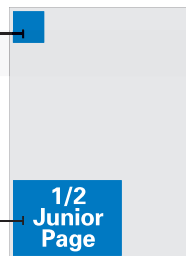


Tabloid Page (non-bleed)
9.75 in. x 15.75 in.
247.65 mm x 400 mm

Tabloid Page (bleed)
11 in. x 17 in.
280 mm x 432 mm

Earpiece (1/8 Page)
2 in. x 2 in.
50.8 mm x 50.8 mm

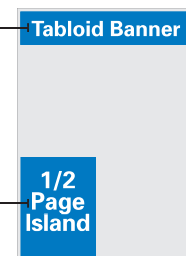
1/2 Junior Page
7.25 in. x 5.125 in.
184.15 mm x 130 mm



Junior Page
7.25 in. x 10.5 in.
184.15 mm x 266.7 mm

Tabloid Banner
9.75 in. x 2.25 in.
248 mm x 57.15 mm

1/2 Page Island
4.75 in. x 6.5 in.
120.65 mm x 165 mm



OTC POST SHOW REVIEW

Leave attendees with a lasting impression of your company's products and services by participating in the 2009 Official Post OTC Review. The publication will receive maximum exposure to energy professionals in the industry with a total audience of over 60,000 de-duplicated recipients.

Advertisers who also participate in the 2009 OTC Show Newspaper will receive a discount on their Official Post OTC Review advertisement. To stand out in the crowd during and after the event, advertise in both the Show Newspaper and Post Show Review.

Size	Regular Price	Package Discounted Price	Package Advertisers Save
Full Page	9,065	7,700	1,365
1/2 Page Island	5,945	5,105	840
1/2 Page	5,115	4,650	465

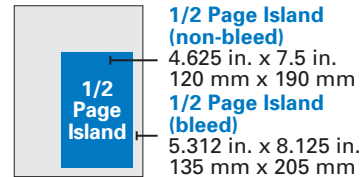
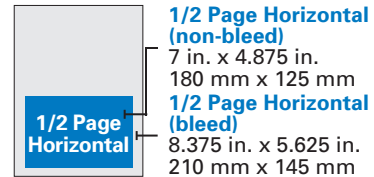
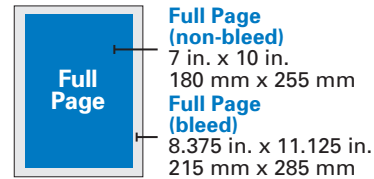
Prices are net and listed in US \$.

DEADLINES AND SPECIFICATIONS

In the OTC Show Newspaper, advertising positions can be changed out with different materials each day. All prices are not available for further discount and listed in US dollars. Only advertisers in both the OTC Show Newspaper and the Post Show Review are eligible for the Post Show Review Package Price.

CLOSING DATE FOR ADVERTISING IN THE OTC POST SHOW REVIEW IS MAY 15.

Trim size: 8.125 in. x 10.875 in.
(205mm x 275 mm)





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OTC.09

4-7 MAY :: RELIANT PARK :: HOUSTON, TEXAS USA



Fax this space reservation form, along with a copy of your purchase order instructions, and forward your advertising production materials to:

**OFFICIAL OTC
SHOW NEWSPAPER &
POST SHOW REVIEW**
Attn: Cheryl Willis
Advertising Production Dept.
2 Greenway Plaza, Ste. 1020
Houston, Texas 77046

Phone: +1 (713) 525-4633
Fax: +1 (713) 525-4615
Email: Cheryl.Willis@GulfPub.com



First right of refusal due by **December 15, 2008**

Reservations due by **February 16, 2009**

Materials due by **April 1, 2009**

Advertiser/Company Name _____

OTC Show Newspaper (all four days)

Position & Ad Size: _____

Price: _____

OTC Post Show Review

Position & Ad Size: _____

Price: _____

Both *BEST VALUE*

Position(s) & Ad Size(s): _____

Total Price: _____

I understand that Gulf Publishing will bill (my company) (my agency) upon publication.

Signature: _____

Company Information

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Agency Information

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Email: _____