

OIL & GAS BULLETIN



CONTACT US

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OIL & GAS BULLETIN

OVERVIEW

The Oil & Gas Bulletin is a specialised industry-based A3 colour newspaper supplement produced bimonthly by West Australian Publishers and distributed with the Mining Chronicle newspaper. Specially designed to meet the needs of the oil and gas sector in Australia, this exciting publication carries the latest news, exploration initiatives, projects and profiles of the companies and individuals who make up this dynamic sector.

Distributed to every major company and operation involved in the Australian oil and gas sector, this upmarket supplement will target all of the major decision makers in the exploration, production and subcontract operations throughout the petroleum and related industry groups. The Oil & Gas Bulletin is distributed free of charge with the Mining Chronicle newspaper providing the broadest possible target market for potential investors from two of the largest and most valuable resource sectors in the world. This publishing partnership represents the most cost effective means of promoting your products, services or investment potential to both of these dynamic industries that represent many of the largest purchasing groups in Australia.

CIRCULATION

More than 5,000 copies of the Oil & Gas Bulletin are distributed throughout Australia to over 300 active mine-sites, onshore sites, and offshore oil and gas platforms.

READERSHIP

The Oil & Gas Bulletin's distribution throughout Australia and Asia soars through bulk distribution to key resource conferences and exhibitions such as SEAOC, Oil & Gas Expo/Conference and Austrade developed expos.

The readership varies between 50,000 - 60,000 per issue.

Recipients include maintenance, offshore platform and exploration managers, administration personnel, purchasing officers, engineers and subcontract groups located at onshore and offshore operations. At onshore installations and the administration sections of head offices, it is common practice for both publications to be circulated amongst dozens of staff.

STATE DISTRIBUTION

The breakdown of state-by-state distribution figures closely reflects the level of resource operations (both mining, oil and gas) in each state.

Western Australia	59%	Victoria	1.5%
New South Wales	15%	Northern Territory	1.5%
Queensland	18%	Tasmania	1%
South Australia	3%	Overseas	1%

SUBSCRIPTIONS

Subscribers include various levels of upper and middle management, consultants and other professionals including HR personnel, stockbrokers and finance operations. Subscriptions are available at a cost of \$80 per annum (excluding GST) for 12 issues of the Mining Chronicle and 6 editions of the Oil & Gas Bulletin.

NEWSAGENCIES

Approximately 1,300 copies of the Mining Chronicle which includes the Oil & Gas Bulletin are distributed to newsagencies at a cost of \$4.40 per copy (including GST). The balance are distributed free of charge.

FLY-IN FLY-OUT

The Mining Chronicle, Minestyle and Oil & Gas Bulletin provide on-board reading on all mining, oil and gas charter flights for Skippers Aviation (WA), Skypac and Executive Airlines.

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ONLINE ADVERTISING

First came the Mining Chronicle newspaper, then the online news version. Now the Oil & Gas Bulletin is your premium online advertising resource to reach the key stakeholders you need for business success in the oil and gas sector – the big names and the up-and-comers.

Visit www.myresources.com.au and read the latest digital edition of the Oil & Gas Bulletin online!

REDWAVE

The Oil & Gas Bulletin, Mining Chronicle and Redwave Media have joined forces to offer a unique opportunity for advertisers to reach an even greater target market. The broadcasting services of Red FM, WAFM and The Spirit Network make up what is geographically the largest radio network in Australia. With nine commercial licences, Redwave Media's coverage stretches from Kununurra in the far north through to Bremer Bay in the south of Western Australia. The potential audience figures of the combined network are in excess of 346,000 people in mine sites, townsites, oil and gas platforms such as North Rankin, Cossack, Wandoo, and Goodwyn. Redwave Media offers you the opportunity to maximise your business potential throughout the vast state of Western Australia.

West Australian Publishers and Redwave Media are subsidiaries of West Australian Newspapers Ltd.

ADVERTISING RATES

OIL & GAS BULLETIN (an A3 newspaper)

ADVERTISEMENT	Size	Mono	Colour
2 col x 7.5cm	69mm x 75mm	\$545	\$732
2 col x 15cm	69mm x 150mm	\$1,089	\$1,392
4 col x 10cm	141mm x 100mm	\$1,271	\$1,573
1/4 page	122mm x 184mm	\$1,755	\$2,057
1/2 page	250mm x 184mm	\$1,997	\$2,371
Full page	250mm x 384mm	\$2,965	\$4,235
Double page spread	540mm x 384mm	\$5,445	\$7,865
7 col x 6cm strip		\$1,335	\$1,652

Inserts - \$605 per 1,000 inserts to a maximum of 3,500 nationwide.

SUBSCRIPTION

For \$80 per annum (excluding GST) receive 12 editions of the Mining Chronicle and 6 editions of the Oil & Gas Bulletin.

ONLINE ADVERTISING	Size (pixels)	Price per month	Share of voice
Mrec or Island	300 (w) x 250 (h)	\$550	50:50 basis
Over the Page (OTP)	500 (w) x 500 (h)	\$550	100% basis
Standard Banner	468 (w) x 60 (h)	\$300	50:50 basis

* creative/graphic design rates are \$120 per hour for design, management, communication and research.

* to download a pdf version of the Technical Ad Specification document go to: <http://www.thewest.com.au/default.aspx?ContentID=1429>

All prices are subject to 10% GST.
You will be invoiced upon publication.

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Publication Dates 2010

Issue name	Publication date	Booking deadline	Material deadline for finished artwork
1 February	2 February	20 November	4 January
3 April	30 March	12 February	26 February
5 June	1 June	13 April	30 April
7 August	27 July	11 June	25 June
9 October	21 September	6 August	20 August
11 December	16 November	1 October	15 October

Artwork Supplied Digitally/By Email

High-resolution CMYK PDF files are preferred. Please note, PDFs created using PDF Library from InDesign are not acceptable. PDFs must be Version 1.3 created using distiller settings.

Macintosh versions of InDesign CS4 (if you are supplying an InDesign file, all fonts and links need to be included, Quark Xpress 4.0, Adobe Illustrator CS4 (all text converted to outlines) or Adobe Photoshop CS4. Freehand & Illustrator eps files (text must be converted to outlines).

Pictures which have been digitised can be supplied as high resolution (300 dpi) EPS, TIF, or JPEG formats in Macintosh or IBM compatible versions.

Please note that:

- Due to 30% dot gain on the press, photos must be lightened off to compensate (black ink limit 80%).
- The total ink density must be no greater than 240%.
- All text must be a minimum of 12-point, unless it is 100% black, C,M or Y (to ensure legibility after print) and then the minimum can be 9-point.
- Any black elements should be created out of black ONLY, not four colour, ie. Make black (K) equal to 100 (or a tint of black) and the other three colours used in the printing process (C, M, Y) equal to zero.
- Images which contain a tint or photo should be scanned in at 175lpi/300dpi and images which are lineart (solid) should be scanned in at 600dpi.

If your supplied artwork does not adhere to these specifications, you may be asked to re-supply the material. If errors do occur when the advertisement is printed, please be aware that the final onus is upon you to follow our artwork requirements.

ALL ARTWORK SENT BY EMAIL THAT NEEDS TO BE RE FORMATTED FROM A DIFFERENT PROGRAM SHOULD BE ACCOMPANIED BY A FAX OF THE AD OR PDF FOR LAYOUT PURPOSES.

PLEASE DO NOT SUPPLY ANY EMAIL FILES THAT ARE LARGER THAN 20MB.

For further information, please contact our production department on 08 9482 3900 or email artwork@wapub.com.au