

WHY THE ROUGHNECK?



NORTHERN STAR
Communications Ltd.

The Roughneck magazine was founded in 1952 to help the service and supply sector of the oil and gas industry sell its products and services to a burgeoning industry.

The Roughneck addresses the issues of the day. Whether the news is political, technical, or recreational in nature, if it impacts the operational side of the oil business, The Roughneck finds out what is going on and, as importantly, who is doing it.

If your company's products and/or services have an application in the oilfields of Western Canada, depend upon **The Roughneck** as a cost-effective marketing tool.

Hundreds of companies have—for more than fifty-five years!

The Roughneck is...

- People-oriented; if you cover the people, you cover the industry.
- Directed at buyers in the upstream operations sector.
- A source for accurate technical coverage of industry operations each month.
- A source for hard news about the trends and economics of the oil industry and the people that keep it going.
- An oilfield service company providing marketing and communication services to other service companies.

THE *Roughneck*

We attend all Oil & Gas related trade shows

T. 403.263.6881

Toll Free:

1.800.526.4177

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www.theroughneck.ab.ca

THE *Roughneck* 2010 EDITORIAL LINEUP



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The Roughneck has been the voice of the Canadian oil community since 1952. The country's leading upstream trade publication, *The Roughneck* covers the people, places and companies in the exploration, drilling, completion and production sectors of the oilpatch.

Every month you can look forward to Up Front with Allan Fotheringham (Dr. Foth), Canada's best read political columnist; Help from the good folks at Canadian Industrial Paramedics; timely stats via Most Active Rig Operators and Rig Count; and, of course, Jokes (definitely not politically correct).

JANUARY DRILLING TOOLS AND SERVICES

Coverage will include techniques that enable drillers to deliver faster, cheaper, more productive wells. Specific areas of interest: rock bits, MWD and underbalanced drilling.

Space Deadline: January 1

Material Deadline: January 8

FEBRUARY FOCUS ON BRITISH COLUMBIA

We'll examine the potent B.C. oil and gas industry by profiling the people, companies and operation centres that drive this vital sector.

Space Deadline: February 5

Material Deadline: February 12

MARCH SAFETY & THE GREEN ISSUE

Safety has to be first and foremost in everything we do. Safety will be first and foremost in this issue. We'll also discover what it means to be green. This issue will be overprinted and distributed at the Petroleum Safety Conference in Banff in May 2010.

Space Deadline: March 5

Material Deadline: March 12

APRIL HORIZONTAL DRILLING

Our annual progress report on horizontal drilling will look at the increasing array of products and services used to reduce the cost and increase the effectiveness of horizontal and directional wells.

Space Deadline: April 2

Material Deadline: April 9

MAY GLOBAL PETROLEUM SHOW – NEW PRODUCTS, NEW IDEAS

This edition of *The Roughneck*, which will showcase new products developed by Canadian companies, will be distributed at the Global Petroleum Show, June 8 to 10 in Calgary. Innovation and originality will be featured.

Space Deadline: April 23

Material Deadline: April 30

JUNE SASKATCHEWAN OPERATIONS

We'll examine the dynamic Saskatchewan oil and gas industry and look at the people, companies and operations centres that supply it. Think Rider pride ... and much more.

Space Deadline: May 28

Material Deadline: June 4

JULY WELL SERVICING/WIRELINE/COILED TUBING

Our yearly survey of service contractors and the workovers, completions and repairs they perform is highlighted here. We will also take a look at the drilling sector through the eyes of the CAODC Chairman.

Space Deadline: June 25

Material Deadline: July 2

AUGUST WHO'S WHO

This edition of *The Roughneck* is used year-round as a reference directory by people and companies in the upstream industry. An ad in this issue receives a full 12-month exposure. In addition, this issue will be distributed at the Lloydminster Heavy Oil Show in September 2010.

Space Deadline: July 30

Material Deadline: August 6

SEPTEMBER PRODUCTION OPTIMIZATION

We'll investigate the equipment and services used to coax more oil and gas from reservoirs at the lowest cost possible. As oil and gas production generates the cash flow that keeps the industry running, production optimization is a key to financial success.

Space Deadline: August 27

Material Deadline: September 3

OCTOBER DRILLING

This issue will focus on drilling and drilling contractors and the support services that keep the "engine of the oilpatch" operating.

Space Deadline: September 24

Material Deadline: October 1

NOVEMBER GREAT PLAYS

From the brazen Bakken to the full Montney/Horn River, we'll find out what innovations are helping unlock buried treasures.

Space Deadline: October 29

Material Deadline: November 5

DECEMBER YEAR-END REVIEW/RUBBER ROCK BIT AWARDS

We'll lampoon those individuals whose contributions to the oilpatch are dubious at best with our annual RUBBER ROCK BIT AWARDS.

Space Deadline: November 26

Material Deadline: December 3

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THE *Roughneck* CIRCULATION STATEMENT (SEPTEMBER 2008)

Established in 1952, The Roughneck is a monthly look at the people, companies and technologies of the upstream industry. Frequency: 12 Times Yearly



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TRADE DISTRIBUTION

TOTAL

1. Service and supply companies	1,341
2. Exploration and production personnel of oil and gas companies	690
3. Oil and gas consulting engineers and geologists	528
4. Manufacturers and manufacturer's representatives	475
5. Drilling and well servicing contractors	354
6. Personnel in firms in engineering, construction and design of refineries, petrochemical plants, gas processing plants and pipelines	138
7. Technical departments of governments, universities, and research institutions	127
8. Pipeline companies and natural gas companies	89
9. Financial investment institutions	75
10. Refining and petrochemical company personnel	62
11. Personnel engaged in gas processing	37
12. Geophysical and geophysical drilling contractors	10
13. Other industries	492
14. Trade Show Distribution	5,500
TOTAL CIRCULATION	9,918

GEOGRAPHICAL BREAKOUT OF CIRCULATION

TOTAL

British Columbia	128
Alberta	4,016
Yukon, NWT, Nunavut	3
Saskatchewan	193
Manitoba	18
Ontario	27
Quebec	2
Atlantic Provinces	3
USA and other foreign	28
Trade Show Distribution	5,500
TOTAL CIRCULATION	9,918

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THE *Roughneck* RATE CARD



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GENERAL DISPLAY ADVERTISING RATES (all prices subject to GST)

TIMES	FULL PAGE	1/2 P	1/2 IS	1/3 P	1/4 P
1	\$1,455	\$840	\$970	\$690	\$550
3	1,390	785	900	630	500
6	1,295	746	850	590	475
9	1,210	725	830	555	445
12	1,160	700	800	525	420

COVERS (Non-cancellable)

FREQUENCY	1 TIME	3 TIMES	6 TIMES	9 TIMES	12 TIMES
Inside Front/ Back Cover	\$1,635	\$1,600	\$1,585	\$1,520	\$1,470
Outside Back Cover	1,720	1,685	1,630	1,570	1,500

COLOUR

Standard <i>(red, blue, green, yellow)</i>	\$250
Matching Colours <i>(PANTONE® and match colours)</i>	\$350
Four Colour Process	\$700
Four Colour Process, spread	\$1,100

PRODUCTION (if not supplied camera ready or on disk)

Full pg b/w	\$150
Full pg 4 colour	\$250
Half pg	\$75
Quarter pg	\$65

MECHANICAL REQUIREMENTS & SPECIFICATIONS

SIZE	WIDTH	HEIGHT
Page <i>(live area)</i>	4.5	6.75
Trim Size	5.375	7.375
Bleed Size	5.625	7.625
Insert	5.0	7.25
1/2 Page <i>(Island)</i>	3.5	5.0
1/2 Page <i>(Horizontal)</i>	4.5	3.0
1/2 Page <i>(Vertical)</i>	2.15	6.5
1/3 Page <i>(Horizontal)</i>	4.5	2.125
1/4 Page <i>(Horizontal)</i>	4.5	1.5
1/4 Page <i>(Vertical)</i>	2.25	3.0

AGENCY COMMISSION 15%

COMPUTER SPECIFICATIONS APPLICATIONS (Mac only):

Adobe InDesign CS2, Adobe Photoshop CS2,
Adobe Illustrator CS2

** We do not accept Microsoft Publisher, Excel or PowerPoint.

Possible Formats:

EPS (Mac only), TIFF (min. 300 dpi),
HIGH RES. JPG (min. 300 dpi),
PDF (CMYK, 300 dpi, fonts embedded).

Please note: GIF files and other images designed for use over the Internet are not high enough resolution for printing. For the best quality for your ad, please supply original photos or high-resolution images.

A pdf is considered camera ready and cannot be altered in anyway. For best ad quality please make sure the pdf is made according to our ad specifications.

ISSUANCE AND CLOSING DATES

- Published 12 times a year.
- Closing dates for orders - 1st Friday of the month of publication
- Closing dates for material - 2nd Friday of the month of publication
- Cancellation date - 1st of month of publication. Covers and special positions non-cancellable.

SUBSCRIPTIONS AND INFORMATION

- Subscription price: \$35.00 per year, \$55.00 for 2 years, \$70.00 for three years (Canadian subscription prices include GST), \$3.00 single copy, 45.00 USD per year for US and \$80.00 per year for Foreign.
- Other Northernstar publications: Propane Canada, Energy Processing Canada, The Roughneck Buy & Sell, The Roughneck Joke Book, The Canada Gas Plant Directory.
- Related services - Corporate brochures, promotional material, reprints, and all manner of printed material.
- All advertising accepted subject to approval by publisher. Publisher assumes no liability for error in or failure to include any advertisement beyond the value of the space used.

HEAD OFFICE AND MAILING ADDRESS

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