

ENERGY PROCESSING CANADA

NATURAL GAS
CRUDE OIL
SYNTHETICS

**50
YEARS**

MEDIA KIT 2018

WELCOME TO ENERGY PROCESSING CANADA MAGAZINE

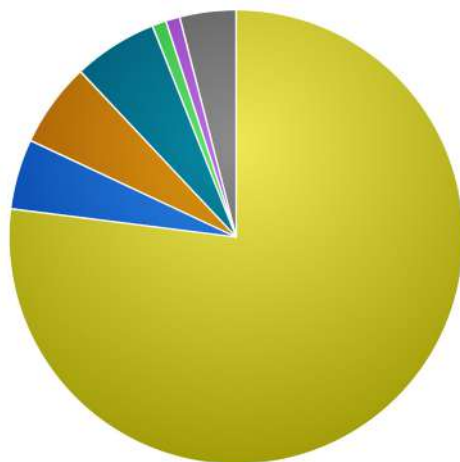
Energy Processing Canada has been the exclusive voice of the downstream oil and gas industry since 1968, a distinction held by no other publication. By downstream, we don't mean gas pumps and stations, but everything to do with the oil or gas molecule once it leaves the wellhead.

With thousands of readers, this monthly publication reaches the ready-to-buy decision-makers, you can't do any better than to include *Energy Processing Canada* in your media buy.

CIRCULATION

October 2017

GEOGRAPHICAL BREAKOUT OF CIRCULATION



77%	AB/NWT	1%	NL/PEI/NS/NB
5%	BC/YK	1%	US/Other Foreign
6%	SK/MB	4%	Trade Show Distribution
6%	QC/ON		

TRADE DISTRIBUTION

AVERAGE MONTHLY CIRCULATION IS APPROX.
6,740 Copies broken down as follows

Production, supply, marketing and management personnel- Oil and gas companies
Natural gas processing personnel
Refining, petrochemical and synthetic oil and gas processing personnel
Oil and gas pipeline and distribution company personnel
Consultants and engineering/contractors personnel engaged in design, construction and maintenance of gas processing plants, refineries, petrochemical plants, synthetic oil and gas plants and pipelines
Manufacturers & Distributors of Appliances Containers & Related Equipment and Services
Technical departments, governments, universities and research institutions
Financial and investment institutions
Others Allied to the Field

FIELDS SERVED

Hydrocarbon Fossil Fuel Processing Industry | Manufacturers and Allied Industries

METHOD OF DISTRIBUTION: Canada Post Corporation

SUBSCRIPTIONS & INFORMATION

FREQUENCY: 6 Times Yearly

CANADIAN: \$35 for 1 year | \$56 for 2 years | \$82 for 3 years **ONLINE:** \$25 for 1 year (prices include GST)

US: \$37 USD per year. **FOREIGN:** \$62 per year. **SINGLE COPY:** \$6 plus applicable taxes and shipping.

For more information on subscriptions as well as online subscription options visit our website at www.northernstar.ab.ca.

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 & MAILING ADDRESS: *Energy Processing Canada* 500-900 6 Ave SW, Calgary, AB T2P 3K2

P: 403.263.6881 | TF: 1.800.526.4177 | E: energy@northernstar.ab.ca | www.northernstar.ab.ca

Energy Processing Canada

has been the sole voice of the downstream oil and gas industry for 50 years.

If you're a producer, or supply a product that processes the hydrocarbon molecule after it leaves the ground, we will tell your story. If you're part of the multi-billion dollar processing side of the industry, whether you're involved in supplying gas plants, pipelines, oil sands operations, refineries, or LNG projects, we are the magazine of choice for both information dissemination and marketing reach.

In each issue, we celebrate those producers who have not only survived the past few years, but who have been able to find a way to thrive. Good management, good buying decisions, and smart acquisitions position these companies for further success, and we celebrate their achievements in the pages of Energy Processing Canada.

Check out our dynamic special features, and find the issue that works for you, or consult with our professional sales team to put together a package of advertising and editorial that gets you seen, and gets you business.

We have a number of product showcases through the year, and you are invited to display your newest, or perhaps brag about products that have become mainstays in the industry.

For the downstream supplier, we are able to reach the decision makers in the producer sector. If you're in sales, you know how hard it is to get in to see the supply chain manager, or the VP Projects. With Energy Processing Canada, we get to their desk every time.

For the best in hard copy and online promotion, pick Energy Processing Canada, the only downstream focused magazine in the industry.

2018 EDITORIAL LINEUP

JANUARY-FEBRUARY | GPAC ANNUAL YEAR IN REVIEW

Energy Processing Canada first conceived the **Year In Review** for its January-February 1989 issue. There were two associations at that time, the Canadian Gas Processors and Canadian Gas Processors Suppliers associations. We presented an essential annual report, featuring news and events from the 1988 association year.

Let's make this anniversary year of the GPAC Year In Review a publication to remember, with messages from members companies and a full recap of the activities of 2017.

PRODUCT SHOWCASE | VALVES, METERS, INSTRUMENTATION

You can't run a facility without proper control, flow, inventory, and actuation. This is why these three product segments are included in one dynamic package. New products and practical applications, case histories, and success stories will be included with your product offerings, making this issue a must-read for both engineers and producers.

PIPELINES TODAY | AUTOMATION

From central control systems at head or field office, to large metering facilities, and wellsite location of sensors and actuators, we will look at pipeline automation and the advances made to control flow in this critical environment.

SPACE DEADLINE: DECEMBER 15 | MATERIAL DEADLINE: DECEMBER 22

MARCH-APRIL | HEALTH, SAFETY, ENVIRONMENT, SECURITY

Workplace safety is part of our culture today, and it has become an integral part of any project undertaken in the oil and gas industry. We deal with safety issues in our editorial lineup all year, but this is a special focus edition that will deal with all issues related to safety. If you are a producer or a contractor, we'll relay your message, whether it be a product or a service, or an innovative way to keep your people safe, happy, and on the job. In an overall sense, we will be dealing with the environmental safety of the industry, as we all need to live on this planet, and we want to leave a green legacy while we provide for the current energy needs of the world.

PRODUCT SHOWCASE | PUMPS, MOTORS, COMPRESSORS

Another important element of the oil and gas supply chain are the products which move petroleum and derivatives from the wellhead to the processing facility, and beyond to the downstream markets. This issue also includes gas compression; the operation, maintenance, application, design, and build stages of a compressor facility.

PIPELINES TODAY | SAFETY

Tying in with the general theme of this issue, we will deal with specific aspects of pipeline safety, including testing of new and existing lines. NDT, valve safety, inspection, and continuous monitoring.

SPACE DEADLINE: FEBRUARY 12 | MATERIAL DEADLINE: FEBRUARY 20

MAY-JUNE | GLOBAL PETROLEUM SHOW - JUNE 12-14, 2018

This major international event is now a yearly show, starting in 2014, and this edition of Energy Processing Canada will be the one that goes to the show. We've had a booth at the GPS for many years, and will be your vehicle to get your company noticed. It is almost impossible to secure a booth if you have not participated before, but we over-print and distribute this issue at the show, to get you the coverage you need.

REFINING

Grass-roots refineries are being built in Canada, lessening our dependence on foreign refiners, and securing a better price for our oil and gas resources. Refining the molecule at home makes sense for the producer and the country, and we are moving ahead.

PIPELINES TODAY | NEW PRODUCTS

Building a pipeline is a complicated business, from securing permission from all stakeholder to final commissioning. It is not just about sticking pipe in the ground, and a vast array of products are needed to make any pipeline a success. Advertise those products here.

SPACE DEADLINE: APRIL 16 | MATERIAL DEADLINE: APRIL 23

2018 EDITORIAL LINEUP

JULY-AUGUST | FOCUS ON THE GAS PLANT

In talking with a principal at a mid-sized engineering firm in Calgary, he estimated that there was about \$10 billion in gas plant work being done in the Canadian market, from deep-cut build-outs to SAGD facilities and grass-roots gas plants.

There is a lot of current activity, but even without new construction there are billions being spent just to maintain the vast infrastructure that makes up the country's gas processing industry. We will focus on products and projects.

PIPELINES TODAY | PIPELINES & THE PRODUCER- THE CASH NEXUS

Producers build and maintain thousands of kilometres of pipelines to serve a particular field. The simple fact is they need to get product to market, and to do that they need to build tie-ins, which take the production from a single well in a field to a main line. They need to seek all the necessary approvals, find the money to build the line, and meter it properly so that they get paid. We will explore the nature of producer-owned pipelines, and discuss the relationship between the producer and the transmission company.

SPACE DEADLINE: JUNE 15 | MATERIAL DEADLINE: JUNE 22

SEPTEMBER-OCTOBER | OILSANDS & HEAVY OIL

From a fringe product developed at great cost by local producers, Canada's oilsands have become a world-class game changer. This is true for Alberta, for Canada, and for the hundreds of Canadian and international entities involved in the game. Production costs, transportation challenges, environmental concerns, misinformed press, and commodity differentials- regardless of these challenges, this bonanza is being brought to market, with millions more barrels per day slated over the next decade. We will fully explore the complex nature of this important energy sector.

PRODUCER PROFILE | SMALL CAPS

You're a publicly traded company, and this is a cash-intensive business. You hope to finance through cash flow, but that is not always possible. As a result, you need to tell your story to a whole range of potential investors. This is the perfect forum to reach those with money in the industry, both the producer and the downstream service sector.

PIPELINES TODAY | CONSTRUCTION- METHODS AND PROJECTS

Inherent in any pipeline is the fact that it covers so much area and that the topography is so varied. Pipeliners contend with a multitude of logistical challenges that do not exist for any other builder in the oil and gas industry, and we'll discuss the issues that are identified and dealt with.

SPACE DEADLINE: AUGUST 13 | MATERIAL DEADLINE: AUGUST 20

NOVEMBER-DECEMBER | CANADIAN ENGINEERING SERVICES DIRECTORY

We have long produced directories for the service end of the industry, but this directory is unique, and specific. In response to demand from both engineering firms and producers, we have decided to produce a comprehensive directory of engineering firms that do business in the Canadian oil and gas industry. Use this 5th Annual Directory as an effective sales tool for your company.

MAINTENANCE & TURNAROUNDS

Even if the industry was stagnant, money would still be spent on upgrading and maintaining the vast infrastructure that keeps product moving to a receptive market. When an industry is active, keeping operations running smoothly is even more important. Just as in a new plant, thousands of products need to be replaced on a regular basis, and we'll discuss maintenance issues, from breakdown to predictive.

PIPELINES TODAY | THE TRANSMISSION STORY

In this issue, we will focus on the major transmission companies in our industry. They work in a highly regulated environment, and they can't just raise line rates if they suffer a shortfall. The balance is delicate, and these majors are in the public spotlight all the time, even as they get pushed by the producer to expand line capacity. We'll focus on their issues, and on how they keep product flowing, sometimes against the odds.

SPACE DEADLINE: OCTOBER 15 | MATERIAL DEADLINE: OCTOBER 22

RATE CARD #163

GENERAL DISPLAY ADVERTISING RATE (all rates are subject to GST)

AD SIZE	1X		3X		6X	
	4 COLOUR	BW	4 COLOUR	BW	4 COLOUR	BW
FULL PAGE	\$3365	\$2415	\$3240	\$2290	\$3150	\$2200
2/3 PAGE	\$2840	\$1890	\$2790	\$1840	\$2735	\$1785
1/2 PAGE ISLAND	\$2630	\$1680	\$2575	\$1625	\$2525	\$1575
1/2 PAGE	\$2420	\$1470	\$2370	\$1420	\$2325	\$1375
1/3 PAGE	\$2025	\$1075	\$1975	\$1025	\$1920	\$970
1/4 PAGE	\$1790	\$840	\$1735	\$785	\$1710	\$760
1 COLOUR (Added to B/W base price) \$450 (Red, blue, green, or yellow) \$500 (Pantone® and Match colours)						

COVERS & SPECIALTY OPTIONS

(non-cancellable; includes 4 color process)

PLACEMENT	1X	3X	6X
INSIDE FRONT COVER	\$4040	\$3890	\$3780
INSIDE BACK COVER	\$3870	\$3725	\$3625
OUTSIDE BACK COVER	\$4205	\$4050	\$3940
GATE FOLD COVER	\$6500		
CUSTOM POSTER	\$4000		

PIPELINES TODAY ADVERTISING RATES

(all rates are subject to GST)

AD SIZE	1 COLOUR	4 COLOUR
FULL PAGE	\$2550	\$3050
1/2 PAGE ISLAND	\$1695	\$2100
1/2 PAGE	\$1525	\$1985
1/3 PAGE	\$1175	\$1585

AGENCY COMMISSION 15%

SPECIAL POSITIONS:

Guaranteed position 25% extra on earned space rate

COMPUTER SPECIFICATIONS APPLICATIONS:

Adobe InDesign CS4, Adobe Photoshop CS4, Adobe Illustrator CS4.

**** WE DO NOT ACCEPT Microsoft Word, Publisher, Excel or PowerPoint files.**

POSSIBLE FORMATS:

EPS, TIFF, JPG (min. 300 dpi), PDF (CMYK, 300 dpi, fonts embedded)

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

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

PRODUCTION CHARGES (if not supplied camera ready)

Full Page B/W\$150 Half Page.....\$75

Full Page 4 COLOUR\$250 Quarter Page ..\$65

GENERAL: 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. Existing contracts honoured at old rates. No contract to exceed a one year period.

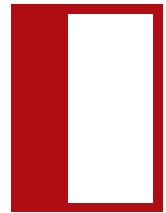
WEBSITE BANNER AD RATES

(all banner ads are full colour, 72 dpi, jpg format and are displayed at random for each refresh of a page)

CONTRACT	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR	SIZE (pixels)
TOP BANNER <small>top right side of each webpage</small>	\$350	\$950	\$1700	\$3000	380 X 75
SIDE BANNER <small>lower right side of each webpage</small>	\$300	\$800	\$1400	\$2600	191 X 300
PRODUCTION RATES (if not supplied camera ready or on disk)				\$150	



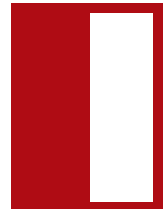
Full Page with Bleed
8.375" x 11.125"
Please keep all text within the image area 7.118" x 9.333"



2/3 Page Vertical
4.69" x 9.333"



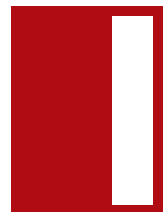
1/2 Page Island
4.69" x 7.0"



1/2 Page Vertical
3.476" x 9.333"



1/2 Page Horizontal
7.118" x 4.67"



1/3 Page Vertical
2.617" x 9.333"



1/3 Page Horizontal
7.118" x 3.11"



1/3 Page Square
4.67" x 4.67"



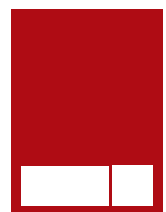
1/4 Page Vertical
3.476" x 4.67"



1/4 Page Horizontal
7.118" x 2.333"



1/6 Page Vertical
2.617" x 4.67"



1/6 Page Horizontal
4.69" x 2.333"
1/12 Page Square
2.617" x 2.617"

ADDITIONAL SERVICES

NORTHERN STAR PUBLICATIONS LTD.

Northern Star (NSP) is a privately owned publishing company founded in 1990. NSP publishes three oil and gas periodicals: *The Roughneck*, *Energy Processing Canada*, and *Propane Canada*. Together, our publications have a publishing history of close to 150 years.



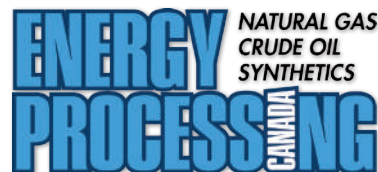
CUSTOM PRINT SOLUTIONS

Northern Star also prints sales brochures, acts as a broker for its subscriber base, designs all manner of print and advertising material, and assists in the marketing efforts of all companies related to the oil and gas industry. Call and talk to one of our sales reps about how we can make our custom print division work for you.



DIGITAL BANNER AD OPTIONS

Have your company banner ad advertising on our websites. This gives you added exposure and click throughs to your website.



NEWSLETTER

Get our free Roughneck weekly Newsletter at Roughneckmag.com. Subscribe Today!

