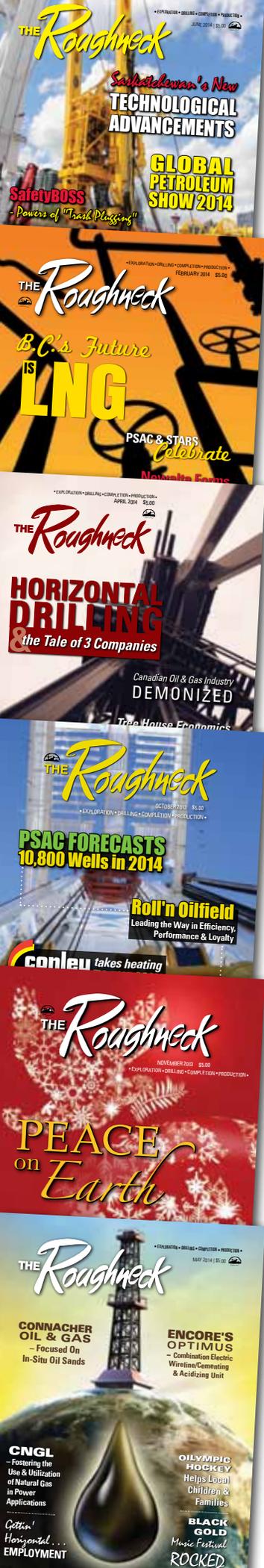




THE *Roughneck*

65+
years

MEDIA KIT 2017



WELCOME TO THE ROUGHNECK MAGAZINE

The Roughneck, which has been the voice of the Canadian oil and gas community since 1952, is now over 60 years young, but still the pint-sized magazine with attitude.

This 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 Association Corner, the latest from the Canadian Association of Oilwell Drilling Contractors (CAODC) and Petroleum Services Association of Canada (PSAC); timely stats via Most Active Rig Operators and Rig Count; and, of course, Jokes (definitely not politically correct).

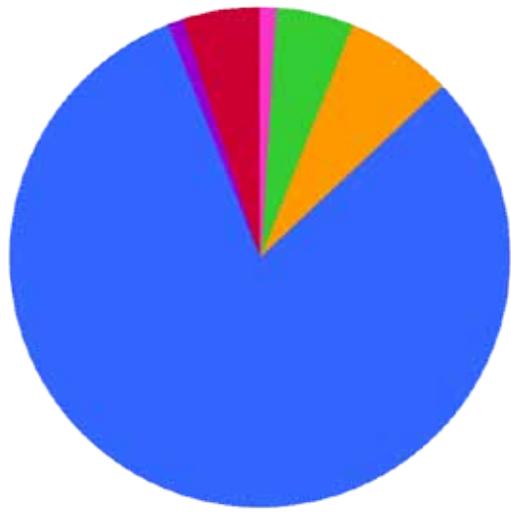
Look to our Editorial Lineup for what we have planned for 2016:

FOR 60+ YEARS COMPANIES HAVE RELIED ON THE ROUGHNECK!
 People-Oriented | Cost Effective | Directed at Buyers in the Upstream Operations Sector | Subscription-Based Distribution

CIRCULATION

September 2015

GEOGRAPHICAL BREAKOUT OF CIRCULATION



- 5% BC/YT
- 1% USA/Other Foreign
- 31% AB/NT
- 7% MB/SK
- 5% QC/ON
- 1% NL/PE/NS/NB

TRADE DISTRIBUTION

AVERAGE MONTHLY CIRCULATION IS APPROX. **6,600** Copies broken down as follows

30%	Service and supply companies
16%	Exploration and production personnel of oil and gas companies
12%	Oil and gas consulting engineers and geologists
12%	Manufacturers and manufacturers' representatives
10%	Drilling and well servicing contractors
10%	Other Industries
4%	Key personnel in firms related to engineering, construction and design of refineries, petrochemical plants, gas processing plants and pipelines
4%	Technical departments of governments, universities, research and financial institutions
2%	Refining and petrochemical company personnel

FIELDS SERVED

Drilling | Exploration | Production | Completion | Transportation | Marketing | Storage | Distribution | Other

METHOD OF DISTRIBUTION: Canada Post Corporation

SUBSCRIPTIONS & INFORMATION

FREQUENCY: 12 Times Yearly
CANADIAN: \$35 for 1 year | \$55 for 2 years | \$70 for 3 years (prices include GST)
US: \$45 USD per year. **FOREIGN:** \$80 per year. **SINGLE COPY:** \$5 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: The Roughneck 500-900 6 Ave SW, Calgary, AB T2P 3K2

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

INDUSTRY OVERVIEW

The Roughneck has been reporting on the upstream oil and gas industry since 1952, five years after Leduc #1 blew in. We turn 65 in 2017, but we're not showing our age. In fact, we are looking forward to telling the patch's side of the story for another 65 years.

By all accounts, the downturn that hit us in 2013 is the worst we have yet endured, but the resilient nature of our industry is evident in increased activity, pipeline approvals, and a moderation in oil output and subsequent higher and more stable prices.

We are an industry with lots of stamina, and we only need a little light to start planning for a brighter future. Companies with strong balance sheets are growing their businesses, and the companies that will emerge from this latest slump will be stronger and better positioned to survive and prosper.

We have an exciting lineup planned for the coming year, and we want to tell your story, boast of your successes, and tell the producer sector about you through a balanced combination of advertising and editorial.

Don't let the bean counters tell you that you should pull in your horns. Now is the time to celebrate your survival, your achievements, and your plans for growth into 2017 and beyond.

We've seen some publications come and go in the past couple of years, but our unique format and reach, into the entire North American producer and supply sector, make us the publication of choice for the industry.

Let's get out and make it happen, and don't forget the jokes!

READ ON AND ENJOY!

JANUARY | DRILLING TOOLS & SERVICES | CAMP ISSUE

Most companies prefer to grow through the drill bit rather than through acquisition, to the benefit of the entire industry. When the rigs are working, the whole industry prospers. In this issue we'll tell your stories, from challenges met to great successes in the field.

New technology to bring a well in cheaper, faster, and with better flows will all be dealt with, and the producers are taking heed. MWD, new guns, underbalanced, and better tools will all get a place in this important annual feature.

If you're a camp caterer, or an accommodation supplier, this is your chance to air your new product lines or your services, Camp amenities are what keep crews in the field, and without your help the producer would be stuck. With you, remote locations are no issue. We'll talk to the suppliers, transporters, service providers, and manufacturers to give our readers the real story behind those great meals and comfortable beds that keep people on the job.

SPACE DEADLINE: DECEMBER 11 | MATERIAL DEADLINE: DECEMBER 18

FEBRUARY | FOCUS ON BRITISH COLUMBIA | B.C. PROJECTS

Over the past couple of decades, British Columbia, and especially the northeastern portion of the province, has become a real powerhouse in the Canadian energy supply chain, with prolific discoveries of natural gas, liquids, and oil in fields like the Montney, Ring Border, Bullmoose, Horn River, Liard Basin, and Taylor.

We'll look at new projects, recent discoveries, and the prospects put forward by proposed LNG plants and pipelines in the province. If you're active in B.C., you need to be seen in this issue.

SPACE DEADLINE: JANUARY 4 | MATERIAL DEADLINE: JANUARY 11

MARCH | HEALTH, SAFETY, ENVIRONMENT

In an industry that works in extreme environments and remote locations, the safety of its workforce is paramount. We will profile companies who do an outstanding job of keeping our people and our work environment safe and functioning.

New products, new ideas, new ways of thinking. Any company promoting the well-being of the industry will want a place in this issue.

We will take the March edition to the annual Petroleum Safety Conference, May 3 to 5, 2016 to ensure maximum coverage of this key aspect of the oil and gas industry.

SPACE DEADLINE: JANUARY 27 | MATERIAL DEADLINE: FEBRUARY 3

APRIL | FOCUS ON SASKATCHEWAN/ NORTH DAKOTA- BAKKEN & BEYOND

From a have-not province to a major force in the country's economy, Saskatchewan has been booming, and the boom shows no signs of slowing down. Rich in natural resources, and these now include oil, especially as it relates to the Bakken. We'll focus on those companies which have made a natural phenomenon a national treasure. And we're not going to ignore our colleagues to the south, from Williston to Fargo. If you do business anywhere in the Bakken, we will reach out and tell your story.

Whether you're a producer utilizing the latest in fracking techniques, or a supplier making it possible for the producer to succeed, we'll tell the story of this modern economic miracle. Crescent Point, Lightstream, Spartan. These are just three of the public companies you would do well to own, along with a host of juniors making their bones.

SPACE DEADLINE: FEBRUARY 24 | MATERIAL DEADLINE: MARCH 2

MAY | DOWNHOLE TECHNOLOGY | NORTHERN EXPOSURE

You might be drilling a deep and complicated well on the eastern slopes, doing some infill drilling around Lloydminster, proving up a new field, or employing horizontal technology in any number of field locations. Whatever method you are promoting to the producer in the field, you need to tell them what you've got. This is a complicated business, and you know it best of all, the perfect company to advise on what works best in what field.

So much happens in the north, and we want to talk about it. Whether an oilsands play needs delineating, a heavy oil play is bringing on more barrels, or liquids rich gas has been discovered in central Alberta or northern B.C., we'll explore these plays and tell you about them. If you're active in the north, you need to tell the finders what you've got.

SPACE DEADLINE: MARCH 28 | MATERIAL DEADLINE: APRIL 1

JUNE | NEW PRODUCTS/ NEW IDEAS | THE GLOBAL PETROLEUM SHOW

Long an institution in the industry, and called the largest petroleum exhibitor showcase of its kind on the planet, The Global Petroleum Show became a yearly event in 2016. There is no better place to showcase your company and its range of products, and as usual The Roughneck is the place to advertise your presence. This is our most heavily used issue, as we distribute thousands of extra copies at our booth and throughout the show. This year's version goes from June 7-9, 2016.

What better issue to focus on new products, new ideas, and new technology than in this issue? If you've got a better widget, this is the place to advertise it.

SPACE DEADLINE: APRIL 22 | MATERIAL DEADLINE: APRIL 29

JULY | WELL SERVICING/WIRELINE

The name of the game is more bucks per well, and the service rigs are the ones who help the producer extract the maximum amount of molecules out of the ground. Whether you have a state of the art coiled tubing unit, or a whole fleet of wireline trucks, you're the one who keeps the decline rate at manageable levels. And if a well caves in, or needs more porosity, you're the one they call. If you have a new product, or simply want to tell everyone how well you've been doing the job for so many years, this is the place to do it.

SPACE DEADLINE: MAY 24 | MATERIAL DEADLINE: MAY 31

AUGUST | 25TH ANNUAL WHO'S WHO | THE LLOYD SHOW | MOVERS AND SHAKERS

This reference piece has been around for almost a quarter century, and it is the bible in the upstream industry. To every company that responds to our request for information, we provide a free listing, in specific industry categories, so that the producer and supplier can have a handy directory of products and services available in the industry. As one supplier who missed the deadline once remarked, "You ain't ----t if you ain't in the directory!" We also offer enhanced listings with logos and full page advertising opportunities for those who want to stand out.

As part of the Who's Who, we also profile "Industry Energizers", a snapshot of those individuals and the companies they run, and why they're so important to the industry. Contact us and we'll supply more information. Membership in this club is limited, so get your request in early.

SPACE DEADLINE: JUNE 20 | MATERIAL DEADLINE: JUNE 27

SEPTEMBER | COILED TUBING | PRODUCTION OPTIMIZATION

From a novelty in the 80s, coiled tubing units now roam the prairies and foothills of the patch, going places and performing minor miracles in a bid to keep the industry running at peak efficiency. We'll explore latest developments, and profile the most active players in this competitive field of operations.

If you have a well on steep decline, there is often a simple expedient to get it running at full potential again. Whether it's a new perforating gun you've used with success, or simply new and more efficient designs to provide superior lift, we will tell that story. Wells are expensive to drill, and abandonment is sometimes more expensive, so you need to get the most out of each investment. Let the producer know how it's done.

SPACE DEADLINE: JULY 25 | MATERIAL DEADLINE: AUGUST 2

OCTOBER | DRILLING | CONTAINMENT

As has been mentioned before, the life blood of the industry is its ability to replenish its reserves through the drill bit. We have some of the largest and most efficient fleets in the world, and they constantly prove their worth, both at home and abroad. Big or small, the companies that spend the big bucks on rigs to bring in the wells for their producers are captains in the industry. Tell the world what you're doing, and how you're doing it. We'll tell the story, and everyone will be listening.

Whether it's a simple mud tank on a rig, or a vast containment structure used as storage in a fracking operation, these portable containment structures are integral to the industry. Those companies have stuck their necks out, investing in the business they love, and they're constantly improving their product offerings. Flameless heaters, new materials, and minimizing environmental impact, this is all part of our coverage.

SPACE DEADLINE: AUGUST 24 | MATERIAL DEADLINE: AUGUST 31

NOVEMBER | PRODUCER FEATURE | GREAT PLAYS

Billions of dollars worth of investment is put into play by those producers who go out and try to find the molecules by which the oil and gas industry survives and thrives. We'll take a look at the micro-caps, and the small caps, and we'll also talk to the guys looking for elephants. Whether they're chasing thousands or tens of barrels a day, they all have a story to tell. This is a good issue to be in, as they like to see themselves in print, and they will be seeing your message at the same time.

Part and parcel to this producer feature is a focus on great plays over the year. What made them great is a combination of innovative thinking, creative geology, and the service companies who put in the field work to make it happen. It's a good issue to be seen in.

SPACE DEADLINE: SEPTEMBER 23 | MATERIAL DEADLINE: SEPTEMBER 30

DECEMBER | TRANSPORTATION | 31ST ANNUAL RUBBER ROCK BIT AWARDS | CHRISTMAS WISHES

The industry needs to get where the action is, and the transportation side of the upstream oil and gas industry keeps the rigs and the service vehicles moving to the site. Whether it's a monster haul over long distance, a rig move, or the timely delivery of a hot shot specialist, we'll cover the transport of men and materials to keep this industry turning a wheel. If you have a move you'd like to brag about, this is the place to do it.

For 31 years, we've been turning our attention to government, companies, or individuals who have made a dubious contribution to the oil and gas industry. There are no sacred cows here. If you don't understand the industry, have made a move against it, or have acted in haste without full information, our readers will hear about it in cartoon form. Over 30 years, a large contingent of the best editorial cartoonists in the field have contributed their graphics to our ideas, and the results have been outstanding, if not always comfortable for those lampooned.

If you want to wish your customers and staff the very best of the Christmas season, we're the industry format for just such a greeting. This Yuletide tradition gives you a chance to say thanks to those that matter to your business, whether they give you money or make you money.

SPACE DEADLINE: OCTOBER 25 | MATERIAL DEADLINE: NOVEMBER 1

**THE ROUGHNECK
GIVING ATTITUDE
SINCE 1952**

GENERAL DISPLAY ADVERTISING RATE <small>(all rates are subject to GST)</small>										
AD SIZE	1X		3X		6X		9X		12X	
	4 COLOUR	BW								
FULL PAGE	\$2155	\$1455	\$2090	\$1390	\$1995	\$1295	\$1910	\$1210	\$1860	\$1160
2/3 PAGE	\$1850	\$1150	\$1790	\$1090	\$1720	\$1020	\$1670	\$970	\$1630	\$930
1/2 ISLAND	\$1670	\$970	\$1600	\$900	\$1550	\$850	\$1530	\$830	\$1500	\$800
1/2 PAGE	\$1540	\$840	\$1485	\$785	\$1446	\$746	\$1425	\$725	\$1400	\$700
1/3 PAGE	\$1390	\$690	\$1330	\$630	\$1290	\$590	\$1255	\$555	\$1225	\$525
1/4 PAGE	\$1250	\$550	\$1200	\$500	\$1175	\$475	\$1145	\$445	\$1120	\$420

1 COLOUR (Added to B/W base price) \$250 (Red, blue, green, or yellow) \$350 (Pantone® and Match colours)



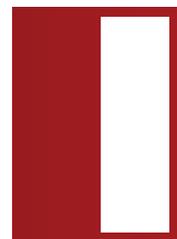
Full Page with Bleed
5.625" x 7.625"
Please keep all text within the image area 4.5" x 6.75"



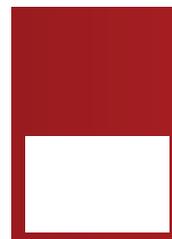
2/3 Page Vertical
3.0" x 6.75"



1/2 Page Island
3.5" x 5.0"



1/2 Page Vertical
2.15" x 6.75"



1/2 Page Horizontal
4.5" x 3.0"



1/3 Page Vertical
1.5" x 6.75"



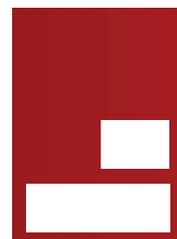
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4.5" x 2.125"



1/3 Page Square
3.125" x 3.0"



1/4 Page Vertical
2.15" x 3.0"



1/4 Page Horizontal
4.5" x 1.5"
1/8 Page Horizontal
2.15" x 1.5"

COVERS & SPECIALTY OPTIONS <small>(non-cancellable; includes 4 color process)</small>					
PLACEMENT	1X	3X	6X	9X	12X
INSIDE FRONT/BACK COVER	\$2335	\$2300	\$2285	\$2220	\$2170
OUTSIDE BACK COVER	\$2420	\$2385	\$2330	\$2270	\$2200
2 PAGE SPREAD	\$4500	\$4350	\$4140	\$3950	\$3835
GATE FOLD COVER	\$6500				
CUSTOM POSTER	\$4000				

CORPORATE & ANNIVERSARY PROFILES	
FULL PAGE	\$2694
2/3 PAGE	\$2313
1/2 ISLAND	\$2088
1/2 PAGE	\$1925
1/3 PAGE	\$1738
1/4 PAGE	\$1563

MECHANICAL REQUIREMENTS & SPECIFICATIONS		
SIZE (Inches)	WIDTH	HEIGHT
PAGE (Live Area)	4.5	6.75
TRIM SIZE	5.375	7.375
BLEED SIZE	5.625	7.625
2/3 PAGE (Vertical)	3.0	6.75
1/2 PAGE (Island)	3.5	5.0
1/2 PAGE (Vertical)	2.15	6.75
1/2 PAGE (Horizontal)	4.5	3.0
1/3 PAGE (Vertical)	1.5	6.75
1/3 PAGE (Square)	3.125	3.0
1/3 PAGE (Horizontal)	4.5	2.125
1/4 PAGE (Vertical)	2.15	3.0
1/4 PAGE (Horizontal)	4.5	1.5
GATE FOLD COVER (2 Panel)	10.625	7.625
GATE FOLD COVER (3 Panel)	16.0	7.625
POSTER	11.25	17.25

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 any way. 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 <small>(all banner ads are full colour, 96 dpi, jpg format and are displayed at random for each refresh of a page)</small>					
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 <small>(if not supplied camera ready or on disk)</small>				\$150	



ADDITIONAL SERVICES

NORTHERN STAR PUBLICATIONS LTD.

Northern Star (NSP) is a privately owned publishing company founded in 1990. NSP publishes four oil and gas periodicals: *The Roughneck*, *Energy Processing Canada*, *Propane Canada* and *The Roughneck Buy & Sell*. Together, our publications have a publishing history of close to 150 years. In 2010 we took our longtime print based *Gas Plant Directory* and went digital. *The Canada Gas Plant Directory* can now be accessed by going to gasplantdirectory.com.



THE CANADA GAS PLANT DIRECTORY

is compiled for use by the North American gas processing industry. This directory strives to provide industry personnel with the most accurate and timely information related to Canada's gas plants.

- Searchable online database
- Over 1200 gas processing plants and compression facilities.
- Searching of 22 Custom Fields
- Key Contacts
- ERCB Reference Data
- Printable Reports with Maps
- GIS Layers available for download



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 today about how we can make our custom print division work for you.



BANNER AD OPTIONS

Have your company banner or banner ad advertising on our website. This form of online advertising entails embedding an advertisement onto our web page. It is intended to attract traffic to a website by linking to the website of you the advertiser.

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SINCE 1952**

**START YOUR
MARKETING
PROGRAM
TODAY!**

