

internet & magazine

PETROLEO

INTERNACIONAL

A B2Bportales Publication

Total access to the
LATIN AMERICAN
Oil and Gas Industry



Media Planner 2009

www.petroleo.com/mediakit

 **BPA**
WORLDWIDE
BUSINESS

 **B2BPORTALES**
A CARVAJAL COMPANY

4 Ways to Deliver Top Quality Content...



- 6 Issues per year
- 10,300+ BPA Worldwide Audited subscribers
- Pan regional Coverage in Latin America: Mexico, Central & South America and the Spanish Caribbean
- 66-years serving the Latin American oil & gas industry



- 6 Issues per year
 - 1,280+ average unique visitors per issue
 - 29,370+ average page-views per issue
 - 140+ average click-throughs per issue
- * Stats from Feb - Sep '08



- 24 biweekly issues per year
 - 2,870+ average unique visitors per issue
 - 5,100+ average page-views per issue
 - 1,510+ average click-throughs per issue
 - Click-through rate (CTR): 30%
- * Stats from Jul 07 - Jun '08



- 14,180+ subscribers
 - 12,680+ average unique visitors per month
 - 16,000+ average total visits per month
 - 42,000+ average page-views per month
- * Stats from Jan '08 - Sep '08

...ONE TRUSTED SOURCE OF INFORMATION!

"I think that the information published is very important, since we need to know about new technologies to increase production and be competitive in the market."

Jaime Cortazar Arias.
Project Coordinator
Instituto Mexicano Del Petroleo, Mexico

"Petroleo Internacional is a magazine with highly technological content of interest to oil and gas industry professionals. It has very interesting and actual topics."

Juan Carlos Isaza
Geologist, Bureau Veritas Colombia Ltd.
Oil and Gas Division, Colombia

"I look for published articles and/or advertisements about equipment, and always find them in Petroleo Internacional or in www.petroleo.com."

Dante Rivarola
Corporate Manager
Petroperu, Peru

"The magazine is very good, and normally after reading it I pass it to other colleagues."

Daniel Luis Galarza
Coordinator
Oil M&S S.A, Argentina

Month/Issue	Closing Date	E & P	Pipelines & Infrastructure	Industry Perspective	Management & Operations	Special Feature	Event Coverage and/or Bonus Distribution
Feb/Mar 68-1	Jan 16/09	*New major field discovery challenges	*Corrosion Prevention	*Annual Review and Forecasts	*Environmental Challenges in Offshore Operations	Annual Directory of Distributors	IADC/SPE Drilling Conference '09 Amsterdam, The Netherlands March 17-19, 2009
Apr/May 68-2	Mar 13/09	*Offshore Production	*Automated Remote Pipeline Operations	*Non Conventional Energy Sources	*Reserve Calculation Methodologies	OTC Gallery	Offshore Technology Conference'09 Houston, Texas, USA May 4-7, 2009
Jun/Jul 68-3	May 15/09	*Well Stimulation Technologies	*Transportation And Storage	*A Latin American Perspective of Peak Oil	*Automated Production Operations	World Petroleum Show Gallery	Latin American Petroleum Show '09 Maracaibo, Venezuela June 16-18, 2009 Brasil Offshore '09 Macaé, Brazil June 16-19, 2009
Aug/Sep 68-4	Jul 17/09	*Pressure and Temperature Management	*Facilities Lifecycle Management Software	*Industrial Certifications and Standards for the Oil and Gas Industry	*Remote Facility Maintenance	Annual Buyer's Guide	24th World Gas Conference '09 Buenos Aires, Argentina Oct 05-09, 2009
Oct/Nov 68-5	Sep 14/09	*New Technologies in Well Drilling Fluids	* Pump And Power Generation Technology	*Workplace Safety in the Petroleum Industry	*Human Resource Management in The Oil Industry	Corporate Profiles	ISA Expo '09 Houston, Texas, USA October 6-8, 2009 Petroleum Exhibition of Mexico '09 Villahermosa, Mexico November 3-5, 2009
Dec '09/Jan '10 68-6	Nov 09/09	*Seismic Technologies	*Welding Technologies	*Biofuels Impact Evaluation	*Revaluation of Existing Field Oil Reserves	Alternative Energy Supplement	

A. PRINT AD SPECS

Resolution: 300 ppi (pixels per inch)
Color: CMYK
Fonts: Subset Embedded 100%. Natives Files should be sent with the fonts used or the fonts converted into curves.
OPI: Do not use OPI (Open Prepress Interface)
Acceptable software and file media: Photoshop, InDesign, QuarkXpress, Page Maker, Illustrator, Acrobat Professional. You can upload your files into our FTP site, please compress the fonts, or send them in CD/DVD.
For FTP instructions please contact:
production@b2bportales.com

AD SIZES	cm	Inches
Double page spread (Trim size)	41 x 27.5 cm	16 5/16" x 10 27/32"
1 Page (Trim size)	20.5 x 27.5 cm	8 1/16" x 10 27/32"
1/2 Vertical	8.6 x 25.5 cm	3 3/8" x 10 1/32"
1/2 Horizontal	18.5 x 12.7 cm	7 1/16" x 5"
1/2 Island	11.8 x 19.1 cm	4 5/8" x 7 1/2"
1/3 Vertical (1 column)	5.7 x 25.5 cm	2 1/4" x 10 1/32"
1/3 Horizontal (3 column)	18.5 x 8.6 cm	7 1/16" x 3 3/8"

AD SIZES	cm	Inches
1/3 Square (2 column)	11.8 x 12.7 cm	4 5/8" x 5"
1/4 Vertical (1,5 column)	8.6 x 12.7 cm	3 3/8" x 5"
1/4 Horizontal (3 column)	18.5 x 6.5 cm	7 1/16" x 2 3/8"
1/4 Square (2 column)	11.8 x 9 cm	4 5/8" x 3 9/16"
1/6 Vertical (1 column)	5.7 x 12.7 cm	2 1/4" x 5"
1/6 Horizontal (2 column)	11.8 x 6.5 cm	4 5/8" x 2 3/8"
Export Showcase	6 x 8.7 cm	2 3/8" x 3 7/16"

Safety Margins for Full Page bleed ads: Must be increased at least +1/4" (or +0.5 cm) from trim size on all sides. Texts must also be at least -1/4 (or -0.5 cm) from the trim size for a safety margins.

B. INTERNET AD SPECS

Portal Header Banner: 468x60 pixels, max weight 20K
Newsletters Header Banner: 468x60 pixels, max. weight 20K
Regular or Newsletter Banner: 150x60 pixels, max. weight 10K
Please include "clicktag" and "getURL" code

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Latin America's Oil Industry
Publication for 66 years!

YOUR TOTAL COMMUNICATIONS PARTNER IN LATIN AMERICA!

Print Magazine

Top-quality technical and business content delivered 6X per year to 10,312 BPA audited oil & gas professionals across 20 countries in Latin America!.

E-Magazine

Reach an increasing number of internet savvy subscribers who find in our digital magazine a more dynamic and interactive reading experience. Deploy powerful messages that include Flash animated ads with optional voice messages, add video messages to your ads and/or enhance your lead capture via live URL and email links in your print ads.

E-Mail Advertising

Reach all or a targeted segment of our subscriber list via **"personalized"** email messages. Capture qualified online sales leads via the inclusion of live links or reply options that generate call-to-action.

E-Showrooms

NEW VIDEO OPTIONS!

Create a fully customized mini-site to cater specifically to Latin America by featuring the product portfolio chosen for the region and by communicating to this market in the local language spoken: Spanish and/or Portuguese. The Showroom features up to 30 products including photos or **videos**, brief descriptions and downloadable spec-sheets per product; a trade show calendar page; a newsroom page to feature up to 5 press releases; a company profile page including a history of your company, a photo or optional **video** and contact information that includes your entire Latin American sales network; and an RFI/RFQ module that captures all the needed information for proper lead follow-up.

"Personalized" Magazine Covers

Reach all or a targeted segment of our subscriber list with a **"personalized"** message in the cover of the magazine. This product includes a **"personalized"** inside-front cover ad, both featured on a twin-cover overlaid on top of the magazine covers to reach your selected audience.

"Personalized" Info-Letters

Produce 4-color one-to-one marketing pieces using the power of **"personalization"**, and deliver them inserted in the magazine to a selected audience, based on the subscriber's title, country and company activity and/or size.

Product Catalog Inserts in Spanish

A turn-key solution to create powerful and fully customized product catalogs to cater specifically to the Latin American markets. The service includes translation, production layout, printing and distribution of the product catalog. Distribute your catalog to the full circulation or to a targeted audience, based on your company needs.

Overruns are available for collateral marketing activities.

Market Research Services

Instant Research allows you to uncover unique market opportunities in the region by launching E-market surveys among our entire subscriber list, or to a targeted segment based on your needs. **Instant Research** will help you better understand your company's position in Latin America by implementing Branding, Market Share and/or Buying Intention surveys, customized to the specific needs of your company.

For detailed information on our product portfolio contact your Sales Representative or visit:

www.petroleo.com/productcatalog

A. PRINT AD RATES (GROSS)

4-COLOR DISPLAY RATES	12X	6X	3X	1X
Full page	\$4,410	\$4,650	\$4,800	\$ 5,030
2/3 Page	\$3,200	\$3,310	\$3,430	\$3,660
1/2 Page Island	\$2,910	\$3,030	\$3,140	\$3,310
1/2 Page	\$2,670	\$2,800	\$2,900	\$3,030
1/3 Page	\$1,810	\$1,920	\$2,030	\$2,100
1/4 Page	\$1,540	\$1,580	\$1,650	\$1,700
1/6 Page	\$1,230	\$1,300	\$1,320	\$1,410
2 Page Spreads	\$6,640	\$7,000	\$7,240	\$7,590

OTHER COLOR COMBINATIONS	PMS	3C or less
Applicable markup/discount	+10%	-10%

SPECIAL POSITION RATES (Including 4-Color Charges)	12X	6X	3X	1X
Inside Front Cover	\$5,520	\$5,810	\$6,000	\$6,290
Inside Back Cover	\$5,300	\$5,590	\$5,760	\$6,050
Back Cover	\$5,740	\$6,040	\$6,250	\$6,550
Center Spread (Earned rate plus)	\$540	\$570	\$590	\$610
Other positions (Earned rate plus)	\$180	\$190	\$200	\$210

PRODUCT/SERVICE GALLERY UNITS	Price/Unit
Display Advertisers	\$560
Non-Advertisers	\$1,000

EXPORT SHOWCASE UNITS	4+ Units	2-3 Units	1 Unit
50 word description of your catalog or website & 4-c photo (Price per unit)	\$1,120	\$1,190	\$1,240

B. INTERNET AD RATES (GROSS)

DIGITAL MAGAZINE (Rates per Issue per Unit)	6X*	3X*	1X
Theme Tab	\$90	\$110	\$130
Flash animated ads	\$360	\$380	\$400
Digital Magazine sponsorship	\$500	\$530	\$560
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100	\$120

SHOWROOM*	12Mo.	6Mo.
(Banner: max size 770x80 pixels / 50k animated gif file)*		
Basic Showroom	\$450	\$550
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100
Set up Fee (one time charge)	\$300	

HEADLINE ANIMATED BANNERS*	12Mo.	6Mo.	3Mo.
(468 x 60 Pixels / 12K)			
Headline banner	\$270	\$355	\$450

SPECIAL BUYER'S GUIDE ADVERTISING			
ALPHABETICAL LISTINGS	1X		
Yellow Highlighting	\$170		
4-Color Logo	\$250		
PRODUCT CATEGORY LISTINGS (Price per Unit)	6+ Ads	3-5 Ads	2-1 Ads
Platinum Listing Package	\$910	\$970	\$1,030
Gold Listing Package	\$650	\$680	\$720
Silver Listing Package	\$300	\$320	\$340

DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL	Price/Unit
"Personalized" Magazine Covers + Inside Front Cover ad	\$2.45
"Personalized" Info-Letter (2-sided): Standard / 4C / 90 gram / 100% variable digital print & postage	\$1.50
"Personalized" Info-Letter (1-sided): Standard / 4C / 90 gram / 100% variable digital print & postage	\$0.90
Inserts (turn-key): 4-Page / 4C / 90-gram / standard / translation / layout / printing / postage & handling	\$1.00
Inserts (mailing only): 4-Page / 4C / 90 gram / standard / postage & handling	\$0.33
1/2 Wrap-around over cover glued to advertisers' ad	\$0.65

CD/DVD INSERTS WITH OPTIONAL "PERSONALIZATION" OF PAPER JACKET	Price/Unit
CD - Includes CD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$3.05
CD - Includes CD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$8.25
DVD - Includes DVD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$6.64
DVD - Includes DVD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$11.84

SIDE BANNERS*	12Mo.	6Mo.	3Mo.
(150 x 60 Pixels / Animated = 6K / Static = 3K)			
Side banner	\$135	\$190	\$250

NEWSLETTER ADVERTISING*	24X	12X	6X	3X
(Banner Sponsorship)				
Headline & Subject (468x60 pixels/12K Animated)	\$315	\$380	\$450	\$530
Message Body (150x60 pixels / 6K Animated or 3K Static)	\$245	\$270	\$325	\$380
Supplier News Modules (Include logo, title, text, photo and contact info)	\$245	\$270	\$325	\$380

E-MAIL ADVERTISING	
E-mail Advertising	\$0.45 Per e-mail delivered
Setup Fee (one-time):	\$100
Distributor e-mail blast	\$750 Includes setup

* FULL PAYMENT MUST BE RECEIVED BEFORE LAUNCH OF INTERNET ADVERTISING PROGRAM
A 20% SURCHARGE WILL BE APPLIED FOR NON-PRINT ADVERTISERS

BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

Geographical Breakdown

North America	BPA	ACT%
United States Of America	154	1.5%
Mexico	1,950	18.9%
Subtotal	2,104	20.4%
Caribbean		
Cuba	85	0.8%
Dominican Republic	10	0.1%
Puerto Rico	36	0.3%
Trinidad And Tobago	7	0.1%
Subtotal	138	1.3%
Central America		
Costa Rica	49	0.5%
El Salvador	12	0.1%
Guatemala	29	0.3%
Honduras	12	0.1%
Nicaragua	8	0.1%
Panama	26	0.3%
Subtotal	136	1.3%
South America		
Argentina	1,727	16.7%
Bolivia	308	3.0%
Brazil	404	3.9%
Chile	266	2.6%
Colombia	1,767	17.1%
Ecuador	438	4.2%
Paraguay	24	0.2%
Peru	1,222	11.9%
Uruguay	76	0.7%
Venezuela	1,702	16.5%
Subtotal	7,934	76.9%
Grand Total	10,312	100.0%



Source:
BPA Worldwide
June 2008 Statement

**Number of registered
e-mail addresses:
17,067+**

Business/Industry

	Total Qualified	Percent of Total
Major integrated OIL-GAS company	1,162	11.3%
National/state OIL-GAS company	2,070	20.1%
Independent OIL-GAS producer	762	7.4%
Engineering contractor	971	9.4%
Equipment manufacturer-distributor	1,208	11.7%
Supply company	1,145	11.1%
Oil service company	2,040	19.8%
Consultant-consulting firm	149	1.4%
Government Agency	194	1.9%
Professional association	518	5.0%
Others Allied to the Field	93	0.9%
Total Qualified Circulation	10,312	100.0%

PETROLEO INTERNACIONAL is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 13 magazines and web portals covering several sectors. B2Bportales' Latin American BPA-audited databases reach over 190,000 key professionals from Mexico down to Argentina. Its parent company, Carvajal S.A., is a 105 year-old Latin American multinational leader in publishing, printing and packaging, with over 20,000 employees in 17 countries. For more information, visit www.b2bportales.com.

For more information on Petroleo internacional visit www.petroleo.com/mediakit/sales_reps

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