

Gulf Publishing Company
Upstream/Downstream Software Reference Guide
Material Submission Instructions
& Mechanical Specs
 Please call 713/520-4449 when ready to provide ad materials,
 logo and listings.



ALL ADVERTISERS

Each listing includes the following company information plus product information

Company Logo (full-color process)

Company logo must be high-resolution (300 dpi or greater, CMYK, all fonts embedded); electronic file format: PDF, .jpeg, .tif or .eps; dimensions: 1.75" wide x .75" high.

Company Contact Information

Corporate address, phone #, fax #, toll-free #, contact e-mail address, website address, and official contact person & corresponding job title.

Company Biography

Company profile (up to 50 words) may include any information successfully describing the company and its technological capabilities, focus, services and offerings.

Software Product and Service Description/s

Up to 200 words.

Sections and Categories

Using the Index or Table of Contents as a guide (or visit online Reference at www.gulfpub.com/gpc), choose the categories within sections where your complete listing will appear (or programs appropriate to the category).

DISPLAY ADVERTISERS

All ad materials should be supplied in digital file format such as Acrobat PDF (300 dpi, binary, CMYK, all fonts embedded) or professional layout program.

Dimensions:

1 page standard	7" x 10" (180 mm x 255 mm)	Plus ten programs & category listings
1 page, bleed	8-3/8" x 11-1/8" (210 mm x 285 mm)	" " " "
1/2 page horizontal	7" x 4-7/8" (180 mm x 125 mm)	Plus five programs & category listings
1/2 page island	4-5/8" x 7-1/2" (120 mm x 190 mm)	" " " "
1/3 page vertical	2-1/4" x 10" (55 mm x 255 mm)	Plus four programs & category listings
1/3 page square	4-5/8" x 4-7/8" (120 mm x 125 mm)	" " " "
1/4 page	3-3/8" x 4-7/8" (85 mm x 125 mm)	Plus three programs & category listings

**Complete listings include company logo, bio and contact information plus product descriptions.
 Company bio and description limited to 250 words within each category.**

2008 Upstream / Downstream Software Reference Space Reservation Form

**WHEN EVERY MARKETING DOLLAR COUNTS, SPEND IT WISELY –
WITH AN AD IN UPSTREAM/MIDSTREAM/DOWNSTREAM SOFTWARE REFERENCE**

Need a cost-effective way to showcase your latest software and technology solutions for all segments of the petroleum industry? Gulf Publishing Company's *Upstream/Midstream/Downstream Software Reference* will give you the coverage and bonus exposure you have been looking for to reach a total readership of 50,000+ worldwide. This invaluable reference guide publishes twice a year (March and September) and distributes to *World Oil's* and *Hydrocarbon Processing's* selective circulation of those in the industry who purchase or specify software products and services. The reference guide is also distributed at dozens of industry trade shows during the year and available, in html format (www.gulfpub.com/gpc/), from Gulfpub.com and also WorldOil.com as well as HydrocarbonProcessing.com, enabling thousands of decision-makers who visit these websites daily to directly link to your company website and e-mail address!

To reach this highly specialized target audience, reserve your ad copy today. The full-color guide includes an index referencing industry software companies within categories and highlighting each participating company.

Issuance & Closing

Spring Reference – Publishing March; Closing Jan. 31, 2008
Fall Reference – Publishing September; Closing July 31, 2008

Production Specifications

Standard type and advertising page is 7" x 10" (180mm x 255mm)
Overall trim size is 8 1/8" x 10 7/8" (205mm x 275mm)

Please complete & fax this reservation form to 713/520-4459

**For questions, please contact
Laura.Kane@gulfpub.com or call
713/520-4449**

Yes. I want to be included in the *Upstream/Midstream/Downstream Software Reference*. Please reserve the following advertising space for my company:

Name _____ Title _____

Company _____ Address _____

City _____ State _____ Zip _____

Country _____ Phone _____

Fax _____ E-mail _____

Signature _____ Date _____

Web page URL address: www. _____

All *Upstream/Midstream/Downstream Software Reference* participants will receive links to their company URLs/pages from the online Software Reference at www.gulfpub.com/gpc/ (available at Gulf Publishing Company websites). Also, ALL DISPLAY ADVERTISERS WILL HAVE LOGO, CONTACT INFO AND COMPANY PROFILE APPEAR IN THE CORRESPONDING POLYBAGGING ISSUES OF *WORLD OIL* AND *HYDROCARBON PROCESSING* MAGAZINES !

Display Advertising

(Costs are net / additional frequency discounts may apply) Circle choice

Ad Size		<u>Spring 2008</u>	<u>Spring & Fall editions</u>
<input type="checkbox"/> ¼ page	INCLUDES three category listings	\$1,995	\$1,795 @
<input type="checkbox"/> 1/3 page	INCLUDES four category listings	\$2,695	\$2,425 @
<input type="checkbox"/> ½ page	INCLUDES five category listings	\$3,290	\$2,961 @
<input type="checkbox"/> Full page	INCLUDES ten listings!	\$5,935	\$5,341 @

OR

Non-Display

<input type="checkbox"/> One complete listing	\$ 650	\$ 585 @
<input type="checkbox"/> Each additional category listing.	\$ 425	\$ 383 @