

# ONLINE RATE CARD

Rates effective January 1, 2010



Ad Size	Quarterly	Half Year	Annual
LEADERBOARD BANNER*	\$2,400	\$4,500	\$8,000
SKYSCRAPER*	\$2,100	\$4,000	\$7,000
BIG BOX*	\$2,100	\$4,000	\$7,000
OILPATCH MARKETPLACE OPTION 1* Three-page Brochure Web Video Hosting	N/A N/A	\$3,200 N/A	\$6,000 \$5,000
OILPATCH MARKETPLACE OPTION 2 Innovative Products & Technologies Feature	N/A	N/A	\$500

\* Limit of 12 rotating ads and/or participants

## MORE WAYS TO ADVERTISE

Please contact a sales representative about various website specific advertising including:

- Careers
- Classifieds
- Email alerts
- Partners in promotion
- Scrolling logos
- Specialty video placements

**Note:** All email alert Leaderboard/Banner/Skyscraper/Box ads must be in gif format. Adobe Flash ads cannot be used in email alerts.

## AGENCY COMMISSION & CASH DISCOUNTS

A discount of 15% will be applied to all online advertising options booked by recognized agencies.

Cash Discount: 3% of net

Monies must be received 15 days after invoice date to receive discount.

# JUNEWARREN-NICKLE'S ENERGYGROUP

## 2010 ONLINE MEDIA GUIDE

HARNESS THE COLLECTIVE POWER OF **10** DISTINCT WEBSITES FROM **CANADA'S LARGEST ENERGY PUBLISHER**

**Air Water Land**

airwaterland.ca

**Canadian Oil Register**

canadianoilregister.com

**DataCentral**

datacentralcanada.com

**New Technology Magazine**

newtechmagazine.com

**Nickle's Energy Group**

nickles.com

**Oil & Gas Inquirer**

oilandgasinquirer.com

**Oilsands Review**

oilsandsreview.com

**Oilweek**

oilweek.com

**P.O.S.T. Report**

postreport.ca

**Rig Locator**

riglocator.ca

## THE JUNEWARREN-NICKLE'S ENERGY GROUP 10-PACK

**oilsandsreview**

**oilweek**

**New Technology  
magazine**

**airwaterland**

**Data  
Central**

**CANADIAN OIL REGISTER**

**OIL & GAS  
INQUIRER**

**PROJECT OPPORTUNITY  
POST  
REPORT  
SOURCING & TRACKING**

**RIG LOCATOR**

**NICKLE'S**

**junewarren-nickle's  
energy group**

**Edmonton Office**

6111 - 91 Street NW  
Edmonton, AB T6E 6V6  
Tel: 780 944 9333 Fax: 780 944 9500  
Toll Free: 1 800 563 2946

**Calgary North Office**

300, 5735 - 7 Street NE  
Calgary, AB T2E 8V3  
Tel: 403 265 3700 Fax: 403 265 3706  
Toll Free: 1 888 563 2946

**Calgary Downtown Office**

300, 999 - 8 Street SW  
Calgary, AB T2R 1N7  
Tel: 403 209 3500 Fax: 403 245 8666  
Toll Free: 1 800 387 2446

JuneWarren-Nickle's Energy Group is owned by Glacier Media Inc.

**junewarren-nickle's  
energy group**

THE MOST TRUSTED SOURCE FOR ENERGY INFORMATION IN CANADA



# ONLINE ADVERTISING BENEFITS

## INCREASE AWARENESS AND DRIVE POWERFUL RESULTS!

Reach decision makers in the Canadian oil and gas industry by advertising with JuneWarren-Nickle's Energy Group online.

**BENEFIT FROM ONE MILLION PAGE VIEWS\* AND REACH 60,000 UNIQUE VISITORS PER MONTH!**

### ENJOY THE MULTIPLE BENEFITS OF ONLINE ADVERTISING WITH JUNEWARREN-NICKLE'S ENERGY GROUP'S 10-PACK

Connect with your target audience across multiple digital touchpoints. Bold graphic display ads across our suite of energy websites provide customers one-click access to your company or product site.

#### Thousands of Unique Visitors Annually

Benefit from the highest level of online traffic in Canada's energy marketplace! JuneWarren-Nickle's Energy Group collectively delivers\* a monthly average of:

- 60,000 unique visitors
- 1,000,000 page views

#### Easy to Update Advertisements

Online advertising information and content is not limited by geography or time, thus allowing for regular changes to your online messaging with little to no additional costs.

#### One-click Access for Customers

Benefit from one-click access to your own website from your banner advertisement hosted on each of our 10-pack websites.

#### Measurable Results

JuneWarren-Nickle's Energy Group tracks relevant web statistics, such as click-through rates, impressions, and more.



Standard JuneWarren-Nickle's website template, screen shot shown is oilsandsreview.com.

- LEADERBOARD
- BIG BOX
- SKYSCRAPER
- OILPATCH MARKETPLACE

## LEADERBOARD BANNER

### How It Works

Run your sales message horizontally on a banner featured at the top of the home page and inside pages on each of our 10-pack sites, each with a live link to your own website.

### Specifications

Leaderboard Banner ads are horizontal, rectangular advertisements.

### Dimensions

Leaderboard Banner: 728(w) x 90(h) pixels

File format: gif or swf\*

Maximum file size: 35 kb

## SKYSCRAPER

### How It Works

Run your sales message vertically on a banner featured on the home page and inside pages on each of our 10-pack sites, each with a live link to your own website.

### Specifications

Skyscraper ads are vertical, rectangular advertisements.

### Dimensions

Skyscraper Banner: 160(w) x 600(h) pixels

File format: gif or swf\*

Maximum file size: 35 kb

## BIG BOX

### How It Works

Run your sales message in a square banner featured on the home page and inside pages on each of our 10-pack sites, each with a live link to your own website.

### Specifications

Box Ads are rectangular advertisements.

### Dimensions

Big Box Banner: 300(w) x 250(h) pixels

File format: gif or swf\*

Maximum file size: 35 kb

## OILPATCH MARKETPLACE OPTION 1 FEATURED MEMBER

### Unique Advantages

Enjoy the direct benefits of JuneWarren-Nickle's Energy Group's online traffic with approximately one million page views\* and 60,000 unique visitors each month.

Featured Members are promoted via a 3-page microsite that showcases your products and/or services to the oil and gas industry via our 10-pack of websites plus the *Daily Oil Bulletin* home page.

### How it Works

Your company's Featured Member microsite consists of three pages of content, with an opportunity to present your marketing messaging, accompanying photos and graphics, and branding. Featured members are then presented in rotation on the right-hand side of the home page and inside pages on each of our 10-pack websites plus the *Daily Oil Bulletin* home page.

Simply provide us with your company and/or product information, including any relevant graphics, pdfs, and photographs, and we'll do the rest.

### Specifications

Microsite: Production and layout are included in the base price of a microsite. Microsite content can be updated monthly. Content consists of up to 1,000 words of text, approximately five photos, a company logo, and a list of office locations including address, phone, fax, email, and web urls.

### Web Video

A three-minute web video can be produced and hosted for you by our expert videographer to complement, or instead of, your company microsite. Please contact your sales representative for more details.

## OILPATCH MARKETPLACE OPTION 2 INNOVATIVE PRODUCTS & TECHNOLOGIES

### Unique Advantages

Get targeted exposure for your new and innovative products and/or services. Our second option for Oilpatch Marketplace is the Innovative Products & Technologies feature, which highlights new innovations in product development and services for the Canadian oilpatch.

### How it Works

You provide us with a one-paragraph description, a photograph of your product or technology, and a pdf document or link to your web page. Your information is then expertly laid-out and promoted through our Oilpatch Marketplace presentations.

### Specifications

One paragraph of text (up to 75 words) and one photograph in electronic format (jpg, eps, or tif preferred).

\*Statistic includes online *Daily Oil Bulletin (DOB)*, bringing monthly average page views to over one million and unique monthly visitors to 60,000. Monthly average unique visitors without the *DOB* are approximately 45,000.

### \*ADDITIONAL FORMAT INFORMATION

#### Flash Ad Instructions

In order for us to track clickthroughs for Adobe Flash ads, the Flash file must be modified.

For instructions, please see

<http://www.iabcanada.com/clicktag/instructions.shtml>

All Flash ad submissions must also include a gif file of the ad.