

Go global Go Upstream



38,000 newspaper readers in 104 countries weekly
More than 150,000 unique digital users monthly
1,200,000 page-impressions in over 200 countries monthly

Media pack 2019

Your advertising is only as good as its platform

Upstream is the complete business tool. In-depth, quality reporting leading to unrivalled news coverage and industry information – content that oil and gas professionals depend on and are willing to pay over US\$ 1,000 every year for.

Its hardcopy and digital platforms – newspaper, website, app, newsletter – are complemented by an extensive online archive, special focus editions and event dailies, which is why almost 38,000 influential readers across the globe choose Upstream. And why leading industry advertisers follow suit.

Reach the top with Upstream

The newspaper for the oil and gas industry

- Upstream's in-house journalists dominate oil and gas reporting
- Reaches more decision makers and influencers than any other oil and gas newspaper – 37,926 weekly ^{1), 2)}
- Paid-for pedigree – annual subscription rate of US\$ 1,350 for hardcopy/digital
- Global coverage with subscribers in 104 countries ³⁾
- Unique editorial environment with limited number of advertisements
- Thoroughly read by leading industry professionals, including senior engineers ²⁾
- Target specific readers with our special focus issues – also distributed far beyond Upstream subscribers
- Benefit from wide bonus circulation through our weekly events and promotions – see pages 6 to 7



Hit the heavyweights

Upstream's corporate subscriptions are growing. Key industry players, such as Shell, BP, ExxonMobil, Murphy, Anadarko, Baker Hughes and many more, are taking corporate subscriptions to ensure Upstream is read throughout their companies. If you want to reach the industry's big shots, then let Upstream do it for you.

THE FIGURES

Subscribers' buying power ²⁾

45%	Have influence in developing the company's strategic direction
26%	Have final authority for some elements of company expenditure
18%	Have responsibility for one or more departments within the company
12%	Have final authority for the company's major capital expenditure
23%	None of the above

Final purchasing authority or influence by sector ²⁾

51%	Recruiting/executive placements
43%	Production/safety/environmental control
43%	Construction/fabrication
43%	Finance/legal/insurance services
37%	IT/telecom
32%	Drilling equipment/services
22%	Pipeline supply/services
16%	Geophysical/seismic (services and data)

Subscribers' reading other publications/sites ²⁾

40%	Oil and Gas Journal
40%	Rigzone.com
31%	Offshore
28%	World Oil/Worldoil.com
25%	Offshore Energy Today
23%	Offshore Engineer
22%	E&P magazine
17%	Reuters
16%	JPT

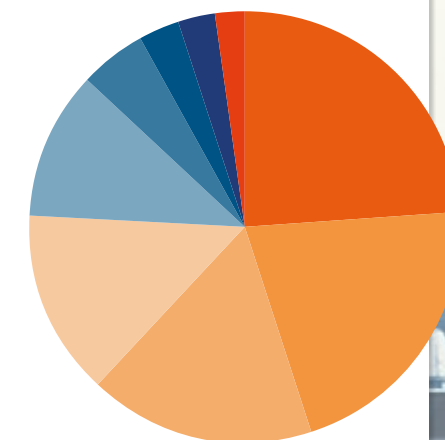
Did you know? ²⁾

- 55% of subscribers spend 30 minutes or more reading each edition of Upstream
- 64% read 'all or most' of the weekly newspaper
- 5.8 people on average read each edition
- 55% of Upstream's pass-on readers are senior engineers
- 54% of pass-on readers authorise or influence purchase of oilfield product parts or services
- 51% of subscribers access Upstream's website at least once a day
- 79% would speak highly of Upstream
- 81% state that Upstream has helped identify leads or business opportunities

1. ABC certificate, 1 January 2017 to 31 December 2017.
2. Upstream readership survey, Kantar Media, March/April 2018.
3. Upstream subscriber database, xx October 2018.

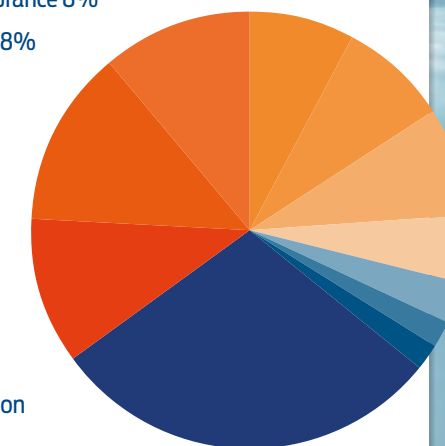
Subscribers' geography ¹⁾

- USA 24%
- Asia 21%
- UK 17%
- Rest Europe 14%
- Scandinavia 11%
- Rest Americas 5%
- Middle East 3%
- Australia 3%
- Africa 2%



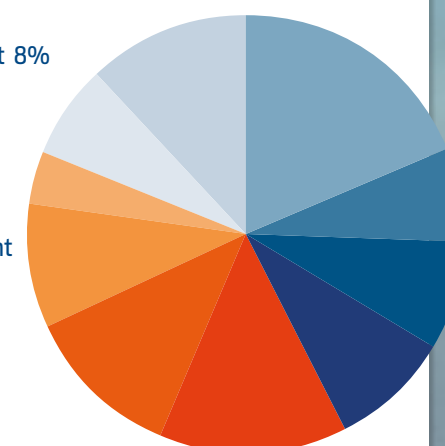
Subscribers' companies ¹⁾

- Production equipment/supply 8%
- Banking/finance/insurance 8%
- Consultants/lawyers 8%
- Drilling contractors/equipment 5%
- Geophysical 3%
- Pipelines 2%
- Shipping/shipping equipment 2%
- Oil and gas 29%
- Oilfield service 11%
- Engineering/fabrication yards 13%
- Other 11%



Subscribers' jobs ²⁾

- Top management CEO/chairman 19%
- Vice president 7%
- General management 8%
- Specialist management 9%
- Sales/marketing management 14%
- Business development management 12%
- Regional management 9%
- Consultants 4%
- Analyst 7%
- Other 12%



Reach further at no extra charge

Focuses in 2019:

- India focus (Petrotech)
- China focus (CIPPE)
- Digitalisation focus
- Technology supplement (for OTC)
- Australia focus (APPEA)
- South East Asia focus (AOGC)
- Brasil focus (Brasil Offshore)
- Focus on UK Offshore (Offshore Europe)
- Technology supplement (Offshore Europe)
- Seismic focus (SEG)
- Middle East Focus (ADIPEC)
- US Gulf focus



Marketing campaigns

Target regions or industry sectors by taking advantage of Upstream's marketing campaigns. For every campaign an extra 3,000 newspapers are sent to relevant named industry professionals.

Steal the show

Show dailies in 2019:

- Official bilingual CIPPE supplement
- Official bilingual LNFG 19 show dailies
- Official bilingual OTC Brasil show dailies



All dailies are widely distributed at each event

EVENTS PROGRAMME 2019

Edition	JANUARY
04. Jan	2019 kick-off deal - 50% discount on text page
11. Jan	World Future Energy Summit, Abu Dhabi
18. Jan	Middle East marketing campaign
25. Jan	Asia Pacific Energy Assembly, Singapore
	3 rd Offshore Mexico Congress, Mexico

Edition	FEBRUARY
01. Feb	NAPE, Houston
08. Feb	India focus
	Petrotech, New Delhi
15. Feb	FPSO Europe, London
22. Feb	Oil and gas company marketing campaign

Edition	MARCH
01. Mar	SPE/IADC Drilling Conf and Exhibition, The Hague
08. Mar	Australian Oil & Gas Conference and Exhibition, Perth
15. Mar	China focus
22. Mar	IPTC, Beijing
	CIPPE, Beijing
	Official CIPPE supplement 1
	Official CIPPE supplement 2
29. Mar	LNG 19, Shanghai
	Official LNG19 show daily 1
	Official LNG19 show daily 2
	Official LNG19 show daily 3
	Official LNG19 show daily 4
	Official LNG19 show daily 5 - EMAIL TO ALL DELEGATES
	SEC 2019 (SEAPEX), Singapore
	27 th Annual Middle East Petroleum & Gas Conference, Dubai

Edition	APRIL
05. Apr	SEA Asia, Singapore
12. Apr	Focus on Digitalisation
19. Apr	MIOGE, Moscow
26. Apr	FPSO China Congress, Shanghai

Edition	MAY
03. May	OTC, Houston
	Technology supplement 1
10. May	OGU, Tashkent
17. May	World LNG Series: Americas Summit, Houston
	POGEE, Karachi
24. May	APPEA, Brisbane
	Australia focus
	FPSO Brazil Congress, Rio de Janeiro
	Caspian Oil & Gas, Baku
31. May	EAGE, London

Edition	JUNE
07. Jun	Iberia Gas & LNG, Madrid
14. Jun	OGA, Kuala Lumpur
	FSRU Asia Summit, Singapore
	AOGC, Kuala Lumpur
	South East Asia focus
21. Jun	Brasil Offshore, Macae
	Brasil focus
28. Jun	North America marketing campaign

Edition	JULY
05. Jul	Latin America marketing campaign
12. Jul	European marketing campaign
19. Jul	Asia Pacific marketing campaign
26. Jul	GAS Indonesia Summit, Jakarta

Edition	AUGUST
02. Aug	North Sea marketing campaign
09. Aug	Oil and gas company marketing campaign
16. Aug	CIPPE Shanghai
23. Aug	Middle East marketing campaign
30. Aug	Offshore Europe, Aberdeen
	UK Offshore Focus in the paper
	Technology supplement 2

Edition	SEPTEMBER
06. Sep	World Energy Congress, Abu Dhabi
	FPSO World Congress 2019, Singapore
13. Sep	SEG, San Antonio
	Seismic focus
	Gastech, Houston
20. Sep	Africa marketing campaign
27. Sep	SPE-ATCE, Calgary

Edition	OCTOBER
04. Oct	Latin America marketing campaign
11. Oct	MOC (Mediterranean Offshore Conference), Alexandria
18. Oct	KIOGE
25. Oct	OTC Brasil
	Official OTC Brasil show daily 1
	Official OTC Brasil show daily 2
	Official OTC Brasil show daily 3
	Official OTC Brasil show daily 4
	APOGCE, Bali

Edition	NOVEMBER
01. Nov	Africa Oil Week, Cape Town
08. Nov	ADIPEC, Abu Dhabi
	Middle East focus
15. Nov	Europea marketing campaign
22. Nov	North America marketing campaign
29. Nov	Marintec, Shanghai

Edition	DECEMBER
06. Dec	US Gulf focus
13. Dec	Oil and gas company marketing campaign
20. Dec	Seasons Greetings 50% off!

UPSTREAM DIGITAL

Upstream's digital platform is going from strength to strength with UpstreamOnline notching up a significant increase in unique users and page views – helped by the app – and the newsletter showing a notable increase in subscribers. Take a look at the figures below.

UpstreamOnline

- More than 150,000 unique users and 1.2 million page impressions for UpstreamOnline every month ¹⁾
- 51% of Upstream subscribers access the site once or several times daily with a further 33% accessing it weekly ²⁾
- 18,000 unique monthly UpstreamOnline users are president or vice-president within their companies. Engineers number 32,000 ³⁾
- 91% have some influence in their company's buying process ³⁾
- Online users are high earners with average annual income of US\$ 160,000 ³⁾
- 51% of UpstreamOnline users have a master's degree or doctorate ³⁾
- Wide choice of advertising options across the whole site or selected sections provides campaign flexibility. Don't forget to include 'sponsored content' – see page 10 – for extra depth!

PARALLAX - NEW



MAIN SITE

Super leaderboard
980px * 180px

Brand banner
300px * 100px

Skyscraper
300px * 600px

Medium Rectangle 1
300px * 250px

Panorama 1
980px * 120px

Medium Rectangle 2
300px * 250px

Medium Rectangle 3
300px * 250px

Billboard 1
980px * 300px

Panorama 2
980px * 120px

Billboard 2
980px * 300px

Editors Choice

Editors Choice	GBP
Leaderboard	1 085
MPU1	824

Digital advertising options and rates 2019 (GBP)

Banner positions per week	Ads per	Size (pixels)			Home	Article page	LNG	Shale	Mandarin	Careers	Events	Search	Video format
		Desktop	Mobile	Tablet									
Parallax - NEW	4	1920*1080	375*667	1920*1080	5 850	5 850	2 925	2 925	2 925	1 463	1 463	1 463	7 313
Super leaderboard	4	980*180	300*250	768*200	4 914	4 914	2 457	2 457	2 457	1 229	1 229	1 229	6 143
Brand banner	4	300*100	300*250	768*200	3 198	3 198	1 599	1 599	1 599	X	X	X	3 998
Skyscraper	4	300*600	300*250	768*200	4 836	4 836	2 418	2 418	2 418	X	X	X	6 045
Medium Rectangle 1	4	300*250	300*250	768*200	3 432	3 432	1 716	1 716	1 716	858	X	X	4 290
Panorama 1	4	980*120	300*250	768*200	2 418	X	1 209	1 209	1 209	X	605	X	3 023
Medium Rectangle 2	4	300*250	300*250	768*200	2 730	X	1 365	1 365	1 365	X	X	X	3 413
Medium Rectangle 3	4	300*250	300*250	768*200	2 340	X	1 170	1 170	1 170	X	X	X	2 925
Panorama 2	4	980*120	300*250	768*200	1 716	X	858	858	858	X	429	429	2 145
Billboard 1	4	980*300	300*250	768*200	2 496	X	1 248	1 248	1 248	X	X	X	3 120
Billboard 2	4	980*300	300*250	768*200	2 184	X	1 092	1 092	1 092	X	X	X	2 730

Max number of advertisers per positions is 4. File size max 150 KB
Frequency discount applies and can be carried over from and to print

The rates are 4 weeks at 5%, 12 weeks at 10%, 26 weeks at 20% discounts and 12 annual (52 weeks) at a reduction of 30%.

NEWSLETTERS

Daily leaderboard
565x120

upstream | daily news update

Repsol Sinopec in MAR launch

African Petroleum expects Gambia clarity 'within weeks'

Statoil, Nexans in Gullfaks compression spat

Pride-of-place position dominates the newsletter

MPU1
300x250

Cost-effective positions for getting your message across

Cenovus gets ex-TransCanada man as CEO

Aker BP profits on higher output

JXX in UK High Court win over Ukraine

Oil up as output cut extension seen

Profits sink for Diamond

DeepOcean chief steps down

MPU2
300x250

Western LNG pre-FEED under way

Searcher to start new PNG survey

Output boost at Beibu Gulf field off China

Neptune wins Quadrant work off Australia

Supply cut expectations support prices

Report boasts economic benefits of NT shale

Smartly placed in newsletter content

MPU3
300x250

Smartly placed in newsletter content

UPSTREAM'S DIGITAL NEWSLETTER

- Available to all – not just Upstream subscribers
- Over 26,000 oil and gas professionals subscribe ⁴⁾
- Opt-in only policy ensures those who receive it, want it ²⁾
- 66% of those receiving it free of charge are management ²⁾

1) Google Analytics, October 2018.
2) Upstream readership survey, Kantar Media, March/April 2018
3) Questback online user survey, February 2016, 4) Upstream database, xx October 2018

Email banner rates per week (GBP)

Position	Ads per	Size	Global (GBP)
Daily Leaderboard	1	565*120	5 427
Daily MPU1	1	565*120	4 118
Daily MPU2	1	565*120	3 256
Daily MPU3	1	565*120	2 471

SPONSORED CONTENT

Upstream's sponsored content packages provide new opportunities across Upstream's newspaper and website. Use sponsored content to give your marketing communications a new dimension.

DIGITAL SPONSORED CONTENT PACKAGE

The standard Sponsored Content Package on upstreamonline.com includes the placement of an image and headline on the homepage. Placements reside in the news feed for up to two weeks, in one of only two fixed positions reserved for sponsored content. Distribution also includes the placement of an image, headline and teaser at the bottom of every news article page opened.

All images, headlines and teasers link to a page dedicated for your content. We host the page, which resembles the format of a typical news article on upstreamonline.com, but contains optional design elements like fact boxes, call to action button(s), quotes and more depending on your message.

When the two weeks elapse, content is uploaded to a section dedicated to sponsored content where it resides indefinitely. This supports indexing by search engines like Google so clients and prospects can locate your marketing assets well beyond the conclusion of the initial campaign.

IS SPONSORED CONTENT RIGHT FOR YOU?

Sponsored content is uniquely suited for:

- Building brand awareness
- Establishing credibility
- Generating leads
- Driving prospects into your sales funnel
- Capitalizing on market developments in real time
- Increasing web traffic and conversions
- Aligning your brand with a topic or trend
- Explaining technical advances
- Driving traffic to conferences or stands at exhibitions

STANDARD DIGITAL PACKAGE

- Two weeks of distribution via fixed placement on homepage and the bottom of news articles
- Content will be published on the sponsored content section of our site where it will reside indefinitely
- Social media amplification
- Basic copyediting and thematic guidance
- Campaign performance report

Copywriting, custom graphics production and other content marketing services are available for an additional fee. Contact your nearest sales office for more information about pricing.

Sponsored content newspaper rates (GBP)

Sponsored content is available in Upstream for any module size. Please see pages 14 and 15 for sizes and rates. Examples of copywriting and layout charges are as follows:

SPONSORED CONTENT ONLINE RATES

Duration	Rates (GBP)
Sponsored content/2 weeks	4 500
4 weeks: 10%	8 100
12 weeks: 20%	21 600
24 weeks: 30%	37 800
52 weeks: 50%	54 000

Your sponsored content will appear on our home page

Sponsored content with link

Assets for sponsor content articles

Assets for sponsor content articles

Standard elements

- 1* **Headline:** 55 characters max. w/ spaces
- 2* **Standfirst:** 200 characters max. w/ spaces
- 3* **Company name:**
- 4* **Company logo:** 181px wide, no higher than 100px. JPG or PNG, resolution 72ppi.
- 5* **Lead image:** Min 1200*600px. JPG or PNG, resolution 72ppi.
- 6* **Lead image credit:** Name of photographer or source
- 7* **Body text:** No min. or max. but 500 words or less is recommended

Optional elements

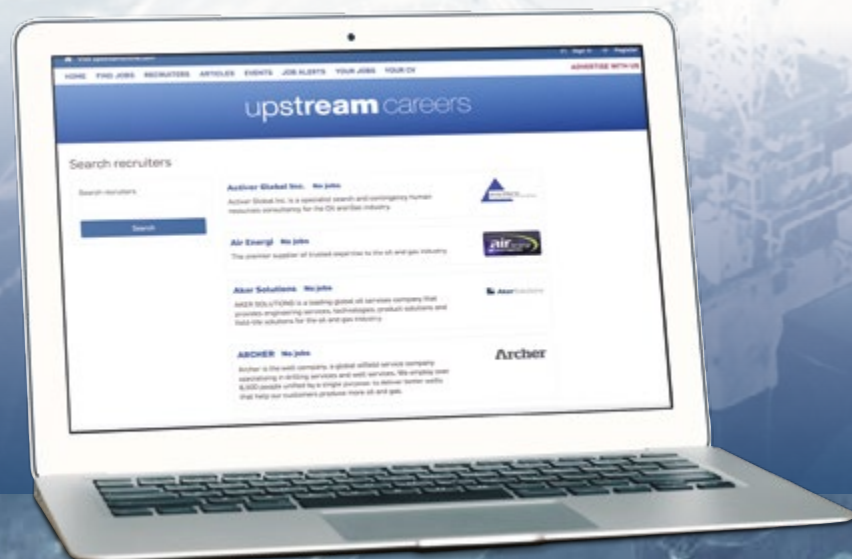
- 8 **Author:** Name and title
- 9 **Website:** URL
- 10 **Factbox:** Text, list or quote
- 11 **Factbox picture:** Min 300*150px. JPG or PNG, resolution 72ppi
- 12 **Inline picture:** Min 600*300px. JPG or PNG, resolution 72ppi
- 13 **Inline picture credit:** Name of photographer or source
- 14 **Inline picture caption:**
- 15 **Call to action button:** Text and URL

UPSTREAM CAREERS

With its authoritative editorial environment Upstream provides an excellent platform to brand your company and recruit top-notch candidates.

- Upstream's readers are high-ranking professionals other oil and gas publications struggle to reach ¹⁾.
- 27% of Upstream subscribers say that they will change job in the next couple of years ¹⁾
- 51% of Upstream subscribers have final authority or influence over executive placements ¹⁾
- All positions advertised in the newspaper are posted to upstreamonline.com and the site's 150,000+ monthly users online for free!
- Online careers listings also capitalize on Upstream's search-engine popularity
- Take advantage of Upstream's popular show dailies with a 50% discount for careers advertisers.

1) TNS Gallup readership survey March 2016.



Rates

Careers section in the newspaper (GBP)

Position standard	Size (width x height)		Rates (GBP)
	mm	inches	
Full page	248 x 359	9,8 x 14,1	8 900
Half page	248 x 177	9,8 x 7,0	4 900
Quarter page	122 x 177	4,8 x 7,0	2 900

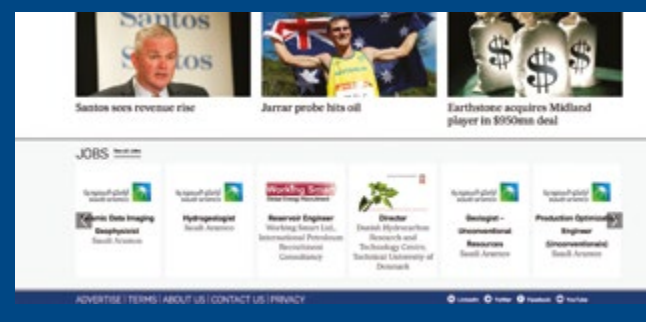
Listings	Rates (GBP)
One job listing per month	1 440
One premium job listing per month	2 160
Unlimited listings, 1 month	2 743
Unlimited listings, 3 month	5 524
Unlimited listings, 6 months	11 040
Unlimited listings, 12 months	19 040

Annual agreements rate card - GBP

	Weekly (max 1 ad per week)	Monthly (max 1 ad per month)
Full page - Platinum	60 000	29 000
Half Page - Gold	36 000	19 500
Quarter page - Silver	23 000	15 000

Terms & conditions annual agreements:

- All positions in the newspaper advertisements will be posted online for free!
- Option to add Upstream's popular show dailies to the agreement at 50% discount!
- Max 3 consecutive insertions with the same artwork.
- * Jobs to be uploaded by advertiser and not integrated with Adtech
- Jobs can be posted at a premium



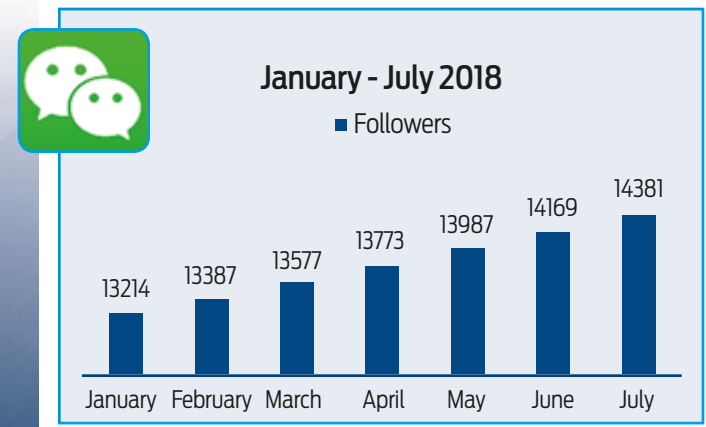
MANDARIN SITE

Upstreamonline.com has its own Mandarin site dedicated to Chinese-speaking subscribers predominantly based in China and Taiwan with approximately 2,300 unique user views per month. Upstream publish and translate news articles top Mandarin on a daily basis. See page 9 for rates and sizes.



WECHAT ADVERTISING OPTIONS

Upstream has its own WeChat channel. July 2018 showed approximately 14,000 unique followers but is growing fast:



1. Article Page Banners
2. Sponsored Content

ARTICLE PAGE BANNERS

Has two banner positions; top and bottom Banners appearing on all Upstream Wechat article pages



SPONSORED WECHAT CONTENT

Has two positions available (Slots 3 and 5) Posted together along with our daily news postings



UPSTREAM RATES AND SIZES

Module 55 (FULL PAGE)		Banner (module 15)		Full page (module 55)	
Width (inches/mm)	Height (inches/mm)	Width (inches/mm)	Height (inches/mm)	Width (inches/mm)	Height (inches/mm)
9.6 x 14.7	2.46 x 374	9.6 x 14.7	2.46 x 374	9.6 x 14.7	2.46 x 374
Text page: £1,4723	Page 3, 5, 7, 9: £2,1348	Text page: £1,1778	Page 3, 5, 7, 9: £1,7078	Text page: £1,1778	Page 3, 5, 7, 9: £1,7078
Page 4, 6, 8: £2,0612	Page 13, 15, 17, 19: £1,9375	Page 4, 6, 8: £1,6489	Page 13, 15, 17, 19: £1,5900	Page 4, 6, 8: £1,6489	Page 13, 15, 17, 19: £1,5900
Special positions		3 insertions		52 insertions	
		2.5%		15%	
		5%		20%	
		10%		20%	
		15%		20%	
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		850%		20%	
		855%		20%	
		860%		20%	
		865%		20%	
		870%		20%	
		875%		20%	
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		980%		20%	
		985%		20%	
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		995%		20%	
		1000%		20%	

Please note:
 1) Full production facilities are available to assist you at no extra charge.
 2) Classified advertising uses a six-column page format. Please see page 10 for rates.
 3) Inserts are charged at a fixed start-up cost of Nkr 89 523 plus Nkr 3 238 per gram.
 4) Supplements are charged at Nkr 271 998 for an eight pager, Nkr 328 438 for a 12 pager and Nkr 431 075 for a 16 pager.
 5) For information on material specification, deadlines and general conditions please go to www.upstreamonline.com/advertise.

VIDEO INCREASES IMPACT – UPSTREAM CAN GET YOU MOVING



Video tells your story better than any other formats.

The emotional impact of video ads is significant. You make a more solid personal relationship when you're storytelling through sight and sound, connecting a viewer's emotions to your product or service.

Videos are great for sharing, easily picked up by the search engines and is an effective way to get your message across! Difficult to produce? We have the expertise to create the artwork that will raise your profile and increase you advertising impact and ensure it delivers results!

MEMO-STICKERS

Memo-stickers provide a unique, stand-out medium for concise messaging and branding on Upstream's front cover. Hard to miss, these popular detachable advertisements can be creatively shaped for greater impact. Point the way with an arrow, drill deeper with a bit, celebrate with a Christmas tree; the possibilities are almost endless. You can also expand your message with double-sided memo-stickers or multi-page foldouts.

All memo-stickers are reattachable, so readers can remove and save them in their files, exhibition folders, diaries, etc. They're perfect for:

- Promoting events, special offers and competitions
- Increasing awareness of advertisements inside the paper
- Driving website traffic
- Promoting exhibition presence
- Increasing brand awareness

MEMO-STICKER RATES (GBP)

Memo-sticks/year	GBP
1 run	6 380
3 runs	17 225
6 runs	30 623
12 runs	53 590

Rates are for single- or double-sided memo-stickers sized 74 mm x 74 mm (2.9" x 2.9") or for any shape within this format. Ask us for multi-page memo-sticker rates. Please email advertise@upstreamonline.com.



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