

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 |

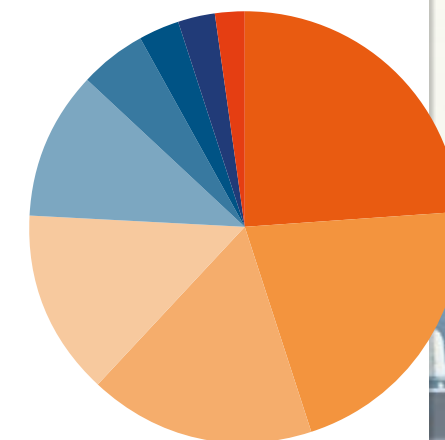
Did you know? ²⁾

- 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.

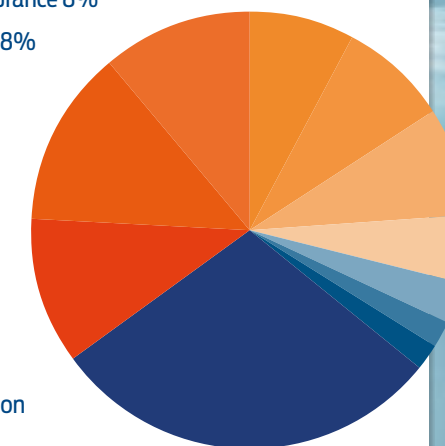
Subscribers' geography ¹⁾

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



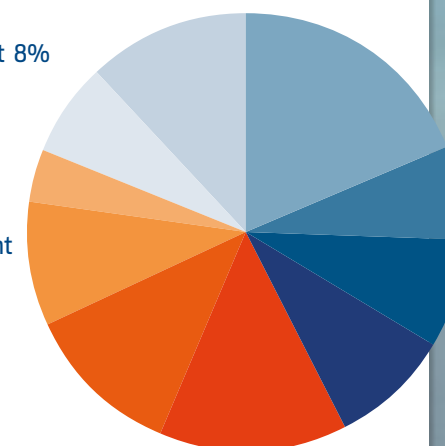
Subscribers' companies ¹⁾

- 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 | NOK |
|----------------|--------|
| Leaderboard | 10 854 |
| MPU1 | 8 237 |

Digital advertising options and rates 2019 (NOK)

| 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 | 58 500 | 58 500 | 29 250 | 29 250 | 29 250 | 14 625 | 14 625 | 14 625 | 73 125 |
| Super leaderboard | 4 | 980*180 | 300*250 | 768*200 | 49 140 | 49 140 | 24 570 | 24 570 | 24 570 | 12 285 | 12 285 | 12 285 | 61 425 |
| Brand banner | 4 | 300*100 | 300*250 | 768*200 | 31 980 | 31 980 | 15 990 | 15 990 | 15 990 | X | X | X | 39 975 |
| Skyscraper | 4 | 300*600 | 300*250 | 768*200 | 48 360 | 48 360 | 24 180 | 24 180 | 24 180 | X | X | X | 60 450 |
| Medium Rectangle 1 | 4 | 300*250 | 300*250 | 768*200 | 34 320 | 34 320 | 17 160 | 17 160 | 17 160 | 8 580 | X | X | 42 900 |
| Panorama 1 | 4 | 980*120 | 300*250 | 768*200 | 24 180 | X | 12 090 | 12 090 | 12 090 | X | 6 045 | X | 30 225 |
| Medium Rectangle 2 | 4 | 300*250 | 300*250 | 768*200 | 27 300 | X | 13 650 | 13 650 | 13 650 | X | X | X | 34 125 |
| Medium Rectangle 3 | 4 | 300*250 | 300*250 | 768*200 | 23 400 | X | 11 700 | 11 700 | 11 700 | X | X | X | 29 250 |
| Panorama 2 | 4 | 980*120 | 300*250 | 768*200 | 17 160 | X | 8 580 | 8 580 | 8 580 | X | 4 290 | 4 290 | 21 450 |
| Billboard 1 | 4 | 980*300 | 300*250 | 768*200 | 24 960 | X | 12 480 | 12 480 | 12 480 | X | X | X | 31 200 |
| Billboard 2 | 4 | 980*300 | 300*250 | 768*200 | 21 840 | X | 10 920 | 10 920 | 10 920 | X | X | X | 27 300 |

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

Smartly placed in newsletter content

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

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 (NOK)

| Position | Ads per | Size | Global (NOK) |
|-------------------|---------|---------|--------------|
| Daily Leaderboard | 1 | 565*120 | 54 269 |
| Daily MPU1 | 1 | 565*120 | 41 184 |
| Daily MPU2 | 1 | 565*120 | 32 561 |
| Daily MPU3 | 1 | 565*120 | 24 710 |

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 (NOK)

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 (NOK) |
|---------------------------|-------------|
| Sponsored content/2 weeks | 45 000 |
| 4 weeks- 10% | 81 000 |
| 12 weeks- 20% | 216 000 |
| 24 weeks- 30% | 378 000 |
| 52 weeks- 50% | 540 000 |

Your sponsored content will appear on our home page

Sponsored content with link

Assets for sponsor content articles

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

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:**

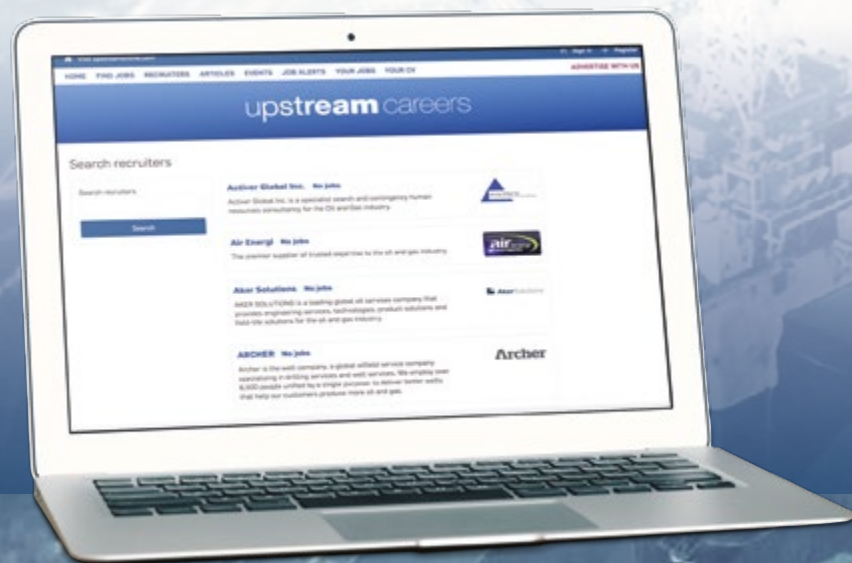
15 **Call to action button:** Text and URL

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 (NOK)

| Position standard | Size (width x height) | | Rates (NOK) |
|-------------------|-----------------------|------------|-------------|
| | mm | inches | |
| Full page | 248 x 359 | 9,8 x 14,1 | 89 000 |
| Half page | 248 x 177 | 9,8 x 7,0 | 49 000 |
| Quarter page | 122 x 177 | 4,8 x 7,0 | 29 000 |

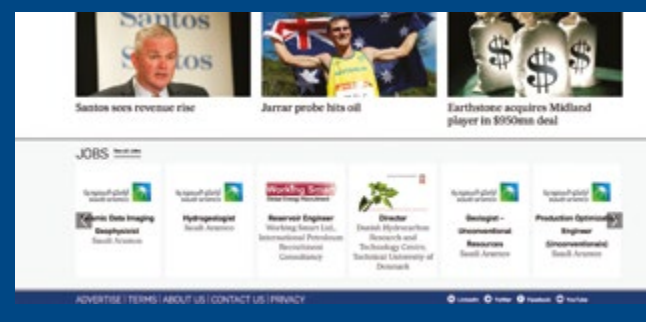
| Listings | Rates (NOK) |
|-----------------------------------|-------------|
| One job listing per month | 14 400 |
| One premium job listing per month | 21 600 |
| Unlimited listings, 1 month | 27 428 |
| Unlimited listings, 3 month | 55 238 |
| Unlimited listings, 6 months | 110 399 |
| Unlimited listings, 12 months | 190 399 |

Annual agreements rate card - NOK

| | Weekly (max 1 ad per week) | Monthly (max 1 ad per month) |
|-----------------------|----------------------------|------------------------------|
| Full page - Platinum | 600 000 | 290 000 |
| Half Page - Gold | 360 000 | 195 000 |
| Quarter page - Silver | 230 000 | 150 000 |

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



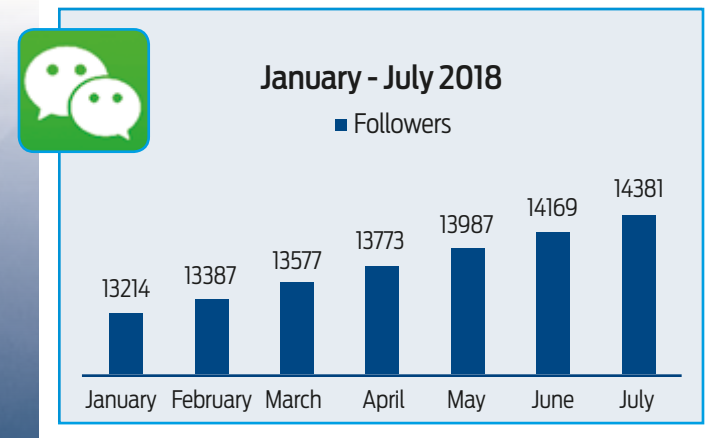
MANDARIN SITE

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



Banners can either be in a JPEG or GIF format, and will appear permanently on that week's article posts which Upstream has posted.

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) | Width (inches/mm) | Height (inches/mm) | Width (inches/mm) | Height (inches/mm) | | | | | | | | | | |
| 9.6 x 14.7 | 2.46 x 3.74 | 9.6 x 14.7 | 2.46 x 3.74 | 9.6 x 14.7 | 2.46 x 3.74 | 9.6 x 14.7 | 2.46 x 3.74 | 9.6 x 14.7 | 2.46 x 3.74 | | | | | | | | | | |
| Text page: NKr 147,225 | Page 3, 5, 7, 9; NKr 213,476 | Text page: NKr 177,800 | Page 3, 5, 7, 9; NKr 170,781 | Text page: NKr 88,335 | Page 3, 5, 7, 9; NKr 128,086 | Text page: NKr 88,335 | Page 3, 5, 7, 9; NKr 128,086 | Text page: NKr 88,335 | Page 3, 5, 7, 9; NKr 128,086 | | | | | | | | | | |
| Page 4, 6, 8; NKr 206,115 | Page 13, 15, 17, 19; NKr 198,754 | Page 4, 6, 8; NKr 164,892 | Page 13, 15, 17, 19; NKr 159,003 | Page 4, 6, 8; NKr 102,469 | Page 13, 15, 17, 19; NKr 86,568 | Page 4, 6, 8; NKr 102,469 | Page 13, 15, 17, 19; NKr 86,568 | Page 4, 6, 8; NKr 102,469 | Page 13, 15, 17, 19; NKr 86,568 | | | | | | | | | | |
| Special positions <table border="1"> <thead> <tr> <th>3 insertions</th> <th>6 insertions</th> <th>12 insertions</th> <th>24 insertions</th> <th>52 insertions</th> </tr> </thead> <tbody> <tr> <td>2.5%</td> <td>5%</td> <td>10%</td> <td>15%</td> <td>20%</td> </tr> </tbody> </table> | | | | | | | | | | 3 insertions | 6 insertions | 12 insertions | 24 insertions | 52 insertions | 2.5% | 5% | 10% | 15% | 20% |
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| 2.5% | 5% | 10% | 15% | 20% | | | | | | | | | | | | | | | |
| Frequency discounts <table border="1"> <thead> <tr> <th>3 insertions</th> <th>6 insertions</th> <th>12 insertions</th> <th>24 insertions</th> <th>52 insertions</th> </tr> </thead> <tbody> <tr> <td>2.5%</td> <td>5%</td> <td>10%</td> <td>15%</td> <td>20%</td> </tr> </tbody> </table> | | | | | | | | | | 3 insertions | 6 insertions | 12 insertions | 24 insertions | 52 insertions | 2.5% | 5% | 10% | 15% | 20% |
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| 2.5% | 5% | 10% | 15% | 20% | | | | | | | | | | | | | | | |
| Front page banner  | | | | | | | | | | | | | | | | | | | |
| Full page now available on back page  | | | | | | | | | | | | | | | | | | | |
| Spread advertising can be carried across most text pages. The bleed area on each gutter edge (15 mm/0.6 inches) is given as a bonus. Spread advertising on the two centre pages is charged at the same rate as pages 3, 5, 7 and 9.  | | | | | | | | | | | | | | | | | | | |
| 54 | 7.7 x 13.9 inches 196 x 353 mm | Text page: NKr 117,780 | Page 3, 5, 7, 9; NKr 170,781 | Page 4, 6, 8; NKr 164,892 | Page 13, 15, 17, 19; NKr 159,003 | 53 | 5.7 x 13.9 inches 146 x 353 mm | Text page: NKr 88,335 | Page 3, 5, 7, 9; NKr 128,086 | Page 4, 6, 8; NKr 123,669 | Page 13, 15, 17, 19; NKr 119,252 | | | | | | | | |
| 52 | 3.8 x 13.9 inches 96 x 353 mm | Text page: NKr 58,890 | Page 3, 5, 7, 9; NKr 85,391 | Page 4, 6, 8; NKr 82,446 | Page 13, 15, 17, 19; NKr 79,502 | 51 | 1.8 x 13.9 inches 46 x 353 mm | Text page: NKr 29,445 | Page 3, 5, 7, 9; NKr 42,695 | Page 4, 6, 8; NKr 41,223 | Page 13, 15, 17, 19; NKr 39,751 | | | | | | | | |
| 45 | 9.6 x 11.5 inches 246 x 291 mm | Text page: NKr 117,780 | Page 3, 5, 7, 9; NKr 170,781 | Page 4, 6, 8; NKr 164,892 | Page 13, 15, 17, 19; NKr 159,003 | 44 (A4) | 7.7 x 11.5 inches 196 x 291 mm | Text page: NKr 94,224 | Page 3, 5, 7, 9; NKr 136,625 | Page 4, 6, 8; NKr 131,914 | Page 13, 15, 17, 19; NKr 127,202 | | | | | | | | |
| 41 | 1.8 x 11.5 inches 46 x 291 mm | Text page: NKr 23,556 | Page 3, 5, 7, 9; NKr 34,156 | Page 4, 6, 8; NKr 32,978 | Page 13, 15, 17, 19; NKr 31,801 | 42 | 3.8 x 11.5 inches 96 x 291 mm | Text page: NKr 47,112 | Page 3, 5, 7, 9; NKr 68,312 | Page 4, 6, 8; NKr 65,957 | Page 13, 15, 17, 19; NKr 63,601 | | | | | | | | |
| 45B | 9.6 x 10 inches 246 x 254 mm | Text page: NKr 103,058 | Page 3, 5, 7, 9; NKr 149,433 | Page 4, 6, 8; NKr 144,281 | Page 13, 15, 17, 19; NKr 139,128 | 43B | 5.7 x 10 inches 146 x 254 mm | Text page: NKr 61,835 | Page 3, 5, 7, 9; NKr 89,660 | Page 4, 6, 8; NKr 86,568 | Page 13, 15, 17, 19; NKr 83,477 | | | | | | | | |
| 41B | 1.8 x 10 inches 46 x 254 mm | Text page: NKr 20,612 | Page 3, 5, 7, 9; NKr 29,887 | Page 4, 6, 8; NKr 28,856 | Page 13, 15, 17, 19; NKr 27,826 | 42B (HALF A4 JUNIOR) | 3.8 x 10 inches 96 x 254 mm | Text page: NKr 41,223 | Page 3, 5, 7, 9; NKr 59,773 | Page 4, 6, 8; NKr 57,712 | Page 13, 15, 17, 19; NKr 55,651 | | | | | | | | |
| 35 | 9.6 x 8.6 inches 246 x 218 mm | Text page: NKr 88,335 | Page 3, 5, 7, 9; NKr 128,086 | Page 4, 6, 8; NKr 123,669 | Page 13, 15, 17, 19; NKr 119,252 | 33 (US JUNIOR) | 5.7 x 8.6 inches 146 x 218 mm | Text page: NKr 53,001 | Page 3, 5, 7, 9; NKr 76,851 | Page 4, 6, 8; NKr 74,201 | Page 13, 15, 17, 19; NKr 71,551 | | | | | | | | |
| 31 | 1.8 x 8.6 inches 46 x 218 mm | Text page: NKr 17,667 | Page 3, 5, 7, 9; NKr 25,617 | Page 4, 6, 8; NKr 24,734 | Page 13, 15, 17, 19; NKr 23,850 | 32 | 3.8 x 8.6 inches 96 x 218 mm | Text page: NKr 35,334 | Page 3, 5, 7, 9; NKr 51,234 | Page 4, 6, 8; NKr 49,468 | Page 13, 15, 17, 19; NKr 47,701 | | | | | | | | |
| 35B (HALF PAGE) | 9.6 x 7.1 inches 246 x 181 mm | Text page: NKr 73,613 | Page 3, 5, 7, 9; NKr 106,738 | Page 4, 6, 8; NKr 103,058 | Page 13, 15, 17, 19; NKr 99,377 | 33B | 5.7 x 7.1 inches 146 x 181 mm | Text page: NKr 44,168 | Page 3, 5, 7, 9; NKr 64,043 | Page 4, 6, 8; NKr 61,835 | Page 13, 15, 17, 19; NKr 59,626 | | | | | | | | |
| 25 | 9.6 x 5.7 inches 246 x 144 mm | Text page: NKr 58,890 | Page 3, 5, 7, 9; NKr 85,391 | Page 4, 6, 8; NKr 82,446 | Page 13, 15, 17, 19; NKr 79,502 | 32B | 3.8 x 7.1 inches 96 x 181 mm | Text page: NKr 29,445 | Page 3, 5, 7, 9; NKr 42,695 | Page 4, 6, 8; NKr 41,223 | Page 13, 15, 17, 19; NKr 39,751 | | | | | | | | |
| 21 | 1.8 x 5.7 inches 46 x 144 mm | Text page: NKr 11,778 | Page 3, 5, 7, 9; NKr 17,078 | Page 4, 6, 8; NKr 16,489 | Page 13, 15, 17, 19; NKr 15,900 | 22 | 3.8 x 5.7 inches 146 x 144 mm | Text page: NKr 23,556 | Page 3, 5, 7, 9; NKr 34,156 | Page 4, 6, 8; NKr 32,978 | Page 13, 15, 17, 19; NKr 31,801 | | | | | | | | |
| 25B | 9.6 x 4.2 inches 246 x 107 mm | Text page: NKr 44,168 | Page 3, 5, 7, 9; NKr 64,043 | Page 4, 6, 8; NKr 61,835 | Page 13, 15, 17, 19; NKr 59,626 | 23B (HALF US JUNIOR) | 5.7 x 4.2 inches 146 x 107 mm | Text page: NKr 26,501 | Page 3, 5, 7, 9; NKr 36,426 | Page 4, 6, 8; NKr 37,101 | Page 13, 15, 17, 19; NKr 35,776 | | | | | | | | |
| 15 | 9.6 x 2.8 inches 246 x 71 mm | Text page: NKr 29,445 | Page 3, 5, 7, 9; NKr 42,695 | Page 4, 6, 8; NKr 41,223 | Page 13, 15, 17, 19; NKr 39,751 | 13 | 5.7 x 2.8 inches 146 x 71 mm | Text page: NKr 17,667 | Page 3, 5, 7, 9; NKr 25,617 | Page 4, 6, 8; NKr 24,734 | Page 13, 15, 17, 19; NKr 23,850 | | | | | | | | |
| 15B | 9.6 x 1.4 inches 246 x 36 mm | Text page: NKr 14,723 | Page 3, 5, 7, 9; NKr 21,348 | Page 4, 6, 8; NKr 20,612 | Page 13, 15, 17, 19; NKr 19,875 | 11B | 1.8 x 1.4 inches 46 x 36 mm | Text page: NKr 5,889 | Page 3, 5, 7, 9; NKr 8,539 | Page 4, 6, 8; NKr 8,245 | Page 13, 15, 17, 19; NKr 7,950 | | | | | | | | |
| 15B | 9.6 x 1.4 inches 246 x 36 mm | Text page: NKr 11,778 | Page 3, 5, 7, 9; NKr 17,078 | Page 4, 6, 8; NKr 16,489 | Page 13, 15, 17, 19; NKr 15,900 | 11 | 1.8 x 2.8 inches 46 x 71 mm | Text page: NKr 5,889 | Page 3, 5, 7, 9; NKr 8,539 | Page 4, 6, 8; NKr 8,245 | Page 13, 15, 17, 19; NKr 7,950 | | | | | | | | |

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 your 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 (NOK)

| Memo-sticks/year | NOK |
|------------------|---------|
| 1 run | 63 798 |
| 3 runs | 172 255 |
| 6 runs | 306 230 |
| 12 runs | 535 903 |

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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+47 51 85 91 50

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Shanghai
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