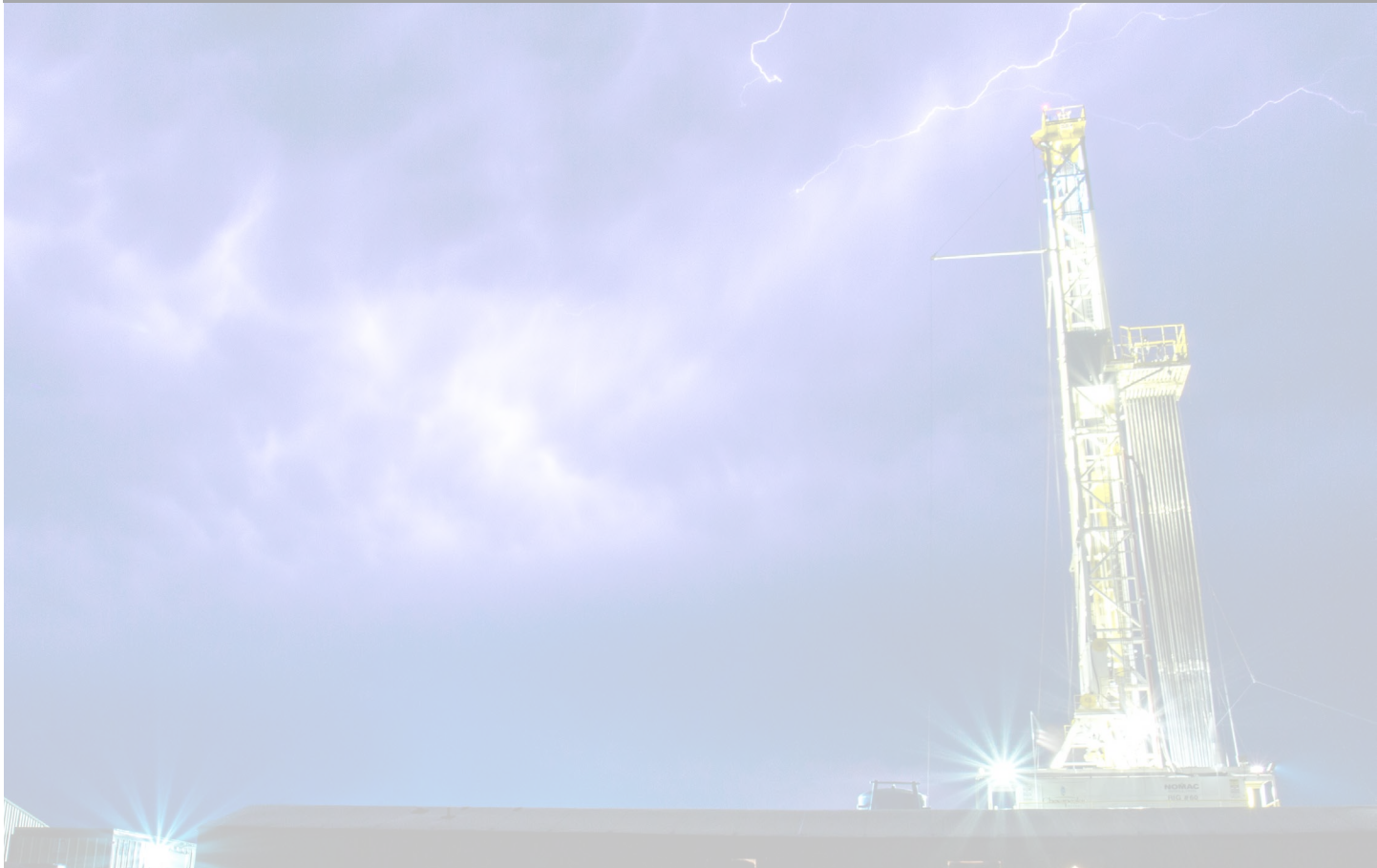


# COMPREHENSIVE MEDIA GUIDE

# 2016



e-Newsletter

Print Newsletter

Website

Event Postings



OFFICIAL PUBLICATION OF THE SOCIETY OF  
PETROLEUM ENGINEERS -  
GULF COAST SECTION



# ABOUT SPE-GCS

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The Society of Petroleum Engineers (SPE) is a non-profit professional association of more than 124,000 dues-paying members from 123 countries working in the oil and gas industry.

The SPE Gulf Coast Section (SPE-GCS), established in 1935, is the largest of the Society of Petroleum Engineers' 187 sections with more than 17,000 members in the 29-county area surrounding Houston, Texas. SPE-GCS provides a forum for oil and gas professionals to exchange technical knowledge, develop their careers and network with other local SPE members.

## **OUR MISSION**

The SPE-GCS enhances technical knowledge among our members through local study group meetings and conferences, promotes professional development and networking in our industry, supports local education initiatives and performs community service in the Greater Houston area.

## **OUR MEMBERS**

About 1/3 of SPE-GCS members work at oil companies, 1/3 work at oilfield service companies and 1/3 work at oil-related companies and academia or are retired. More than 30% of our local members are under age 35, including over 1,800 Student Members in four local Student Chapters.

## **SUPPORT OF EDUCATION**

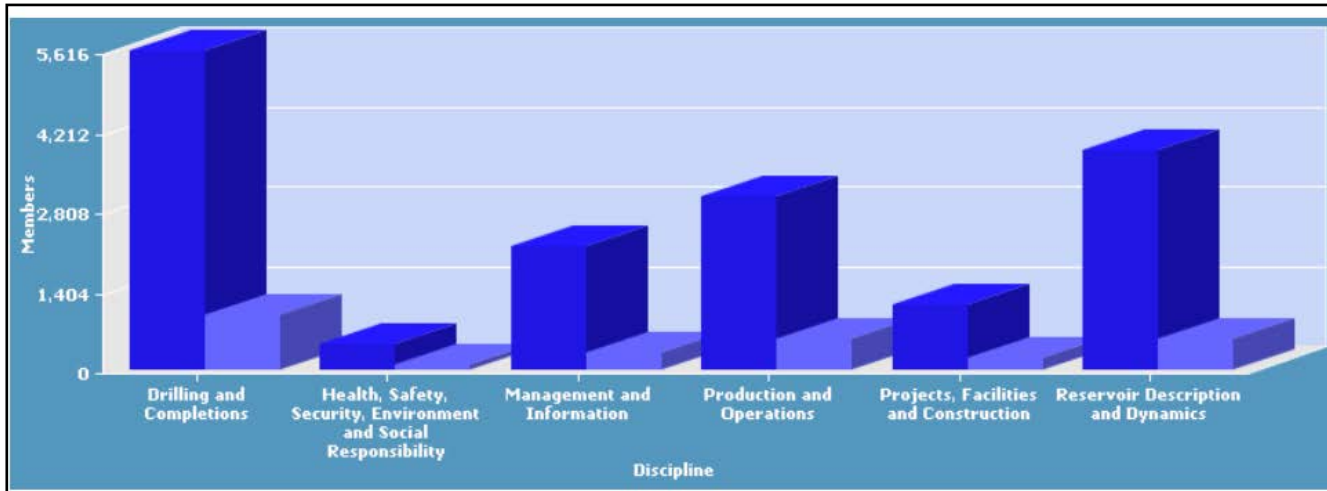
The Gulf Coast Section awards over \$350,000 annually in scholarships to Houston area students that are pursuing science and engineering majors in college. We also try to get internships for them, host career fairs, judge science fairs, volunteer in local schools, fund the CHASE program at UH for master algebra teachers, and support our four Student Chapters at HCC, U of H, Rice and Texas A&M. Financial support comes from our tournaments and events.

## **GOVERNANCE**

SPE-GCS is a volunteer organization run by a Board of Directors with Committees and Study Groups for various topics. SPE is a nonprofit, educational and charitable organization under Section 501(c)(3) of the Internal Revenue Service code, which means that donations to support our organization are tax-deductible.



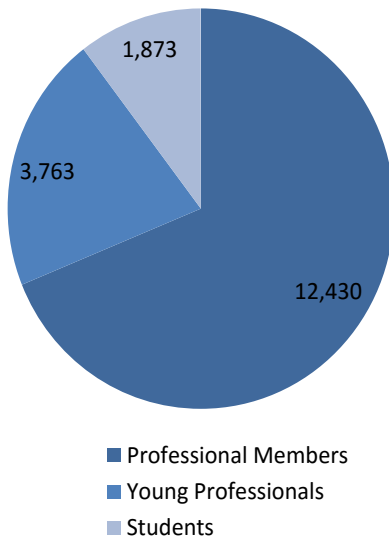
# ABOUT SPE-GCS



SPE-GCS members broken out by primary discipline (dark blue) and secondary discipline (light blue).

## Organizational Structure:

- 21 Board Members
- Annual Budget: \$1.8M



Young Professionals and Students comprise over 30% of the entire Gulf Coast Section.

## COMMITTEES:

- Annual Awards Banquet
- Auxiliary
- Board of Directors
- Career Management
- Community Services
- Continuing Education
- Education
- ESP Workshop
- Golf
- Membership
- Newsletter
- Programs
- Scholarship
- Sporting Clays
- Social Activities
- Technology Transfer
- Tennis
- Treasury
- Web Technology

## STUDY GROUPS:

- Business Development
- Completions & Production
- Digital Energy
- Drilling
- General Meeting
- Health Safety & Environment
- International
- Northside
- Permian Basin
- Petro-Tech
- Projects, Facilities & Construction
- Research & Development
- Reservoir
- Water & Waste Management
- Westside



# AD RATES - CONNECT

Information on Ad Rates can also be found online at <http://www.spegcs.org/print-newsletter-ad-specs/>

The Society of Petroleum Engineers Gulf Coast Section Newsletter is printed 12 times per program year, from August through July. The newsletter is mailed to over 17,000 members of the SPE Gulf Coast Section, which covers 29 counties in the Greater Houston area, and our four Student Chapters: Texas A&M, University of Houston, Rice University and Houston Community College.

## PRODUCTION SPECIFICATIONS

All ads must be submitted digitally via email to Pat Stone (starlite1@sbcglobal.net).

## AD SIZES AND FILE FORMATS

Only high resolution PDF files converted to a CMYK and 300 dpi will be accepted. All fonts and images must be embedded in your PDF. Please set your file size to the dimensions listed below. Only full page ads that bleed should be set up with bleeds. Ads submitted with the wrong dimensions will not be accepted.

## ADVERTISING SPACE RATES - COLOR

SIZE:	Insert	Full Page w/ No Bleed	Full Page w/ Bleed	1/2 Page Vert	1/2 Page Horiz	1/4 Page	Back Page 1/4	1/8 Page
	8.5" W X 11" H (trim to 8.25" X 10.875")	7.75" W X 10" H	8.5" W X 11" H (9" W X 11.5" H with Bleed)	4.875" W X 7.75" H	7.75" W X 4.875 H	3.75" W X 4.875" H	3.75" W X 4.875" H	3.75" W X 2.375" H
1 Month	\$5,000	\$3,000	\$3,200	\$1,600	\$1,600	\$800	\$1400	\$400

**Please Note:** All prices listed are in USD. We offer a 10% discount on 6 month ad commitment and a 15% discount with a 12 month ad commitment.

## INSERT SPECIFICATIONS

Inserts should be trimmed to 8.25" wide by 10.875" tall, and printed on 70-lb or 80-lb text weight paper (not cover weight).

Only one insert ad is sold per month. The SPE-GCS reserves the right to include one SPE flyer behind any paid insert advertisement in any given month. The insert space costs \$5,000 per month. Advertisers must supply 17,000 + inserts to DiscPro Printing.

Send inserts to DiscPro Graphics & Printing Attn: Amber Burnett, 339 Greens Landing Dr., Houston, Texas 77038.



# AD RATES - CONNECT

Information on Ad Rates can also be found online at  
<http://www.spegcs.org/print-newsletter-ad-specs/>

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## **ADVERTISING SALES CONTACT**

Pat Stone  
281-530-9711  
starlite1@sbcglobal.net

## **NEWSLETTER CHAIRMAN**

Lynn Ponder  
281-352-9164  
editor@spegcs.org

## **DESIGN & LAYOUT**

DesignGood + DesignGood Studio  
Kristin Moses, Creative Director  
281-216-1358  
kristin@designgood.com

Kristie Urbano, Project Manager  
832-377-9410  
kristie@designgood.com

## **PRINTER**

DiscPro Printing & Graphics  
Laura Weeks  
281-999-2717  
laura@discpro.com  
339 Greens Landing Dr.  
Houston, TX 77038

## **NEED YOUR AD DESIGNED?**

Contact Kristin Moses  
kristin@designgood.com



# AD RATES - e-Newsletter

Information on Ad Rates can also be found online at <http://www.spegcs.org/enewsletter-ad-pricing-specs/>

**Reach and Frequency:** The Society of Petroleum Engineers Gulf Coast Section distributes a monthly e-Newsletter twice each month to over 18,000 recipients, once at the beginning of the month and the second in the middle of the month.

\*Each monthly e-Newsletter, on average, has a 21% open rate with a 13.5% click-through rate on each email distributed.



## e-Newsletter Ad Rates

All of our sponsorship spots have ideal placement above the fold. Each ad appears in the top right corner of the e-Newsletter each month. Sponsorships will be featured twice each month.

Top Placement	\$500
Middle Placement	\$500
Bottom Placement	\$500

*We offer a 10% discount on 6 month ad commitment and a 15% discount with a 12 month ad commitment.*

## e-Newsletter Ad Specifications

All e-Newsletter advertisements should be sized to 184 X 150 pixels at 72 dpi. Provide the graphic and URL to Pat Stone.

\* All statistics may vary month-to-month. We do not provide any guarantees.

For more information regarding e-Newsletter advertising opportunities, contact:  
**Pat Stone**  
 281-530-9711  
[starlite1@sbcglobal.net](mailto:starlite1@sbcglobal.net)



# AD RATES - Website

Information on Ad Rates can also be found online at <http://www.spegcs.org/web-ad-pricing-specs/>

The Society of Petroleum Engineers Gulf Coast Section online website is a resourceful tool to Gulf Coast engineers. Members visit the site to sign up for committee and study group events, find members' information, search job postings and much more!

## Reach and Frequency:

\*The website averages over 42,000 visitors to the homepage each month.

## Website Homepage Ad Specifications

- File Types Accepted: JPG, GIF, BMP
- Static images only, no animated GIFs or flash
- Pixel Width: 120
- Pixel Height: 91
- Maximum File Size: 20K
- Resolution: 72 dpi
- Target URLs: One target URL accepted

## Website Homepage Ad Rates

There are up to 8 sponsorship spots available each month on the homepage.

12 Months	\$2,500
6 Months	\$1,600
3 Months	\$900



For more information regarding website homepage advertising opportunities, contact:

Pat Stone  
281-530-9711  
starlite1@sbcglobal.net

\* All statistics may vary month-to-month. We do not provide any guarantees.



# AD RATES - Events

Information on Ad Rates can also be found online at <http://www.spegcs.org/event-ad-specs/>

The Society of Petroleum Engineers - Gulf Coast Section committees and study groups hold social events, workshops, technical seminars and luncheons each month to promote further education in the oil and gas industry as it pertains to each area of expertise.

**Reach and Frequency:** \*On average each month, there are 22 events featured on the SPE-GCS calendar. Each event averages approximately 39 people, but varies depending on the size of the venue and type of event.

Annual events include the Emerging Engineers Conference, Roughneck Camp, and Annual Awards Banquet. In 2014, SPE-GCS had over 130 online registrants for the Emerging Engineers Conference, over 325 online registrants for the Roughneck Camp, and more than 280 online registrants for the Annual Awards Banquet.

## Website Event Ad Specifications

- File Types Accepted: JPG, GIF, BMP
- Static images only, no animated GIFs or flash
- Pixel Width: 120
- Pixel Height: 91
- Maximum File Size: 20K
- Resolution: 72 dpi
- Target URLs: One target URL accepted

## Website Event Ad Rates

There is one sponsorship spot available for each event listing. Event listings are added 1-2 months prior to the event start.

1 Event \$200

Note: If ads are bought for a study group or committee by month, we reserve the right to feature corporate sponsors for any individual event.

*We offer a 10% discount on 6 month ad commitment and a 15% discount with a 12 month ad commitment.*

\* All statistics may vary month-to-month. We do not provide any guarantees.

For more information regarding website event advertising opportunities, contact:

Pat Stone  
281-530-9711  
starlite1@sbcglobal.net