



North  
American

# PIPELINES™

*Media Kit*

2009



## North American Pipelines – The Business of Pipeline Construction

Welcome to *North American Pipelines*, the premier publication covering the business of pipeline construction in North America. As anyone familiar with this marketplace will attest, we are seeing unprecedented growth – the result of historical underinvestment and the need to access new supply and meet increasing demand. This nexus has spurred pipeline development from the Rockies to the Northeast Corridor, from the Gulf Coast to the oil sands of Alberta, and all places in between.

In fact, more than 20,000 miles of new natural gas transmission pipeline capable of carrying about 100 billion cubic feet per day were installed in the last decade in the United States alone, with many more miles of pipeline being planned.

This abundance of work means increased opportunities for everyone involved in this sector – and that’s where we come in. *North American Pipelines* covers the latest news on market developments that are shaping the industry, the most efficient methods of pipeline construction and maintenance, and managerial strategies that enhance your company’s bottom line.

With an increased push for energy independence and clean-burning fuels, the long-term outlook for the North American pipeline market remains strong. We look forward to being there with you as we navigate these exciting times.

### Editorial Calendar

#### July

Project Finance  
Worker Training  
Pipe Materials/Products  
Corrosion/Coatings  
Welding  
Trenching and Excavation

#### Bonus Distribution:

##### MEA Operations Conference

August 4-7, Ames, IA

##### ASCE Pipelines 2009

Aug. 16-19, San Diego, CA

##### 2009 Annual IPLOCA Convention

Sept 14-18, San Francisco, CA

#### September

Permitting/Environmental Regulations  
ROW Acquisition  
Pipeline Safety/Security  
Pigging  
HDD/Boring  
North American Project Update

#### Bonus Distribution:

##### American School of Gas Management

Sept 21-24, Houston, TX

##### International Pipeline Expo & Conference 2009

Sept. 30 – Oct. 2, Calgary, AB Canada

#### November

Workforce Recruitment & Retention  
Legal  
GIS/Mapping  
Monitoring/SCADA  
Leak Detection  
Pipe Laying

#### Bonus Distribution:

##### Gas Machinery Conference

Oct 5-7, Atlanta, GA

#### Webinar Schedule

**August** – Gas & Oil Pipeline Case Study

**October** – Corrosion/Coatings

**December** – Pigging

\*See Webinar sponsorship details on pg. 5

### 2009 North American Pipelines Print Advertising Rates (all rates are gross)

All ads are 4 color	1X	3X
2-page spread	\$4560	\$3650
Full Page	\$3310	\$3000
2/3 Page	\$3060	\$2600
1/2 Island	\$2810	\$2390
1/2 page	\$2560	\$2175
1/3 page	\$2310	\$1965
1/4 page	\$2060	\$1755
1/6 page	\$1810	\$1540
Business Card (net rates)	\$250	\$200

#### COVER RATES

2ND COVER (Inside Front)	\$3687
3RD COVER (Inside Back)	\$3325
4TH COVER (Back Cover)	\$3750

#### CLASSIFIED ADVERTISING

\$100 per column inch

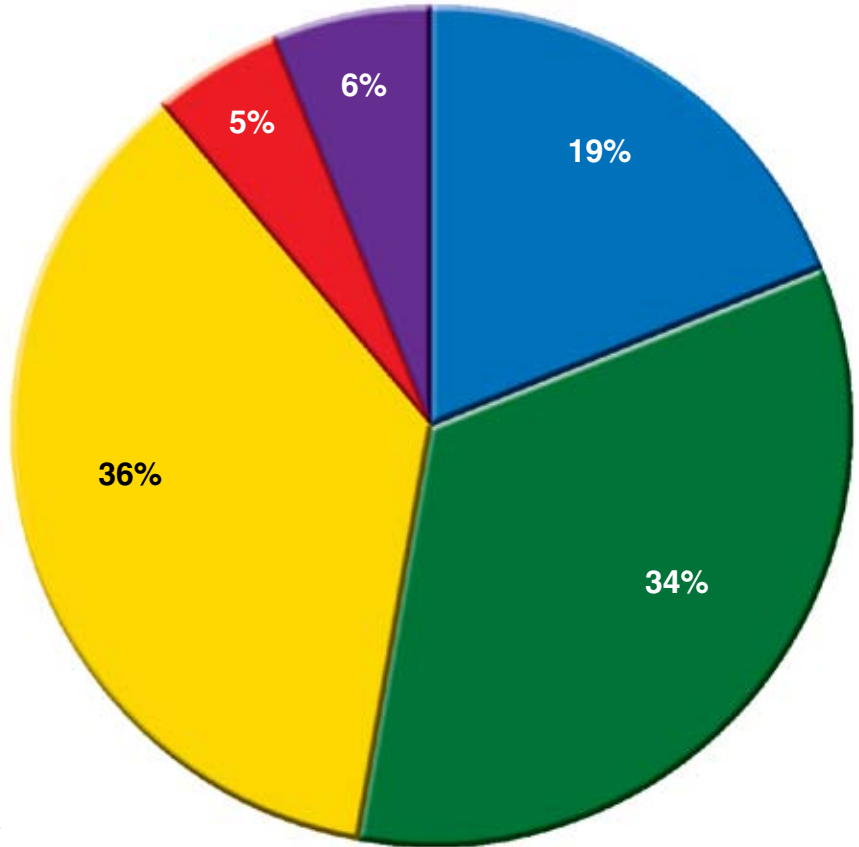
Call 330-467-7588 or e-mail: [bstallard@benjaminmedia.com](mailto:bstallard@benjaminmedia.com) to place your ad in *North American Pipelines*.

## Circulation Breakdown\*

In 2008, the *North American Pipelines* supplement mailed to 4,652 subscribers to *Trenchless Technology* and *Utility Contractor* and 14,270 oil and gas pipeline professionals in North America. In 2009, *North American Pipelines* will reach 12,500 oil and gas pipeline professionals in North America. Sources include *Trenchless Technology*, *Utility Contractor*, Industry Directories and reputable associations.

## North American Pipelines Circulation Overview

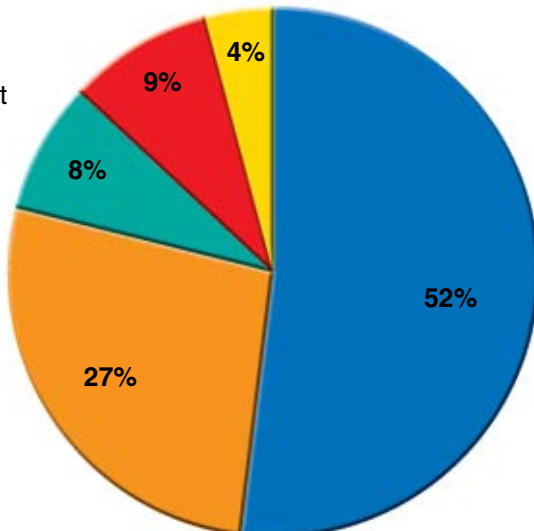
- Professionals** ..... 19%  
Including oil and gas professionals directly involved in producing, processing, refining and exploration
- Contractors** ..... 34%  
Including pipeline contractors, drilling contractors, HDD contractors and utility contractors
- Engineers** ..... 36%  
Including design engineers, pipeline engineers, also including estimators and consultants
- Utilities** ..... 5%  
Including public and private energy utilities, government and public works, and oil and gas companies
- Other Industry Fields** ..... 6%  
Including manufacturers, service and supply companies, financial professionals and others aligned with the North American pipeline industry



\*Publisher's own data

## Titles

- Management**
- Engineer**
- Supervisor/Foreman**
- Purchasing Agent**
- Other**



*Business and Economics Research Advisor* states:

**“The oil and gas industry plays a critical role in driving the economy.”**

*North American Pipelines* brings that industry to our readers.

### Advertising Materials

North American Pipelines is produced using computer-to-plate technology. When submitting an advertisement, the preferred method is a digital image that can be placed in a page layout program on a PC platform. Include a full-color proof with each advertisement. The image can be a TIF or EPS, CMYK, 300-dpi, full-size image. A high-resolution (press optimized) PDF can also be provided.

### Digital Files

Digital files that we can accept are PC based files created in:

- QuarkXPress 6.5 or lower
- Adobe PhotoShop CS3 or lower
- Adobe Illustrator CS3 or lower
- Adobe InDesign CS3 or lower

Files created on the Macintosh platform using the above programs must have fonts included and will be sent to our printer for file conversion\* (press optimized Adobe Acrobat PDFs do not need to be converted).

*Note: Files created in page layout or illustration software must be submitted with the fonts used in the creation of the ad. Ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word will not be accepted.*

### \*Additional Ad Charges

There is a minimum additional charge for the following:

- Mac File Converted to IBM..... \$55/hour
- Ad Creation/Modification..... \$75/hour

### Inserts

Furnished inserts ready for binding earn black and white space rates for the first four pages; additional pages are billed at 50% of earned black and white space rates. For those cases requiring back-up, the rate will be quoted separately.

Tip-in charges per insert, per thousand is \$50.

All inserts should be shipped directly to our printing facility:

**Publishers Press Inc.**  
 Attn: North American Pipelines  
 100 Frank E. Simon Ave.  
 Shepherdsville, KY 40165 USA

### Special Positions

Guaranteed only with a 10% extra charge added to space rate.

### Short Rates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion; they do not use the amount of space that their billing was based.

### Agency Commissions

15% of gross billing is allowed to recognized agencies on space, color, special positions and inserts.

### Shipping Instructions

Please send all advertising materials to

**North American Pipelines**  
 Attn: Advertising  
 1770 Main St., PO Box 190  
 Peninsula, OH 44264 USA  
 Ph: 330-467-7588 Fax: 330-468-2289

### Ad Sizes

Full Page Trim Size: 8-1/8" x 10-7/8" (206 mm x 276 mm)  
 Gatefold Cover: 16-1/4" x 10-7/8" (413 mm x 276 mm)  
 Spread: 16-1/4" x 10-7/8" (413 mm x 276 mm)

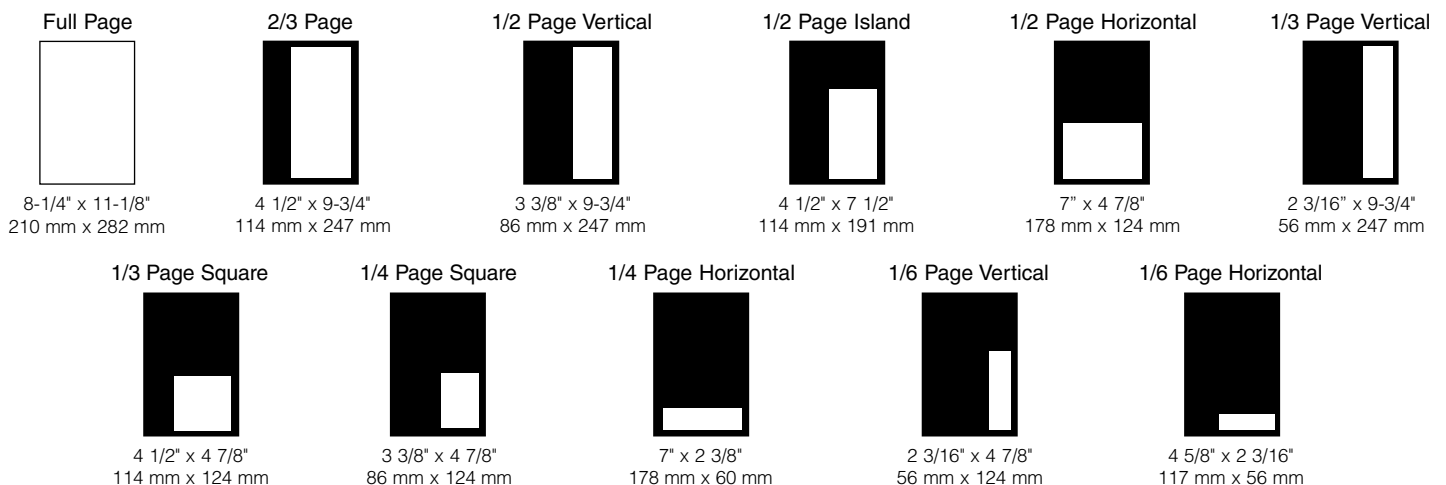
### Bleed Specs

Single Page: 8-1/4" x 11-1/8" (210 mm x 282 mm)  
 Spread: 16-1/2" x 11-1/8" (419 mm x 282 mm)

Allow minimum 1/4" (6 mm) in from trim edge for live matter.

### Non-Payment

In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency individually and/or jointly liable.





## Online Opportunities

### Online Banner Ads

North America is facing a “once in a generation” opportunity to design and build oil and gas pipelines. By marketing on the Web in conjunction with *North American Pipelines*, your company will be at the forefront of this movement.

Don't be left behind in the digital age. Ask how we can help you succeed with Web advertising. We offer creative banner ads, directory links, video applications, in-line text links and numerous other digital opportunities for your Web marketing campaigns to succeed.

### Banner Ad Rates – Homepage Banner Ads:

(Net rates shown)

Size (in pixels)	3x		6x		12x	
	Per Month	Total Insertion	Per Month	Total Insertion	Per Month	Total Insertion
170 x 150	\$350	\$1,050	\$315	\$1,890	\$275	\$3,300
170 x 310	\$525	\$1,575	\$475	\$2,850	\$400	\$4,800
170 x 470	\$700	\$2,100	\$625	\$3,750	\$525	\$6,300
468 x 60	\$1,000	\$3,000	\$900	\$5,400	\$750	\$9,000

### Special Placement Ads:

Place your ad in-line with a recent feature article, including a direct link to your Web site for the life of the digital article.

Size: 468X60 pixels. Price \$600

## Generate NEW business and brand your company as an expert by sponsoring and presenting a session in the 2009 North American Pipelines Educational Webinar series!

### What the Sponsor Does:

The webinar sponsor delivers a 30 to 45 minute presentation for one of the sessions shown above. Typically, this is a PowerPoint presentation that can include video clips and screen sharing. Jim Rush, *NAP* Editor, will work with the sponsor regarding agenda and session content. Following the presentation, the sponsor will be able to interact with attendees during the Q&A session.

The presenter(s) can deliver their presentation from their own office!

### What NAP Does:

*NAP* will handle all pre- and post- event details, including event promotion, attendee registration, compiling pre-event survey results, enrollment reporting, webinar logistics, and webinar recording for playback on [www.napipelines.com](http://www.napipelines.com) for one year!

## NAP Webinar Series

**Average enrollment for a Benjamin Media Webinar is 200+! That's 200+ Qualified Leads!**

### Sponsorship Rate:

\$6,000 net

### Sponsor Benefits:

- One ½ page 4-color ad in *NAP* promoting sponsor's Webinar. Ad will be placed in the issue one month prior to scheduled Webinar.
- E-mail invitations sent to 10,000+ prospects. Invitation includes information about webinar and sponsor's logo.
- Banner advertisement promoting sponsor's webinar to appear on [www.napipelines.com](http://www.napipelines.com).
- Custom pre-event survey included on enrollment form. Sponsor determines questions and is given results on weekly enrollment report.
- 60 minute Webinar (recommended 45 minutes for presentation and 15 minutes for Q&A). Webinar can include video (strict guidelines), real-time polling and screen sharing.
- Following the event, sponsor will be provided with a final report including: list of all registrants that logged on to the Webinar; a list of all registrants that were absent; a list of all questions asked during event; answers to any polls given during the event.
- Recorded Webinar will appear on [www.napipelines.com](http://www.napipelines.com) for one year.

**If you would like to sponsor/present 1 of the 3 sessions, please contact your sales representative.**