



North American PIPELINES



Central
2010

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

January

Engineering
Jobsite Safety
Coatings
Oil Pipeline Trends
Trenching/Excavation
Product Showcase: Pipe Layers
Terrain Overview: Arctic
Advertising Materials Due 12/14/09

Bonus Distribution:
Underground Construction Technology, January 19 – 21, Tampa, FL
International Pipeline Pigging & Integrity Management Conference, February 15 – 18, Houston, TX
PLCA Annual Conference, February 17 – 21, Scottsdale, AZ
DCA Annual Convention, February 23 – 28, Los Cabos, Mexico

March

Water Crossings
Rehabilitation
GIS/Mapping
Storage/Peak Management
ROW Acquisition/Land Clearing
Product Showcase: Padding Equipment
North American Overview: Canada
Advertising Materials Due 2/15/10

May

Pipeline Integrity Management
Maintenance
Natural Gas Pipeline Trends
Trenchless Construction
Product Showcase: Drilling/Boring Rigs
Terrain Overview: Desert
Advertising Materials Due 4/15/10
Bonus Distribution:
PLCA of Canada, June 6 – 11, St. John’s Newfoundland and Labrador, Canada

July

Worker Training
Pipe Materials/Products
Corrosion Control
Welding
Product Showcase: Trenchers/Excavators
North American Overview: United States
Advertising Materials Due 6/15/10
Bonus Distribution:
Gas Operations Conference, August 3 – 6, Iowa State University, Ames, IA
Annual Appalachian Gas Management Short Course
GIS for Oil & Gas Conference, September 15 – 29, Phoenix, AZ
Pipelines Conference 2009, August 28 – September 1, Keystone, CO

September

Permitting/Environmental Regulations
Pipeline Safety/Security
Pigging
Biofuel Pipeline Trends
Product Showcase: ROW/Land Clearing
Terrain Overview: Mountains
Advertising Materials Due 8/13/10
Bonus Distribution:
IPLOCA Convention, Venice, Italy
Gas Machinery Conference, October 4 – 6, Phoenix, AZ

November

Workforce Recruitment/Retention
HDD/Boring
Legal
Monitoring/Metering
Leak Detection
Product Showcase: Crawlers
North American Overview: Mexico
Advertising Materials Due 10/15/10

For more information on editorial, please contact Brad Kramer at 330-467-7588 or bkramer@benjaminmedia.com

2010 North American Pipelines Print Advertising Rates (all rates are gross)

All ads are 4-color	1x	3x	6x
Spread	\$4,560	\$3,650	\$3,102
Full Page	\$3,310	\$3,000	\$2,550
2/3 Page	\$3,060	\$2,600	\$2,210
1/2 Page Island	\$2,810	\$2,390	\$2,032
1/2 Page	\$2,560	\$2,175	\$1,849
1/3 Page	\$2,310	\$1,965	\$1,670
1/4 Page	\$2,060	\$1,755	\$1,492
1/6 Page	\$1,810	\$1,540	\$1,309
Business Card	\$250	\$200	\$185
COVER RATES			
2nd Cover (inside Front)	\$4,085	\$3,881	\$3,687
3rd Cover (inside Back)	\$3,684	\$3,500	\$3,325
4th Cover (Back)	\$4,155	\$3,947	\$3,750

CLASSIFIED ADVERTISING \$100 per column inch

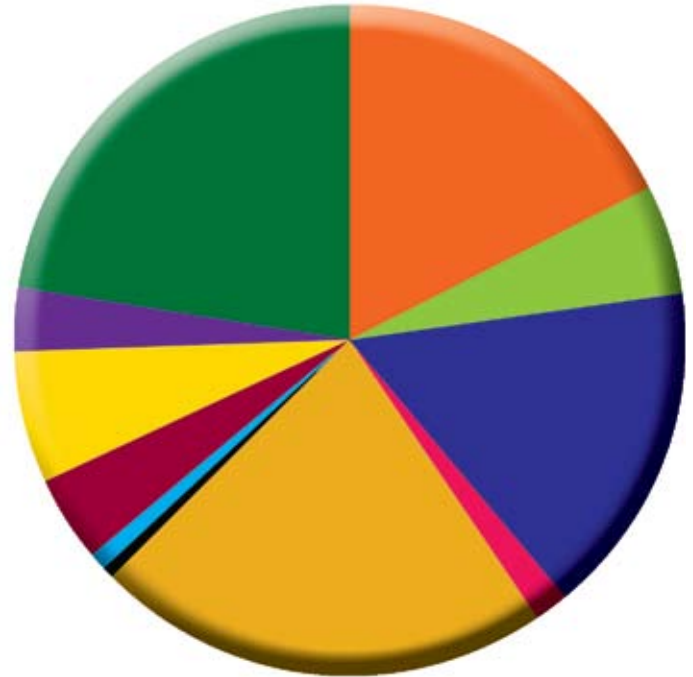
Call 330-467-7588 or e-mail: rsneltzer@benjaminmedia.com to place your ad in *North American Pipelines*.

Circulation Breakdown*

North American Pipelines debuted in December 2008 as a special supplement to *Trenchless Technology* and launched as a bimonthly magazine with three issues in 2009, mailing to 12,500 oil and gas pipeline professionals in North America. NAP will continue to grow in 2010, reaching more and more readers in the following industries:

North American Pipelines Circulation Overview by Industry

■ Pipeline Construction	17.6%
■ Pipeline Maintenance	5.4%
■ Consulting/Engineering	16.0%
■ Government/Regulatory	1.7%
■ Equipment Mfg/Supplier	22.1%
■ Legal	0.4%
■ Financial	0.9%
■ Gas Transmission Pipelines	4.3%
■ Gas Distribution	6.3%
■ Oil Pipeline	3.2%
■ Other	22.3%



Our readers purchase/recommended the following products and services:

Cathodic Technology	23.7%	Pipeline Machinery	25.6%
Cleaning Pigs	21.3%	Pipeline Maintenance	33.4%
Coatings/Linings	30.1%	Pipeline Rehabilitation	27.8%
Corrosion Monitoring	18.7%	Pipeline Safety	32.8%
Environmental Awareness	18.7%	Pipeline Security	14.3%
Flow Control Software	8.9%	Project Financing & Insuring	6.7%
GIS/GPS Systems	20.4%	ROW Management	13.7%
Inline Inspection	17.6%	SCADA/Automation Software	10.2%
Leak Detection/Prevention	20.0%	Trenching Materials	21.2%
Offshore Pipe Laying	7.1%	Trenchless Technology	30.2%
Pipe Materials	35.4%	Welding	27.6%
Pipeline Communications	11.3%	Other	10.2%
Pipeline Design Engineering	24.7%		

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



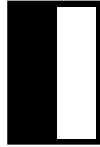








Single Page: 8-1/4" x 11-1/8" (210 mm x 282 mm)

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.

<p>Full Page</p>  <p>8-1/4" x 11-1/8" 210 mm x 282 mm</p>	<p>2/3 Page</p>  <p>4 1/2" x 9-3/4" 114 mm x 247 mm</p>	<p>1/2 Page Vertical</p>  <p>3 3/8" x 9-3/4" 86 mm x 247 mm</p>	<p>1/2 Page Island</p>  <p>4 1/2" x 7 1/2" 114 mm x 191 mm</p>	<p>1/2 Page Horizontal</p>  <p>7" x 4 7/8" 178 mm x 124 mm</p>	<p>1/3 Page Vertical</p>  <p>2 3/16" x 9-3/4" 56 mm x 247 mm</p>
<p>1/3 Page Square</p>  <p>4 1/2" x 4 7/8" 114 mm x 124 mm</p>	<p>1/4 Page Square</p>  <p>3 3/8" x 4 7/8" 86 mm x 124 mm</p>	<p>1/4 Page Horizontal</p>  <p>7" x 2 3/8" 178 mm x 60 mm</p>	<p>1/6 Page Vertical</p>  <p>2 3/16" x 4 7/8" 56 mm x 124 mm</p>	<p>1/6 Page Horizontal</p>  <p>4 5/8" x 2 3/16" 117 mm x 56 mm</p>	



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

Another new digital addition in 2009 was our widely read bi-weekly E-Newsletter.

In addition to drawing visitors to our Web site, the E-Newsletter gives a preview of the valuable information on its way from our printer to your customer's (or potential customer's) mailbox in the bi-monthly print edition of *North American Pipelines*.

E-Newsletter Banner Rates: 170x150 \$250 per month.

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... Position your company as a true Thought Leader... Educate and communicate with your prospects using a Proven Technology! Sponsor and present a North American Pipelines Webinar session in 2010.

What the Sponsor Does:

The Webinar sponsor delivers a 30- to 45-minute presentation for one of the featured session topics. Typically, this is a PowerPoint presentation that can include audience polling, screen sharing, live Q&A and more. Brad Kramer, *North American Pipelines* Associate 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 North American Pipelines Does:

North American Pipelines 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 for one year!

NAP Webinar Series

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

Sponsorship Rate:

\$7,500 Net per session

Sponsor Benefits:

- *North American Pipelines* Webinar Series will be advertised in *North American Pipelines* every month. Your company logo will appear next to your sponsored session.
- One ½ page, 4-color ad in *North American Pipelines* 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.
- Custom pre-event survey of your Webinar audience. 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, real-time polling and screen sharing.
- Following the event, sponsor will be provided with a final report including a list of all registrants that logged on to the Webinar; a list of all registrants who 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 for one year.

Additional Options:

- DVD copy of presentation - \$350
- Add Video to presentation - \$600 (presentation will be pre-recorded and played back for live event. Presenters will have live Q&A following recording).

If you'd like to sponsor/present a session not shown on the session calendar, please contact your sales representative.

Webinar Topics for 2010

Corrosion Control

Pigging

Stringing

GIS/Mapping

North American Pipelines Webinars help industry businesses reach prospects!

Here's what past sponsors are saying...

"The quality of the participants was excellent and in fact has led to a lot of new business opportunities."

"It generated a lot of productive follow-up for us as we maintained contact with qualified participants."

"We were very pleased with the promotion and execution of the Webinar. We found that it was a very effective tool in reaching a targeted audience."

"It was an effective and useful alternative way to meet my target audience. The results I achieved from my Web seminar exceeded my expectations."