



North American Oil & Gas PIPELINES

Covering the Business of Pipeline
Construction & Maintenance

Now published monthly for more complete industry coverage!



Media Kit 2012

North American Oil & Gas Pipelines – The Business of Pipeline Construction & Maintenance

Welcome to *North American Oil & Gas Pipelines*, the premier publication that covers the business of pipeline construction and maintenance in North America. Contained in each issue of *NAOGP* are the faces of the industry's leaders, the stories of how pipelines are built, case studies on how to care for these systems, as well as the latest news, market trends and products for the pipeline industry.

Editorial Calendar

January

- Jobsite Preparation Focus
- Transportation/Trucking
- Regulations/Legal Concerns
- Coatings/Corrosion Control
- ROW Acquisition/Land Clearing
- Product Showcase: Pipe Layers

Space Reservations: 12/1/2011
 Materials Deadline: 12/15/2011
 Closing Date: 12/23/2011

Bonus Distribution:

PPIM, Houston, TX, February 6-9, 2012
PLCA, Carlsbad, CA, February 21-25, 2012

February

- Shale Gas Development
- Excavation
- Canadian Oil Pipeline Report
- Pipe Wraps/Repair
- Cross-Country Pipelines
- Product Showcase: Welding Equipment

Space Reservations: 1/1/2012
 Materials Deadline: 1/15/2012
 Closing Date: 1/27/2012

Bonus Distribution:

APCA, Sea Island, GA, Feb.29 - Mar.4, 2012
API, Singapore, March 6-8, 2012
NACE, Salt Lake City, UT, March 11-15, 2012
NASTT No Dig, Nashville, TN, March 11-15, 2012
NUCA, Fort Worth, TX, March 12-16, 2012

March

- Pipe Preparation Focus
- Worker Training/Recruitment
- Pigging
- Distribution Pipelines
- Pipe Materials/Products
- Product Showcase: Trenchers

Space Reservations: 2/1/2012
 Materials Deadline: 2/15/2012
 Closing Date: 2/27/2012

April

- Offshore Focus
- Exporting Oil & Gas
- Matting Systems
- Pipe Bending
- Environmental Challenges
- Product Showcase: Pipe Wraps/Repair

Space Reservations: 3/1/2012
 Materials Deadline: 3/15/2012
 Closing Date: 3/27/2012

Bonus Distribution:

OTC, Houston, TX, April 30-May 3, 2012

May

- Pipeline Installation Focus
- U.S. Oil Pipeline Report
- Jobsite Safety
- Integrity Management
- Trenchless Construction
- Product Showcase: ROW/Land Clearing

Space Reservations: 4/1/2012
 Materials Deadline: 4/15/2012
 Closing Date: 4/27/2012

Bonus Distribution:

PLCA Canada, Fairmont Chateau Whistler, June 3-7, 2012

June

- Oil Sands
- Welding
- Pipeline Inspection
- Preventive Maintenance
- Asset Management
- Product Showcase: Excavators

Space Reservations: 5/1/2012
 Materials Deadline: 5/15/2012
 Closing Date: 5/25/2012

July

- Permitting Focus
- Pigging
- Engineering
- Water Crossings
- Trenching
- Product Showcase: Pipe Bending/Bevellers

Includes the Horizontal Directional Drilling Guide

Space Reservations: 6/1/2012
 Materials Deadline: 6/15/2012
 Closing Date: 6/27/2012

Bonus Distribution:

Tulsa Pipeline Expo, Tulsa, OK, TBD

August

- Shale Gas Challenges
- Leak/Holiday Detection
- Jobsite Safety
- Crawlers/Carriers
- Canadian Natural Gas Pipeline Report
- Product Showcase: Meters/Valves

Space Reservations: 7/1/2012
 Materials Deadline: 7/15/2012
 Closing Date: 7/27/2012

Bonus Distribution:

AOPL, TBD, September 2012

September

- ROW Acquisition/Land Clearing
- Pipeline Security Focus
- Securing Pipelines
- Rehabilitation/Repairs
- Pumps/Pump Stations
- Product Showcase: Drilling/Boring Rigs

Space Reservations: 8/1/2012
 Materials Deadline: 8/15/2012
 Closing Date: 8/27/2012

Bonus Distribution:

International Pipeline Conference & Expo (CEPA), Calgary, September 24-28, 2012

October

- Buoyancy Control/Weights
- Worker Retention
- Aerial Monitoring
- GIS/Mapping
- Financing/Business Models
- Product Showcase: Pipe Materials/Products

Space Reservations: 9/1/2012
 Materials Deadline: 9/15/2012
 Closing Date: 9/27/2012

Includes the 2013 Big Equipment Handbook

Bonus Distribution:

INGAA, TBD, November 2012

November

- NAP Business Achievement Award
- Maintenance Focus
- Coatings/Corrosion Control
- U.S. Natural Gas Pipeline Report
- Insuring Pipelines
- Product Showcase: Pigging/Inspection Tools

Space Reservations: 10/1/2012
 Materials Deadline: 10/15/2012
 Closing Date: 10/26/2012

December

- Data Tools
- Directional Drilling
- Equipment Standards
- Leasing/Rental Equipment
- Drilling & Hydraulic Fracturing
- Product Showcase: Trucks/Trailers/Crawlers
- 2012-2013 Buyer's Guide

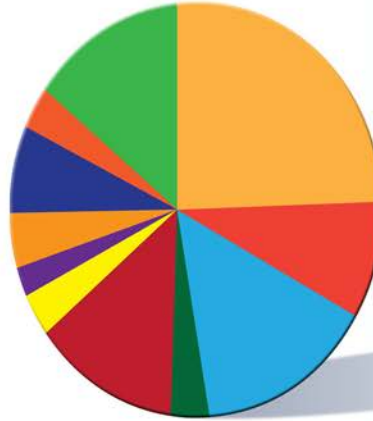
Includes the 2013 Buyer's Guide

Space Reservations: 11/1/2012
 Materials Deadline: 11/15/2012
 Closing Date: 11/27/2012

Total Circulation 12,500*

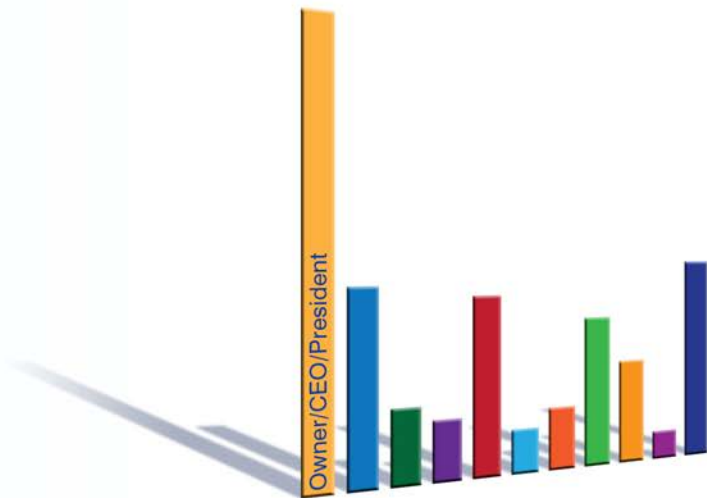
Industry

■ Pipeline Construction	24.6%
■ Pipeline Maintenance	8.2%
■ Consulting/Engineering	14.5%
■ Government/Regulatory	3.5%
■ Equipment Mfg/Supplier.....	13.1%
■ Legal	3.7%
■ Financial	2.5%
■ Gas Transmission Pipelines	4.8%
■ Gas Distribution	7.5%
■ Oil Pipeline	3.6%
■ Other.....	14.0%



Job Title

■ Owner/CEO/President	28.3%
■ Executive Mgmt/VP/COO/CFO	12.2%
■ Financial Management.....	4.8%
■ Superintendent.....	3.9%
■ Manager.....	11.5%
■ General Manager.....	2.9%
■ Director	4.1%
■ Engineer/Consultant.....	9.9%
■ Supervisor/Foreman	6.9%
■ Attorney	1.9%
■ Other.....	13.6%



Primary Pipeline Activities

■ Coatings/Linings.....	27.7%
■ Pipe Materials	34.4%
■ Pipeline Machinery	27.2%
■ Pipeline Maintenance	33.2%
■ Pipeline Rehabilitation.....	24.7%
■ Pipeline Safety & Security	47.5%
■ Trenchless Technology.....	27.5%
■ Welding.....	26.2%



*Publishers own data

Major Sources that make up the distribution of NAP

AGA (American Gas Association)	INGAA (Interstate Natural Gas Association of America)
AOPL (Association of Oil Pipelines)	MEA (Midwest Energy Association)
CAPP (Canadian Association of Petroleum Producers)	PLCA (Pipe Line Contractors Association)
DCA (Distribution Contractors Association)	PLCAC (Pipe Line Contractors Association of Canada)

2012 Print Advertising Rates (All Rates are Listed as Gross)					
All ads are 4-color	1x	3x	6x	9x	12x
Spread	\$4,560	\$4,400	\$4,268	\$4,100	\$3,935
Full Page	\$3,412	\$3,310	\$3,210	\$3,105	\$2,989
2/3 Page	\$3,154	\$3,060	\$2,968	\$2,879	\$2,764
Island	\$2,810	\$2,725	\$2,643	\$2,564	\$2,485
1/2 page	\$2,560	\$2,483	\$2,408	\$2,336	\$2,265
1/3 page	\$2,310	\$2,240	\$2,173	\$2,108	\$2,040
1/4 page	\$2,060	\$1,998	\$1,938	\$1,880	\$1,823
1/6 page	\$1,700	\$1,649	\$1,599	\$1,551	\$1,500
Bus Card	\$400	\$350	\$300	\$275	\$250
Cover Rates					
2ND Cover (inside Front)	\$4,085	\$3,881	3,687	\$3,500	\$3,320
3RD Cover (inside Back)	\$3,800	\$3,686	3,575	\$3,470	\$3,364
4TH Cover (Back)	\$4,255	\$4,045	3,850	\$3,650	\$3,465
Classified Advertising	\$100 per column inch				

Inserts

Please call for pricing.

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

Advertising Materials

North American Oil & Gas Pipelines is produced using computer-to-plate technology.

Digital Files

File Formats: PDF/x1a, PDF (Press Optimized), EPS, and Tiff. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Color space: CMYK, or grayscale; no spot colors, no RGB. Ads not conforming to color specifications will be converted to CMYK. Benjamin Media Inc. is not responsible for color shifts due to conversions from RGB to CMYK. Hard-copy proofs are recommended but not required with all submitted materials. We accept no responsibility for color, content or quality if a color proof is not provided. Benjamin Media Inc. reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

Additional Ad Charges

Ad Creation/Modification \$75/hour

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)

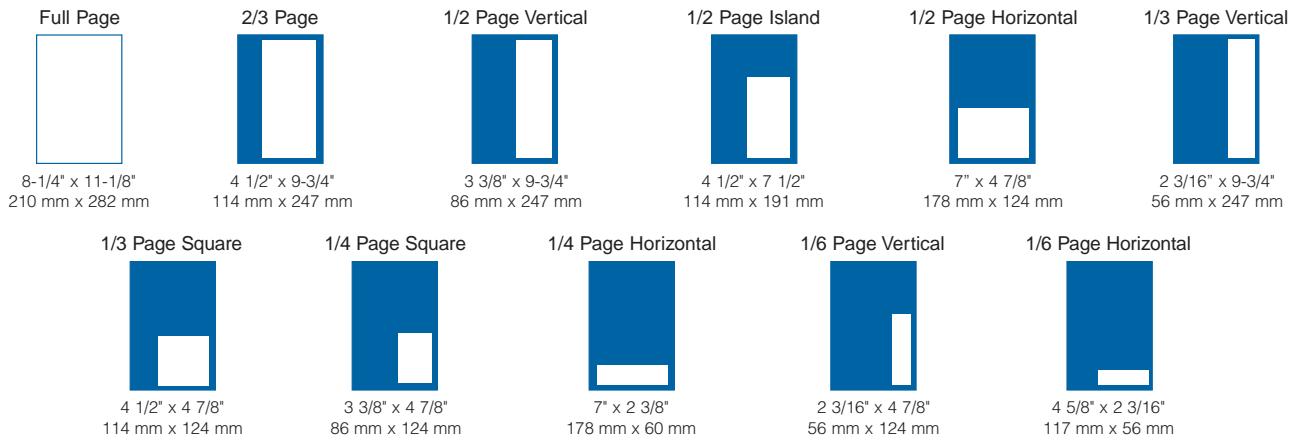
Bleed Specs

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.

Please submit large electronic files via our file transfer service at <http://dropbox.yousendit.com/benjaminmedia>



Disclaimer: Advertisers and ad agencies assume liability for all content (including text, representations and illustrations of advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising that he/she feels is not in keeping with the publication's standards. Publisher cannot guarantee bonus distribution.

**Coming in
October 2012!**

**The North American Oil & Gas
Pipelines Big Equipment Handbook**

Attention: Manufacturers!

Showcase your equipment in the annual *NAOGP Big Equipment Handbook*, the pipeline industry's guide to the essential machinery for project success. This stand alone supplement features equipment specs, capabilities, buying tips and maintenance requirements.

Whether a new innovation or the latest update to an existing product line, the *Big Equipment Handbook* highlights all large-scale machines on the pipeline jobsite, from cradle to grave!

Equipment Categories:

- Right of Way and Land Clearing
- Trenchers
- Excavators
- Drill Rigs
- Pipe Laying/Sidebooms
- Pipe Bending/Beveling
- Crawlers/Dozers
- Padding Machines
- Hydro Seeders
- And More!

Mails with the October 2012 issue of *North American Oil & Gas Pipelines*

2013 Bonus distribution –
PLCA, DCA, PLCA Canada, UCT, APCA,
NASTT's No-Dig Show, NUCA

Make sure your product is included by contacting associate editor Brad Kramer at bkramer@benjaminmedia.com or (330) 467-7588.

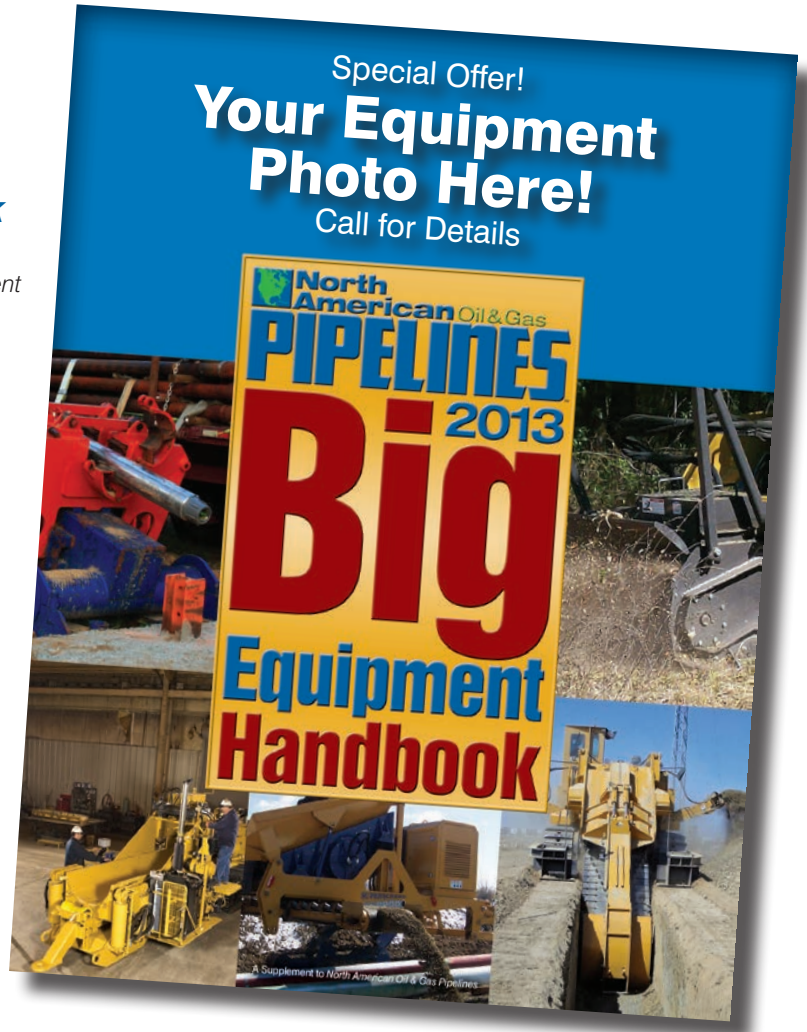
Deadlines:

Insertion Order: Sept 1, 2012

Materials: Sept 15, 2012

Rates & Specifications:

Please refer to the *North American Oil & Gas Pipelines* specs and rates page (page 4 of the media kit).



Combo Buy!

Get a special discounted rate when you purchase two ads in the month of October. One ad will be seen in the October issue of *North American Oil & Gas Pipelines* and the second will be seen in the *Big Equipment Handbook*. The two issues will mail together in a poly bag.

Two full pages: \$3,770 Net

Normal price for two full pages: \$5,800 Net

Two ½ pages: \$3,000 Net

Normal price for two ½ pages: \$4,352 Net

Two ¼ pages: \$2,450 Net

Normal price for two ¼ pages: \$3,502 Net

If you are only interested in one issue or the other, please refer to the '2012 Print Ad Rates' page of this media kit or contact your *NAP* sales rep.

Don't forget to ask about how you can get your company's ad on the special poly bag that will hold both issues!

Horizontal Directional Drilling Guide

A Supplement to *Trenchless Technology* and targeted subscribers of *North American Oil & Gas Pipelines*.

Mails in July

You'll want to be sure to advertise your directional drilling products and/or services in this one-time supplement jam-packed with practical information for utilities, contractors and engineers performing today's HDD installations! From big rigs to small rigs, *Directional Drilling* will bring the latest technology, products and applications in the industry to readers.

Editorial Features:

The Directional Drilling supplement will take a comprehensive look at the HDD industry, covering an array of topics for today's HDD pipeline professional.

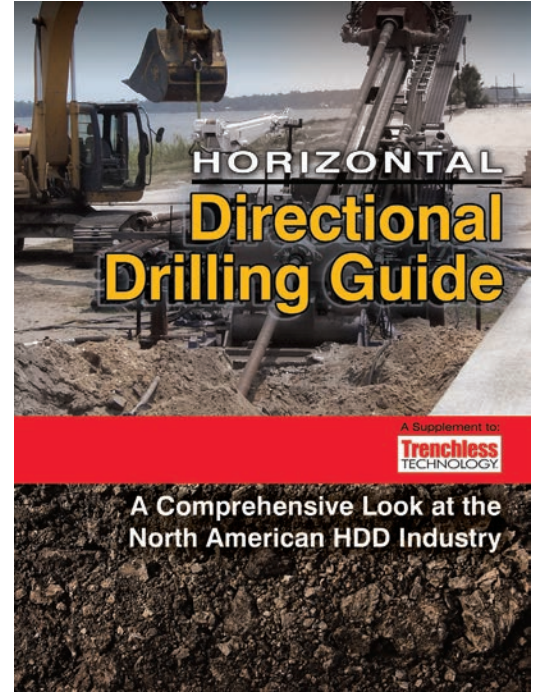
- HDD Market Overview
- Application Case Studies
- Rig Specifications
- Vac Units
- Design Considerations
- New Technology
- Tracking and Locating

Deadlines:

Insertion Order: June 5, 2012 Materials: June 15, 2012

Specifications:

The supplement is the same size as *North American Oil & Gas Pipelines*. Please refer to the *North American Oil & Gas Pipelines* specs (page 4 of the media kit).



Advertising Rates:

gross rates shown

2-Page Spread	\$10,640
Full Page	\$7,140
2/3 Page	\$5,865
1/2 Island	\$5,285
1/2 Page	\$4,700
1/3 Page	\$3,770
1/4 Page	\$3,185
1/6 Page	\$2,765
BC (Net Rates)	\$560

Cover Rates

2ND Cover (Inside Front)	\$7,645
3RD Cover (Inside Back)	\$7,195
4TH Cover (Back Cover)	\$7,980
Inside Front Cover Spread	\$11,240

One Full Year of Bonus Distribution!

Circulation: 45,500*

Municipalities/Public Works, Utilities, Engineers, Contractors, Elected Officials/Gov't, and others related to the trenchless industry.

Trenchless Technology: 36,000

North American Oil & Gas Pipelines: 9,500

Bonus Distribution:

Trenchless Road Shows (2012/2013)

UCT 2013 No-Dig 2013

2013 International Pipelines Expo

*publisher's own data

Digital Edition Advertising Option:

The *Directional Drilling* supplement will also be produced as an interactive online edition. The issue will be available to our online visitors of www.trenchlessonline.com, www.napipelines.com, and www.directionaldrilling.com. Add click-through capability to your ad in the interactive edition and link directly to your Web site from your ad for one full year.

Additional Rate: \$300 net

North American Oil & Gas Pipelines E-Newsletter

Distribution: E-mailed to 7,000 recipients
Distributed bi-weekly – every other Tuesday

Banner ad size:
522 pixels wide x 72 pixels high (72 dpi)
Acceptable file formats are jpg and gif • Maximum file size is 25k • Provide URL address for link

Profile/Advertorial:
150 words, color graphic and URL link

Rate:
Monthly - \$300 net
6 Months - \$1,500 net
9 Months - \$2,300 net
12 Months - \$3,000 net

*publisher's own data

E-mailed to more than 7,000 recipients

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Update your E-newsletter Subscription

VOLUME 3 | ISSUE 13 | JUNE 21, 2011

Feature Story: A Model of Growth
Waschuk Pipe Line Construction Takes Advantage of Opportunities

The seeds of Waschuk Pipe Line Construction Ltd. were sown in 1982 when CEO and founder William Waschuk began working as a pipeline welder. The rest of the company's history is an example of an organization that takes advantage of its opportunities to grow into one of the biggest privately held companies in Canada.

Read the full article →

Pipeline News

TransCanada Completes Guadalajara Pipeline in Mexico
TransCanada Corp. announced that its \$360 million Guadalajara Pipeline has been completed.
Read the full article →

Baker Hughes Pump Aids Well Production
Baker Hughes has announced three technology innovations designed to enhance the operating range and reliability of electrical submersible pumping (ESP) systems and to reduce operating expenses associated with such systems.
Read the full article →

Replacement Plans in Place for Enbridge's Lakehead System
The Enbridge pipeline system that leaked last year in Marshall, Mich., is slated for additional capital improvements, which are scheduled to be finished by 2012.
Read the full article →

APCA Convention a Success in San Diego
The annual American Pipeline Contractors Association (APCA) Convention, March 2-6, at the Grand Del Mar in San Diego was a tremendous success.

Subscribe

Renew your subscription for 2011, and you won't miss out on the exciting features in North American Pipelines, like those in the upcoming July/August issue:

- Mid-Year Report
- GIS/Mapping
- ROW/Land Clearing Products

Click here for a FREE subscription to the magazine and e-newsletter to make sure you stay on top of the latest in oil and gas pipeline news, trends, equipment and project updates.

Napipelines.com Advertising

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 Oil & Gas 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.

Average Unique Visitors per month: 1,590 • Average Visits per month: 1,955 • Average Page Visits per month: 4,563

Banner Ad Rates – Banner Ads Appear On All Pages: (Net rates shown)

Size (in pixels)	6x		12x	
	Per Month	Total Insertion	Per Month	Total Insertion
300 x 100	\$315	\$1,890	\$275	\$3,300
300 x 250	\$475	\$2,850	\$400	\$4,800
468 x 60	\$900	\$5,400	\$750	\$9,000
728 x 90	\$585	\$3,510	\$600	\$6,000
Branded Background Skin				\$6,500

Banner Ad Specs

SWF, GIF or JPG files accepted (if submitting an SWF file, please implement google click TAG). Include URL for hyper-link. For help and support, please visit <http://goo.gl/1w3sR>

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

YOUR AD HERE 728 x 90

YOUR AD HERE 300 x 250

YOUR AD HERE 300 x 100

YOUR AD HERE 468 x 60

Supported by Google Analytics

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 Oil & Gas Pipelines* Webinar session in 2012.

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 Oil & Gas 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 Oil & Gas Pipelines Does:

North American Oil & Gas 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:

\$5,500 Net per session

Sponsor Benefits:

- *North American Oil & Gas Pipelines* Webinar Series will be advertised in *North American Oil & Gas Pipelines* every month. Your company logo will appear next to your sponsored session.
- One ½ page, 4-color ad in *North American Oil & Gas 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.



Webinar Topics for 2012

Corrosion Control • Pigging • Stringing • GIS/Mapping

Benjamin Media 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."