

Well Servicing™

The Voice of the Oil & Gas Service Industry



WELLSERVICING MAGAZINE

2020 MEDIA KIT

121 East Magnolia Street
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Friendswood, TX 77546

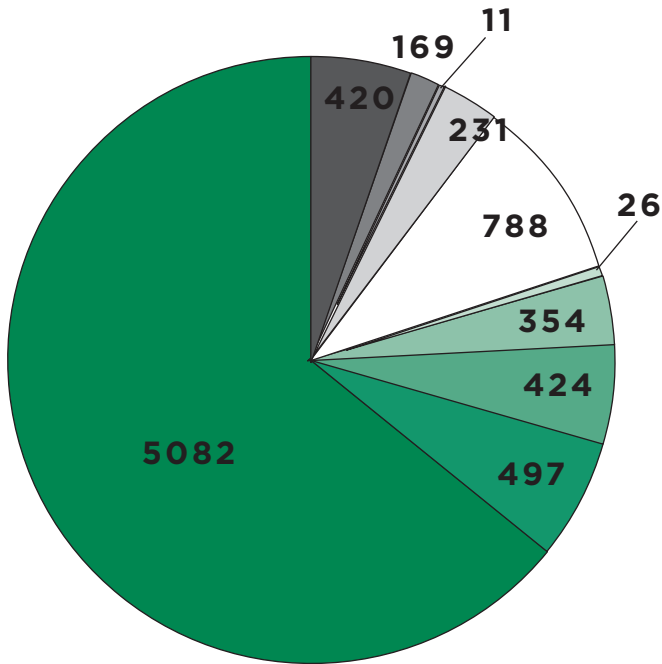
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CONTENT

CIRCULATION ANALYSIS



- West So. Central
- West No. Central
- South Atlantic
- Pacific
- New England
- Mountain
- Middle Atlantic
- Outside Area
- East So. Central
- East No. Central

Well Servicing, the Association of Energy Service Companies official publication, is working hard to educate and inform its 10,000+ readers. Published bimonthly, the editorial content reflects the interests of executives, management, field professionals, engineering and consulting professionals. Editorial focus is for management and operating personnel engaged in the petroleum industry's production segment. Readership is comprised of energy service providers, allied well service suppliers, major and independent oil and gas producers, supply and equipment manufacturers, trucking companies and consultants. Topics cover completing, servicing and maintaining oil and gas wells; manpower; technology; safety; regulatory and environmental issues; equipment and services.

DEPARTMENTS

President's Outlook: The AESC President's views and opinions on issues that directly affect the well servicing industry.

Executive Director's Corner: Communicates to readers what is happening within the Association, focusing on issues that affect membership as well as the industry.

Safety Talk: Focuses on safety-related issues such as best practices, regulatory and other topics relevant to the industry.

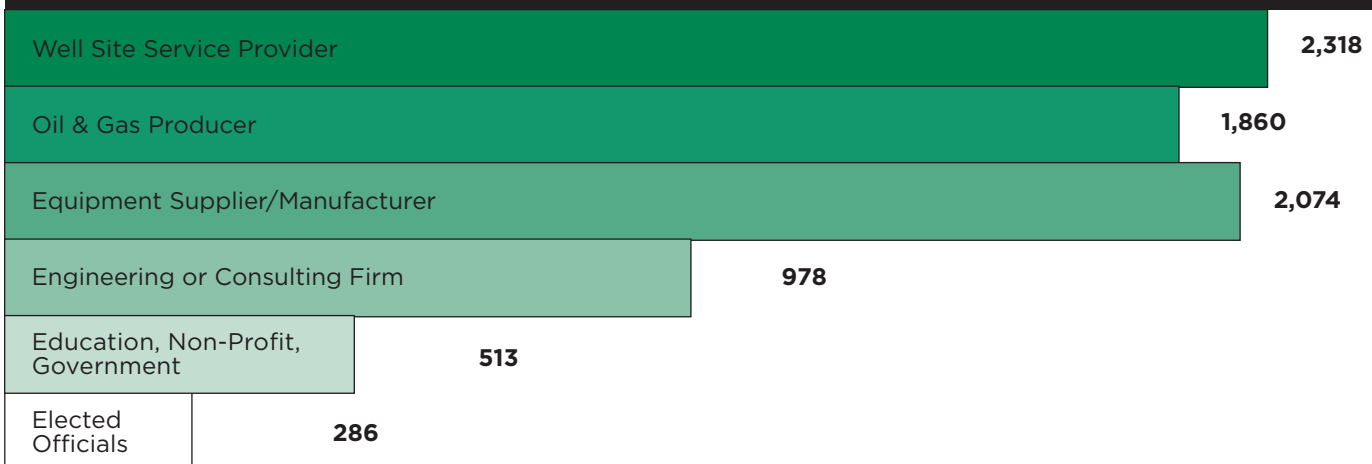
Congressional Spotlight: Profiles an elected official of state or national government.

Market Report: In-depth coverage on market intelligence, forecasts, trends and operational data on energy service segments.

Personality Profile: Industry leaders, past and present, provide a unique and personal perspective on the industry.

Well Service Rig Count: The AESC Service Rig Count indicates rig activity in various regions.

JOB FUNCTIONS





EDITORIAL

WELL SERVICING MAGAZINE TOPICS

RESERVE AD SPACE BY

AD MATERIALS DUE BY

JAN/FEB	<ul style="list-style-type: none"> • Use of Technology in Safety Programs • New Frac Technology • Risk Management for Your Insured Drivers • Will You Have the \$\$ to Retire? 	NOVEMBER 5	NOVEMBER 15
MARCH/APRIL	<ul style="list-style-type: none"> • API Land Safety Initiative • Tracking Radioactive Sealed Sources in the Wireline Segment • Safety Transformation to Culture C.A.R.E. and IF Prevention 	JANUARY 14	JANUARY 24
MAY/JUNE	<ul style="list-style-type: none"> • Wireline Market - What Does it Look Like • Workforce Issues in the Oilfield • Use of Social Media in the Oilfield • Is your money working as hard as you? 	MARCH 17	MARCH 27
JULY/AUGUST	<ul style="list-style-type: none"> • AESC-OSHA Alliance 15 Years Later • Fatigue Driving • Rig Automation 	MAY 12	MAY 22
SEPT/OCT	<ul style="list-style-type: none"> • Base Beam Technology • API RP 67, What is New • Where is the Well Servicing Market • Optimizing Uncle Sam' Retirement Plans 	JULY 14	JULY 24
NOV/DEC	<ul style="list-style-type: none"> • Human Trafficking - An Update • Noise Remediation in Well Servicing • Use of In Vehicle Monitoring Systems (IVMS) in the Oilfield 	SEPTEMBER 16	SEPTEMBER 26

Special Distribution: Additional distribution of January/February at the AESC Winter Meeting, July/August at AESC Summer Meeting and September/October at the PBIOS.

GUEST AUTHOR GUIDELINES

Begin with a lead that introduces the subject and then move into the discussion of the subject itself. Technology should be described generically without specifically mentioning a product, service or trademark by name. The authorship of the article implies to the readers that the technology discussed is typically affiliated with the bylined author or the quoted source within the article. Business or market articles should provide a management level perspective on trends and developments. If giving a background or history, keep it in chronological order. End the article with a brief summary to reiterate key points.

Typically, article target length is 1,000-1,500 words. Well Servicing magazine does not footnote. If absolutely necessary to attribute other published works, please write it into the text of the article.

An article can generally support 2-3 color graphics (photos, drawings, graphs, charts, tables, etc.). Please reference artwork in the text as Figure 1, Graph 2, Chart 3, etc. Do not embed graphics in a text file. Send graphic files separately. Internet images and screen captures are well below 300 dpi and are not acceptable for print quality.

Please submit the article electronically as a Microsoft Word document. Author's color photo is requested, but not required. Photo should be submitted as a digital file at 300 dpi, 4" x 6" JPEG.



RATES

BLACK & WHITE RATES (Per Issue)	1x	3x	6x
1 Page	\$2,520	\$2,400	\$2,285
2/3 Page	2,100	1,995	1,910
1/2 Page Island	1,850	1,765	1,695
1/2 Page horizontal	1,560	1,495	1,430
1/2 Page vertical	1,560	1,495	1,430
1/3 Page square	1,185	1,120	1,080
1/3 Page vertical	1,185	1,120	1,080
1/3 Page horizontal	1,185	1,120	1,080
1/4 Page	945	885	850

BLACK PLUS (In addition to black & white)		
PROCESS COLOR	PAGE OR FRACTION	SPREAD
Black + One	\$380	\$560
Black + Two	785	1,080
MATCH COLOR (PMS)		
Black + One	560	715
Black + Two	940	1,375

4-COLOR PROCESS RATES (Per Issue)	1x	3x	6x
Inside Front Cover			\$4,080
Inside Front Cover Spread			7,895
Inside Back Cover			3,830
Back Cover			4,315
2 Page Spread	6,610	6,505	6,380
1 Page	3,630	3,515	3,400
2/3 Page	3,205	3,110	3,030
1/2 Page Island	2,965	2,880	2,810
1/2 Page Horizontal	2,675	2,610	2,545
1/2 Page Vertical	2,675	2,610	2,545
1/3 Page Square	2,300	2,235	2,190
1/3 Page Vertical	2,300	2,235	2,190
1/3 Page Horizontal	2,300	2,235	2,190
1/4 Page	2,060	2,000	1,965

AESC MEMBER BUSINESS CARD			
SUSTAINING	BW	COLOR	
Large (3 1/2" w x 4" h)	\$310 (6X)	\$340 (6X)	
Small (3 1/2" w x 2" h)	200 (6X)	230 (6X)	
ASSOCIATE	1X	3X	6X
Small B&W	\$340	\$310	\$285
Small COLOR	365	340	310

SPECIAL POSITION: \$275

BLEED: No Charge

AGENCY COMMISSION: 15% on gross billing. Company placing advertising is responsible for credit whether an ad is placed directly or by its advertising agency.

FREQUENCY DISCOUNTS: Apply when commitment is made in advance for multiple ad buys during one calendar year.

PUBLICATION DATES: Published bimonthly during the 2nd week of January, March, May, July, September, November 2017.

CONTACT INFORMATION

EDITORIAL, BUSINESS AND ADVERTISING OFFICES:

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TERMS & CONDITIONS:

Well Servicing magazine will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order, or contract when they conflict with the terms and conditions on this rate card or any amendment hereof.

Ads available to AESC members only. Sustaining must commit to 6X. (No discounts or agency commission)



PRODUCTION

<p>Full Page Width: 8.5" Height: 11.125" (Bleed)</p> <p>Width: 7.75 Height: 10.375 (No Bleed)</p>	<p>2/3 Page Width: 4.625" Height: 9.75" (Bleed)</p>
<p>1/2 Page (Horizontal) Width: 7" Height: 4.875"</p>	<p>1/2 Page Island Width: 4.625" Height: 7.125"</p>
<p>1/3 Page (Vertical) Width: 2.25" Height: 9.75"</p>	<p>1/2 Page (Vertical) Width: 3.375" Height: 9.75"</p>
<p>1/3 Page (Square) Width: 4.625" Height: 4.875"</p>	<p>1/3 Page (Horizontal) Width: 7" Height: 3.125"</p>
	<p>1/4 Page Width: 3.375" Height: 4.875"</p>

MECHANICAL REQUIREMENTS

PUBLICATION TRIM SIZE

8 1/4" x 10 7/8"

Full Page Bleed Size: 8 1/2" x 11 1/8"

Note: 0.125 is trimmed off all four sides

Keep live material at least 1/4" within publication trim size

Stock: 70# gloss

Binding: Perfect Bound

ELECTRONIC FILE SPECIFICATIONS

Files should be press optimized with image resolution at 300 dpi and bitmap line art at 1200 dpi.

All color needs to be converted to CMYK process unless a specified Pantone PMS spot color has been purchased. All fonts must be embedded. Include bleed and trim crop marks. Be sure the PDF file includes and displays the bleed.

PREFERRED AD FILES:

- Adobe Acrobat PDF files. High-resolution, 300 dpi, binary, CMYK, all fonts embedded, native files flattened
- Adobe Photoshop EPS or TIFF files flattened, CMYK, 300 dpi
- Adobe Illustrator EPS files, CMYK, with fonts converted to outlines and linked files included.
- Adobe InDesign native files in CMYK; include all support elements such as images/graphics/logos and fonts

RESOLUTION: Images should be 300 dpi and bitmap line art should be 1200 dpi. Please do not use low resolution images (72dpi) from your website. The resolution is too low for print quality.

DO NOT submit files created in Microsoft Excel, PowerPoint, Word, Publisher, WordPerfect, CorelDraw or Freehand

Charges will be incurred if files do not meet these guidelines.

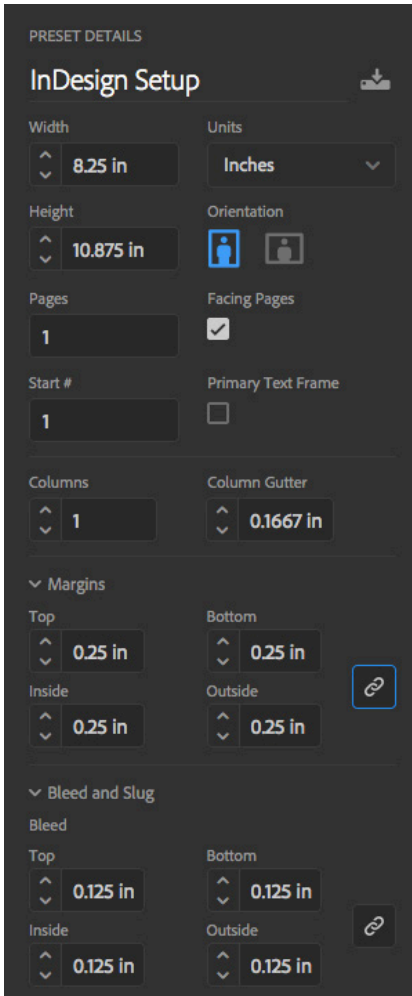
DROPBOX INSTRUCTIONS: email Susan Dudley sdudley@aesc.net to gain access to WSM Dropbox account. Email: (File size must not exceed 15 MB)

SHIPPING: 3804 Churchill Rd., Oklahoma City, OK 73165

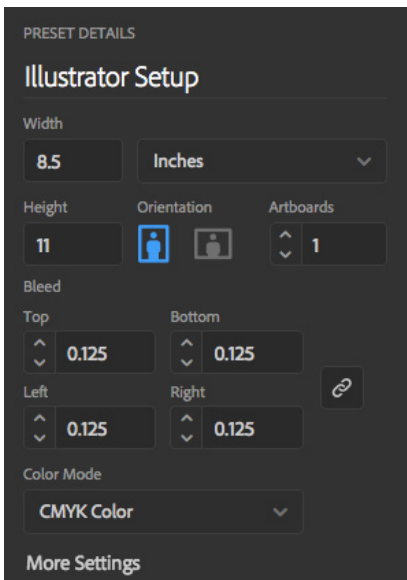


PRODUCTION

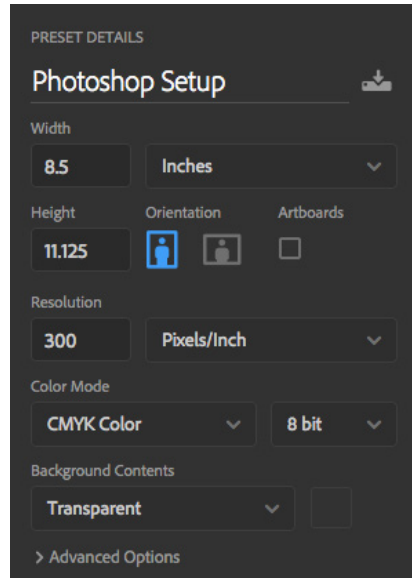
SETTING UP THE FILE



InDesign Setup with Bleed

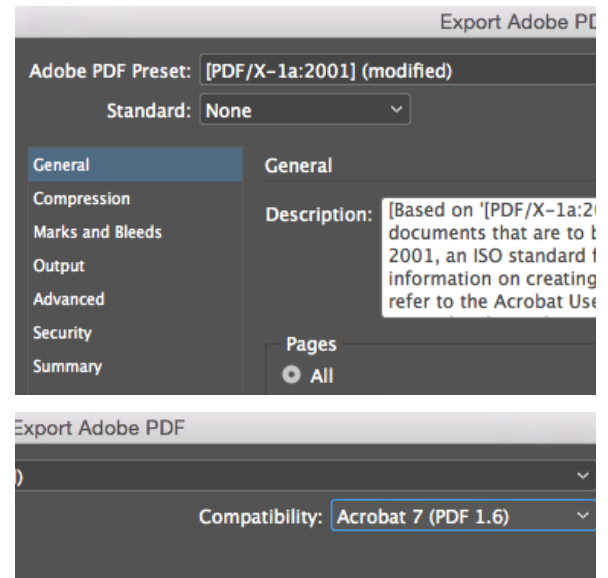


Illustrator Setup with Bleed

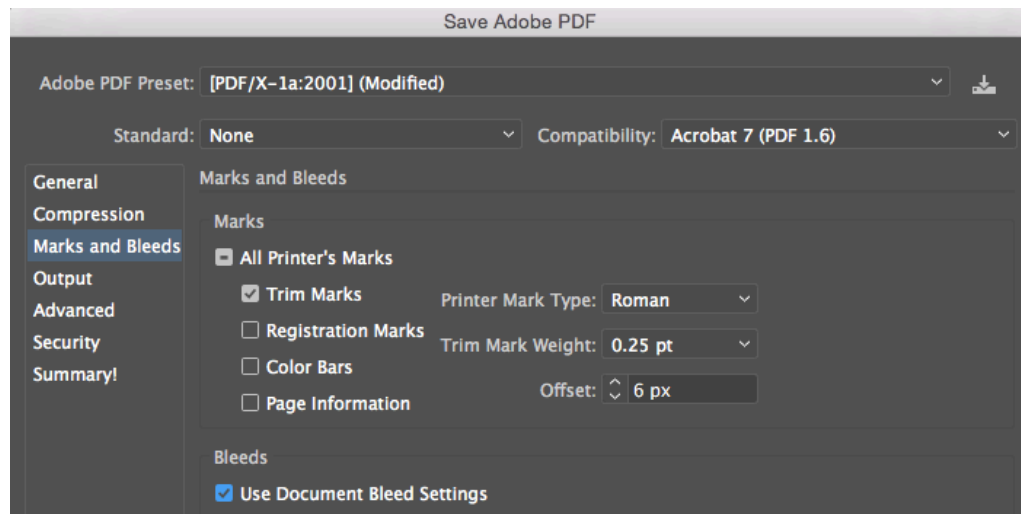


Photoshop Setup with Bleed

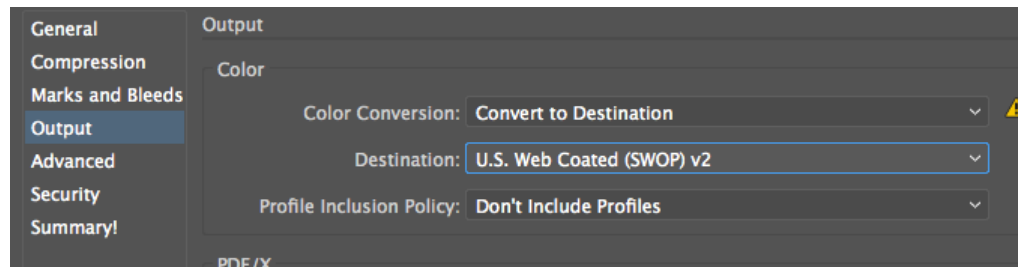
CREATING THE PDF



InDesign, Illustrator, Photoshop Setup (General Compression Settings)



InDesign, Illustrator, Photoshop Marks and Bleeds



InDesign, Illustrator, Photoshop Output Setting