

Connecting Canada's Offshore **OIL & GAS INDUSTRY**



Atlantic Canada
Petroleum Show

Mile One Centre, St. John's, Newfoundland & Labrador

ADVERTISING OPPORTUNITIES

Held in partnership with:

Noia Conference 2017



June 21 & 22, 2017

Mile One Centre | St. John's, NL

atlanticcanadapetroleumshow.com

Contact us:

Digital Advertising

Stephen Furze

stephenfurze@dmgevents.com

1 888 799-2545

1 403 444-6529

Print Advertising in Official Event Guide

Hubert Hutton

hhutton@atlanticbusinessmagazine.com

1 709 726-9300 x 226



ABOUT THE EXHIBITION

Atlantic Canada Petroleum Show is the only major event servicing Canada's offshore oil & gas industry. The show brings together suppliers and buyers under one roof in a dynamic environment featuring the latest technology and unparalleled industry networking.

Attracting over 2,500 visitors and 150 exhibitors, the show runs in partnership with the Newfoundland & Labrador Oil & Gas Industries Association (NOIA) Annual Conference, Canada's flagship offshore oil & gas industry information event which attracts leaders from around the world.

Advertising opportunities include:

- Official Event Guide Ad** All-encompassing event program, distributed on site (published by Atlantic Business Magazine).
- Official Website Ad** Go-to resource used by attendees to plan their visit.
- Official Newsletter Ad** The major communication tool to communicate with expo visitors.

ADVERTISING OPPORTUNITIES

Official Event Website

Maximize your company's exposure and reach thousands of global industry professionals through online advertising at the Official Event Website for Atlantic Canada Petroleum Show. As the primary planning tool for the event, atlanticcanadapetroleumsh.com receives thousands of visits from highly-qualified international decision-makers, business leaders and technical experts – months prior to and during the event.

Web banner advertising space at atlanticcanadapetroleumshow.com is available both on the home page as well as the side column of the interior pages. Situated immediately adjacent to show information content, these highly-visible banner spots provide a platform to present your customized message and send traffic directly to your own website through a static or animated digital graphic.

	30 days	60 days	90 days
Carousel Banner	\$700	\$1,150	\$1,495

Capture attention through the largest available ad situated at the upper portion of the pages in a rotating position. Your ad will stand out among up to three scrolling graphics.

Dimensions (please provide your ad in all following sizes):

- Large AD (desktop): 1200 w x 400 h
- Medium AD (desktop): 992 w x 331 h
- Small AD (tablet): 768 w x 256 h
- x-Small AD (mobile): 360 w by 120 h

	30 days	60 days	90 days
Full Banner	\$450	\$750	\$975

Spanning the width of the live content area, this banner spot is positioned at the mid-way point of the page. Your ad will cycle amongst up to 10 other ads on a refresh basis.

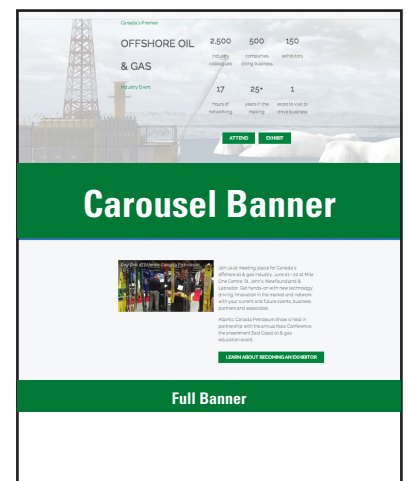
Long horizontal dimensions (please provide your ad in all following sizes):

- Medium AD (desktop): 992 w x 150 h
- Small AD (tablet): 768 w x 116 h
- x-Small AD (mobile): 360 w by 54 h

	1 x	3 x	6 x
e-Newsletter Ad	\$450/each	\$400/each	\$350/each

Promote your booth, product or brand before or after the show to our targeted database of expo visitors. Long horizontal dimensions: 663 w x 100 h

All measurements stated in pixels, w x h. All costs stated in Canadian dollars. All advertising inserts are subject to (15%) HST.





Digital Advertising Order Form

To order email: stephenfurze@dmgevents.com

DIGITAL ADVERTISING SPECIFICATIONS

Official Event Website, eNewsletter

Mechanical Specs

- All ads measure width x height in pixels.

File Formats

- Save image files in GIF, JPG or Flash SWF (advertiser must provide Flash with tested HTML embed code).
- Carousel Banner ads must be a static image (GIF, JPG, or PNG).

File Delivery

Send all website artwork via email narminarafiyeva@dmgevents.com

Digital Advertising

	30 days	60 days	90 days
Carousel Banner	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$1,495
Full Banner	<input type="checkbox"/> \$450	<input type="checkbox"/> \$750	<input type="checkbox"/> \$975
	1 x	3 x	6 x
eNewsletter Full Banner	<input type="checkbox"/> \$450 ea	<input type="checkbox"/> \$400 ea	<input type="checkbox"/> \$350 ea

Payable upon receipt of invoice.

Official Event Guide Advertising (print)

To inquire about advertising in the Event Guide, contact Hubert Hutton, Atlantic Business Magazine
hhutton@atlanticcanadapetroleumshow.com
 (709) 726-9300 x 226
 Booking & Material Deadline: May 19, 2017

Summary

Total Value of Advertising: \$ _____

HST Tax (Add 15%): \$ _____

TOTAL PAYABLE CDN: \$ _____

DEPOSIT DUE (30%): \$ _____

I have read, understand and agree to the conditions included in the Terms of Agreement for advertising and have included a thirty (30) percent deposit with my order.

 Authorization Signature

 Date

TERMS OF AGREEMENT

The advertiser agrees to pay a deposit of thirty percent (30%) of the value of advertising upon signing this agreement to confirm the order for advertising and agrees to all conditions outlined as within the following terms. Please complete the payment details.

PAYMENT TERMS

- A deposit equal to thirty percent (30%) of the total value of the advertising is required to be paid upon booking any order for advertising in any Official Publication.
- The outstanding balance of the total value of the advertising order is required within thirty (30) days from the last day of the Show or proof of the printed advertising (which ever should occur first).
- All rates are quoted in Canadian Dollars (\$).
- Online advertising is payable upon receipt of invoice. Invoice will be provided upon purchase.

DELIVERY OF ARTWORK

- The advertiser agrees to deliver the artwork for insertion before the deadline and in the appropriate format outlined in the AdKit.
- The publisher reserves the right to charge back to the advertiser all costs incurred with respect to artwork, late delivery, typesetting, re-sizing and film on materials supplied or developed on behalf of the advertiser. The publisher accepts no responsibility for mistakes or omissions in advertising supplied or developed on behalf of the advertiser.
- All submissions must be final to ensure the best quality; no press proofs are provided to advertisers or their agency of record.

CANCELLATION AND TERMINATION

- The advertiser shall have the right to cancel this agreement by notice in writing to be delivered to dmge no later than one hundred and twenty (120) days preceding the opening date of the Show. All deposits received by dmge up to the date of notice of cancellation are non-refundable and non-transferable. In the event that the advertiser (i) notifies dmge less than sixty (60) days preceding the opening date of the Show that it wishes to cancel this agreement; or (ii) fails to make payments in accordance with the payment schedule set out herein; or (iii) except as otherwise permitted herein, fails to deliver artwork; dmge reserves the right to (iv) cancel this the agreement without notice; (v) retain any payment made by the advertiser as liquidated damages (and not as a penalty) for breach of this agreement; (vi) re-license the space for advertising; and (vii) bring action against the advertiser for payment of the full insertion originally purchased from dmge.
- In the event that this agreement is cancelled or terminated, the advertiser shall immediately cease using any event, Show or dmge logos or trademarks.

Contact information (Required)

*Exhibiting Company: * Not an Atlantic Canada Petroleum Show exhibitor? Visit atlanticcanadapetroleumshow.com for exhibiting info.

Company Name: _____

Contact Name: _____

Address: _____

City: _____

Prov/State: _____

Postal/ZIP Code: _____

Telephone: _____

Email Address: _____

Payment Information (Required)

Cheque made payable to dmge events (Canada) inc. is enclosed, or will be delivered within 10 days.

Please invoice for deposit. \$ _____ Deposit amount (30%) \$ _____ Full Payment