

**THE OFFICIAL**

# OTC2017

2017 Offshore Technology Conference

## SHOW DAILY NEWSPAPER

1-4 May 2017

**NRG Park**

Houston, Texas, USA

### Reserve Your Space Today

Hart Energy will once again publish the official Show Daily Newspaper for the 2017 Offshore Technology Conference (OTC)—the offshore energy industry's premier event. OTC is where energy professionals meet to exchange ideas and opinions to advance scientific and technical knowledge.

#### 2016 STATISTICS:

- More than 68,000 attendees representing 120 countries visited OTC in 2016\*
- The sold-out exhibition was the third largest in show history
- More than 2,600 exhibitors representing 47 countries
- International companies made up 51% of exhibitors.
- Nearly 300 new exhibitors

Increase your exposure at this year's event, drive traffic to your stand and leave a lasting impression by advertising in the official OTC Show Daily Newspaper.

#### DISTRIBUTION:

Make sure your message reaches this year's attendees and drives traffic to your exhibit each day of the conference. The official Show Daily Newspaper will have exclusive distribution points at these locations and on these social media platforms:

- The NRG Center complex
- Outside exhibition areas
- Attendee registration
- OTC app
- Official hotels
- Hart Energy booth 2315
- OTCnet.org and EPmag.com (posted daily)
- Twitter (to E&P's 21,600+ followers)

**Advertisers will have their ad in the paper all four days for one rate, maximizing exposure at the exhibition.**

Due to printing restrictions, space is limited and sells out quickly. Ensure maximum exposure for your company's products and services by making your advertising reservation today.

\*Attendance data supplied by OTC, OTCnet.org.



**HARTENERGY**  
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**OTC SHOW DAILY SALES  
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# REACH OTC2017 ATTENDEES

## THE OFFICIAL OTC 2017 SHOW DAILY NEWSPAPER

Rates are for **ALL FOUR** days.

Advertising in the official OTC Show Daily Newspaper creates optimal exposure for your products and services and brings key people to your stand. Maximize your presence by ensuring your message reaches OTC 2017 attendees. Reserve your advertising space today.

### 2017 RATES\*

Tabloid Double-page Spread	\$ 21,395
Tabloid Page	14,700
Junior Page Spread	17,850
Junior Page	9,975
Junior Half-page	5,828
Tabloid Banner	5,485

### 2017 SPECIAL POSITION RATES

#### Front Cover

Earpiece (1/8 Page)	4,350
Tabloid Banner Ad (bottom)	11,995

#### Inside Front Cover

Tabloid Page	15,435
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#### Inside Back Cover

Junior Page	10,700
Tabloid Banner	6,000

#### Back Cover

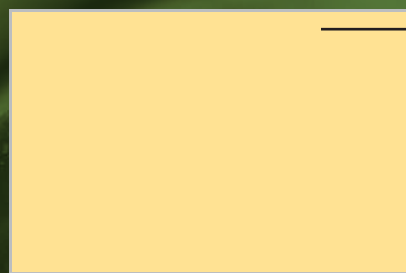
Tabloid Page	15,435
Tabloid Banner	6,000

\*Prices are net and are listed in US\$.

### ADVERTISING DEADLINES

**Ad Space:** 31 March 2017

**Materials Due:** 7 April 2017

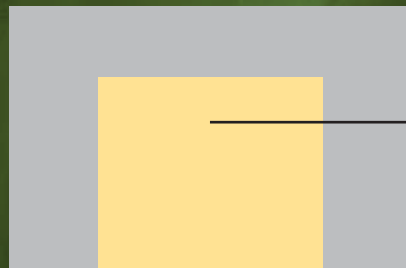


**Tabloid Double-page Spread (gutter bleed only)**

21.5 in. x 16.75 in.  
546.1 mm x 425.45 mm

**Tabloid Double-page Spread (bleed)**

21.75 in. x 17 in.  
552.5 mm x 432 mm



**Junior Page Spread**

15.5 in. x 10.5 in. – incl gutter  
393.7 mm x 266.7 mm



**Tabloid Page (non-bleed)**

10.75 in. x 16.75 in.  
273.05 mm x 425.45 mm

**Tabloid Page (bleed)**

11 in. x 17 in.  
280 mm x 432 mm

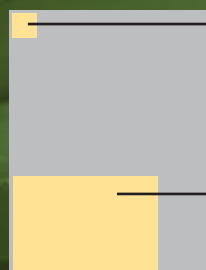


**Tabloid Banner**

9.75 in. x 2.25 in.  
248 mm x 57.15 mm

**Junior Page**

7.25 in. x 10.5 in.  
184.15 mm x 266.7 mm



**Earpiece (1/8 Page)**

2 in. x 2 in.  
50.8 mm x 50.8 mm

**Junior Half-page**

7.25 in. x 5.125 in.  
184.15 mm x 130 mm