

## ENERGY-PEDIA NEWS - KEY ONLINE RESOURCE FOR THE OIL & GAS SECTOR

With over 70,000 unique visitors each month, energy-pedia news offers prime advertising opportunities that will help enhance the visibility of your messaging and reach a highly targeted audience of oil and gas professionals worldwide. Established in 1999, energy-pedia news is written by E&P professionals, for E&P professionals.

Over 10,000 top E&P professionals have signed up for our Daily Newsletter which they receive in their email box each day Monday to Friday. This is targeted marketing of the highest quality.

### DIMENSIONS & RATES

Advertising is available on the [www.energy-pedia.com](http://www.energy-pedia.com) website and in the energy-pedia Daily Newsletter which is sent by email each morning Monday to Friday to over 10,000 opted-in and verified oil and gas professionals worldwide.

#### Website

All adverts appear on every page of the website.

Website Advert	Dimensions	1 month	3 months	6 months
Website Header Banner	600 x 85	£1,200	£3,000	£5,000
Website Square Advert	300 x 250	£ 300	£ 765	£1,260
Website Skyscraper Advert	125 x 600	£ 300	£ 765	£1,260
Website Logo Advert	150 x 150	£ 175	£ 445	£ 735
Website News Listing Advert	650 x 150	1 insertion		£75
		3 insertions		£150
		5 insertions		£200
		10 insertions		£325
		10+ insertions		price on application

+44 (0) 1727 822 675 | [info@energy365.com](mailto:info@energy365.com)

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Registered office: 238 High Street London Colney, St Albans AL2 1HP

VAT No. 843 0118 61

## Newsletter

Newsletter Advert	Dimensions	1 month	3 months	6 months
Newsletter Header Banner	600 x 150	£1,200	£3,000	£5,000
Newsletter Logo Advert	180 x 180	£ 175	£ 445	£ 735
Newsletter Embedded Advert	Text/text plus thumbnail 85px x 85px	1 insertion 3 insertions 5 insertions 10 insertions 10+ insertions		£75 £150 £200 £325 price on application

### SET UP REQUIREMENTS

All prices are exclusive of VAT @ 20%

Image adverts are required in .GIF, .JPG or PNG format, with up to 3 animated or rotating messages on one pane. The hyperlink to which the advert will be directed and the alt tag text are also required. Maximum file size is 100KB. A click thru report will be provided monthly or at the end of the campaign, as appropriate.

Adverts will be posted to the website and/or newsletter within 2 working days following receipt and approval of advertising material.

#### Daily Newsletter Embedded Adverts

The adverts in the Daily Newsletter can be up to 75 words long. The embedded advert can be an image but in our experience text based messages work much better for clients than images. A small thumbnail image of 85px x 85px plus text works best. The main reason for this is that most email clients, e.g. Microsoft Outlook, remove images from email marketing for security reasons and most subscribers will not 'click to show images'. This means that your message will not be seen at all. For this reason, **we advise clients to stick to text or text and a thumbnail image.**

The content of the advert can be changed as often as required (within reason).

### EXPOSURE

The energy-pedia news website is fully responsive which means that it adjusts to display perfectly on any device – smart phones, tablets etc. Adverts are resized and positioned accordingly.

Logo adverts are rotated on a random basis, i.e. each time a page is opened, the logos will appear in a different position. This ensures that each logo receives equal visibility.

Avg Visits per Month:  
**70,000**

Avg Page Views per month:  
**150,000**

### PAYMENT

Advertising package rates and duration are at the discretion of energy-pedia news. Invoicing is done following advertising commitment. VAT is applicable at the current rate of 20% on advertising rates and additional billing charges.

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## TERMS & CONDITIONS

Energy-pedia news will not be held liable for failure, whatever the cause, to post an advertisement. Verbal agreements are not recognised. Advertising commitments cannot be cancelled. Rates are subject to change at any time.

## CONTACT

PAULINE MCGARVEY

+44 (0)1727 822 675 | [advertising@energy-pedia.com](mailto:advertising@energy-pedia.com)

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[+44 \(0\) 1727 822 675](tel:+441727822675) | [info@energy365.com](mailto:info@energy365.com)

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