

Tradequip[®]
International

Media Kit **2012**



Connecting you with active buyers

Dear Advertiser,

Thank you for the opportunity to tell you about **Tradequip International**.

Simply put, we give you more for your money, connecting you with a marketplace of the most qualified, active buyers. Our combination of online traffic, print circulation, digital and mobile edition views, and trade show distribution gets you the results you want, and for less money than our competition.

With today's challenges, some decisions that might look favorable in the short term can really hurt your business. That's why as the economy improves it is more important than ever to keep your company's name in front of buyers. With **Tradequip's** results-proven advertising, you can better position yourself to meet these challenges.

Your ad budget works harder with **Tradequip** because our value is constantly increasing. At **Tradequip.com**, intensive search engine optimization (SEO) efforts, as well as features like free "Want to Buy/Rent" and "Request for Quote" (RFQ) notices, oilfield industry-related news from OilOnline, and innovative search capabilities, all drive more buyers to your products and services. And we're finding new ways to connect through social media!

I invite you to take a look through these pages and discover how hard we can work for you. Just like we've done for 34 years, we'll make your phone ring. For more information, or to start building your results-oriented marketing plan, contact our friendly staff today.

We look forward to helping you survive and thrive in 2012.

Best regards,



Jeff Dyer
Publisher

Forty-eight percent of our contacts come from Tradequip's print and online editions.

Rex Shepperd, President
Texas International Oilfield Tools, LTD
Houston, Texas



GET MAXIMUM EXPOSURE AND VALUE WITH TRADEQUIP

- Print
- Online
- Mobile edition
- Trade shows



PRINT

Since 1978, three times a month, *Tradequip's* print edition delivers worldwide to the energy industry's active buyers. Quick turnaround from closing dates to printing and mailing ensures that price-sensitive inventory gets immediate and maximum exposure.

Tradequip provides tremendous value with its qualified circulation, now over 44,000 copies each month. It is read by buyers in the exploration, well servicing, drilling, production, pipeline construction and petrochemical/refining industries. Thousands of copies are also distributed at trade shows throughout the year.



TRADEQUIP EXPOSURE – TOP 20 STATES

- | | |
|----------------|-------------------|
| 1. Texas | 11. Pennsylvania |
| 2. Louisiana | 12. Illinois |
| 3. Oklahoma | 13. Alabama |
| 4. California | 14. Wyoming |
| 5. Florida | 15. Michigan |
| 6. Colorado | 16. New York |
| 7. Kansas | 17. Arkansas |
| 8. New Mexico | 18. Kentucky |
| 9. Mississippi | 19. West Virginia |
| 10. Ohio | 20. New Jersey |

TRADEQUIP EXPOSURE – TOP 20 INT'L

- | | |
|----------------|--------------------------|
| 1. Canada | 11. Mexico |
| 2. England | 12. United Arab Emirates |
| 3. Malaysia | 13. Italy |
| 4. Scotland | 14. Brazil |
| 5. Australia | 15. France |
| 6. Netherlands | 16. India |
| 7. China | 17. Indonesia |
| 8. Singapore | 18. Nigeria |
| 9. Norway | 19. Denmark |
| 10. Germany | 20. Colombia |

Tradequip.com offers a quick and convenient way to sell inventory worldwide. Print display advertisers benefit from inventory listings that are searchable by category. Advertisers are included in our company database that is searchable by name, location and product/service. A profile page includes a logo and links, and print display and classified ads are viewable online. Buyers can contact sellers directly. Other web features for sellers include Want to Buy/Rent and Request for Quote (RFQ) notices from buyers. Our new web banner advertising packages give advertisers even more options for reaching buyers.



TOP 20 WEB SEARCHES BY CATEGORY

(source: Google Analytics)

- | | | |
|-----------------------|-------------------------------|-------------------------------------|
| 1. Drilling Rigs | 8. Casing & Tubing | 15. Winches |
| 2. Trucks & Trailers | 9. Drill Pipe | 16. Pumps – Triplex |
| 3. Workover Rigs | 10. Pumps | 17. Tongs |
| 4. Well Service Rigs | 11. Blowout Preventers | 18. Cementing & Acidizing Equipment |
| 5. Mud Pumps | 12. Generators & Light Plants | 19. Elevators |
| 6. Pumps – Quintuplex | 13. Drawworks | 20. Casing and Pipe Handling Tools |
| 7. Oilfield Equipment | 14. Pipe | |

TOP 20 WEB SEARCHES BY EQUIPMENT/PRODUCT

(source: Google Analytics)

- | | |
|---|---------------------------------------|
| 1. Baylor Elmagco 6032 Drawwork Brake | 11. Overland 500 BBL Frac Tank |
| 2. 1994 Maritime Hydraulics DDM-650 Top Drive | 12. Dragon 500 BBL Frac Tank |
| 3. Braden Winch | 13. Service King SK-475 Workover Rig |
| 4. Halliburton HT400 Pump | 14. Service King SK-575D Drilling Rig |
| 5. Bean Royal 435 Plunger Pump | 15. Drake 10 Pump Jack |
| 6. Grundfos CR8 Centrifugal Pump | 16. Service King SK-575 Workover Rig |
| 7. Freemyer Coiled Tubing Trailer | 17. Shaffer Valves |
| 8. Varco/BJ HT100 Manual Tong | 18. Grundfos CR8 Centrifugal Pump |
| 9. Service King SK-375 Workover Rig | 19. SPM 600HP Triplex Pump |
| 10. Taylor Sd-205 Swab Rig | 20. BJ Pacemaker Triplex Pump |

“We definitely reach our existing and new, potential customers by advertising in Tradequip. It is an excellent vehicle to help us create revenue opportunities.”

Nisha Windlass, Director of Sales
Windlass Engineers & Services
Houston, Texas

2012 TRADE SHOWS






	SHOW	LOCATION	SHOW DATES
	NAPE Winter Expo	Houston, TX	Feb. 23-24
	CIPPE	Beijing, China	March 19-21
	TX Alliance Energy Producers	Wichita Falls, TX	April 24-25
	SPE/OTC	Houston, TX	April 30-May 3
	Williston Basin Petroleum Conf	Bismark, ND	May 22-24
	Global Petroleum Show	Calgary, AB Canada	June 12-14
	Offshore Northern Seas	Stavanger, Norway	Aug 28-31
	Rio Oil Gas	Rio de Janeiro, Brazil	Sept. 17-20
	Permian Basin Int'l Oil Show	Odessa, TX	Oct. 16-18
	Offshore Energy	Amsterdam, Netherlands	Oct. 23-24
	Offshore SE Asia	Singapore	Nov. 27-30
	Int'l WorkBoat	New Orleans, LA	Dec. 5-7

Call or check online for show issues and ad closing dates.

WEBSITE BANNER AD PLANS

Promote your business or products with maximum exposure on *Tradequip.com*. *Tradequip* now offers new premium banner ads on *Tradequip.com* to get you in front of your next customer. With packages to fit your budget and needs, you can reach our targeted audience of qualified buyers. Call or email us today for more information!

Platinum banner may be either JPEG or GIF format. All other banners must be in JPEG format. Some restrictions apply.

PLATINUM	GOLD	SILVER	FOOTER	MOBILE
BANNER LOCATION: Top center of home page	BANNER LOCATION: Right side of home page	BANNER LOCATION: Interior category page	BANNER LOCATION: Bottom of our home page	BANNER LOCATION: Bottom of our mobile site
PIXEL DIMENSIONS: 422x148 / <200kb	PIXEL DIMENSIONS: 200x70 / <200kb	PIXEL DIMENSIONS: 468x60 / <75kb	PIXEL DIMENSIONS: 950x70 / <50kb	PIXEL DIMENSIONS: 200x70 / <50kb
RUN TIME: 6 seconds/min for 30 days	RUN TIME: Scrolling for 30 days	RUN TIME: Exclusive for 30 days	RUN TIME: Exclusive for 30 days	RUN TIME: Exclusive for 30 days
MONTHLY PRICE: \$500	MONTHLY PRICE: \$150	MONTHLY PRICE: \$100	MONTHLY PRICE: \$250	MONTHLY PRICE: \$300
				

Platinum Banner – 422 x 148 pixels

These banner sizes are available on Tradequip.com

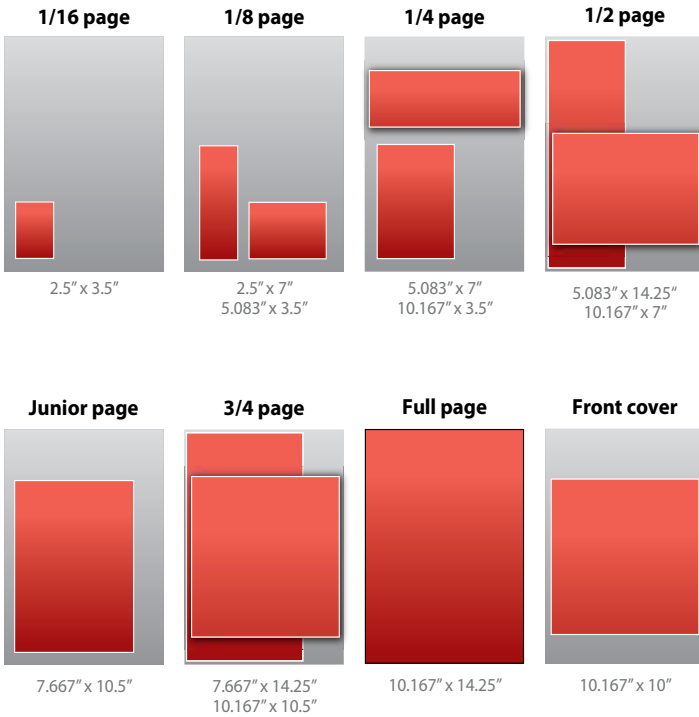
Silver Banner – 468 x 60 pixels

Mobile Banner –
200 x 70 pixels

Gold Banner –
200 x 70 pixels

Footer Banner – 950 x 70 pixels

PRINT DISPLAY ADVERTISING



Other ad sizes available. Please call our advertising consultants if you have any questions regarding ad sizes. Rates effective First January Issue, 2012.

Size	Regular Rate	3-month Discount 13%	12-month Discount 18%
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COLOR RATES (THREE ISSUES)

1/16 page	\$ 360	\$ 312	\$ 294
1/8 page	657	573	540
1/4 page	1,101	957	903
1/2 page	2,001	1,740	1,641
Junior page	2,055	1,788	1,686
3/4 page	2,928	2,547	2,400
Full page	3,795	3,303	3,111
Front cover	6,234	5,424	5,112

BASE RATES (THREE ISSUES)

1/16 page	\$ 234	\$ 204	\$ 192
1/8 page	423	369	348
1/4 page	789	687	648
1/2 page	1,473	1,281	1,209
Junior page	1,515	1,317	1,242
3/4 page	2,148	1,869	1,761
Full page	2,796	2,433	2,292
Front cover	4,578	3,984	3,753

Back and inside covers available. Call for pricing.

PRINT CLASSIFIED ADVERTISING RATES

46¢ per word; minimum each ad \$13.80. Charge covers insertion in one issue. For each subsequent issue, add 100% of total original cost. Publisher strongly recommends a minimum of three consecutive issues.

To enable us to serve you better, please specify the classification under which you wish your ad to appear.

- Referral ads \$5 extra per issue
- Blind ads \$4 extra per issue (name and address withheld, our box number used)
- Blank line or short line \$2.76 per line, per issue (used in separating items or equipment)
- URL link \$3 per issue (no links to websites we consider competitive)

Bold ads

57¢ per word, minimum each ad \$17.10. Other terms same as above.

Photo & logo classified ads

\$19.65 additional per issue, per photo or logo. Standard one-inch depth. We will crop photo to fit the standard size. Up to three photos may be included with ad. Identify equipment on back when sending multiple photos. For best reproduction, send good quality 35mm color prints or high-resolution digital photos. After the first run, publisher does not assume responsibility for mistakes in orders received by phone.

"We have advertised with almost every trade publication available. Yet the one publication which is the best source of sales has been Tradequip."

Gene Spell, President
Roughneck Rig Sales, Inc.



All display rates cover three consecutive issues; 5% discount applies with initial order. Ads can begin with First, Second or Third issue. Three- and 12-month discounts apply to schedules contracted in advance. No rebates. Front and back covers must be contracted in advance, no cancellations. Add \$4 per photo. Blind ads \$12 extra per month. Referral ads \$5 extra. Bleeds not available.

Base rates are for black plus any one color, no less for black only. Rates for black plus two or more colors same as color rates. Single colors will be simulated using process inks.

Copy and Reproduction Restrictions: High-resolution digital photos or good quality 35mm prints required. No Polaroid photos. Agencies must provide electronic files that comply with the Digital File Submission Guidelines (www.tradequip.com/digital). Include a color proof with digital files. We will reproduce "pleasing color." Please refer to the Digital File Submission Guidelines for additional information on our reproduction standards. Copy changes can be made after each three-issue run.

Process Color Closing Dates: Three working days prior to regular closing dates.

MECHANICAL REQUIREMENTS

1. Printing process: Web offset.
2. Binding method: Saddle stitch.
3. Est. trim size: 10.75" wide by 14.875" deep.
4. Four-column page format.
5. Width of one column: 2.5"
Width of two columns: 5.083"
Width of three columns: 7.667"
Width of four columns: 10.167"
6. Depth of column: 14.25"
7. Minimum size space unit: one column by one inch (2.5"W by 1"D).
8. Ads must be as many inches deep as columns wide (excluding horizontal 1/4 pages).
9. Publisher accepts electronic files that comply with the Digital File Submission Guidelines at www.tradequip.com/digital or copy to be typeset. Mail proofs flat or in tube.
10. Any digital file repair or special artwork billed at cost.
11. For best quality, submit clear, sharp photos. Publisher will not be responsible for quality when clear, sharp photos are not submitted.
12. Publisher recommends that type, lettering, rules and pictures across gutter be avoided to allow tolerance for some variation in folding and alignment of pages.

ISSUANCE & CLOSING DATES

Published 36 times a year (three issues per month). Closing dates for display and classified are: First Issue, 27th of preceding month; Second Issue, 7th of publication month; Third Issue, 17th of publication month. If Saturday, one day earlier; if Sunday, one day later. Deadline is Noon Central Time.

**With certain strict guidelines you can also email ads or provide them on a variety of media. Do not send display ads electronically before contacting your sales representative or reviewing the important specifications online at www.tradequip.com/digital.*

TERMS

Display—Prepayment with initial order. Credit extended to advertisers with prompt payment record. Late charges will be assessed on past-due accounts. Classified—Prepayment with initial order. Orders for less than \$45 are strictly prepayment in advance. Credit on larger orders will be extended after establishing proven payment record. Major credit cards accepted. All payments outside the U.S. should be made by credit card or a check drawn on a U.S. bank.

1. Publisher will not be bound by any conditions appearing on order blanks or copy instructions which conflict with any provision contained in its rate card or with its policies.
2. Frequency rates are available when space is contracted in advance for three months (nine issues) or 12 months (36 issues).
3. Advertisers billed at contract rate who fail to fulfill such contract will be short-rated.
4. Orders accepted are subject to change in rates upon one month's notice from the publisher. However, contracts may be cancelled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.
5. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
6. Publisher does not assume responsibility for the contents of advertisements, and all representations or warrants made in such advertising are those of the advertiser and not of the publisher. Publisher is not liable to advertiser for any misprints in advertising not the fault of the publisher. In such an event, the limit of the publisher's liability shall be only the amount of the publisher's charge for such advertising.
7. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
8. No cancellations or changes in orders accepted after closing dates.
9. Page number or position on page is not guaranteed.
10. The publisher assumes no liability for any errors in orders received by telephone or after the first run on all other orders.
11. All advertising is subject to publisher's approval. The publisher reserves the right to reject advertising which he feels is not in keeping with the publication's standards.
12. Contract advertisers are entitled to one complete change of copy every three issues. When change of copy is not received by closing date, copy run in previous issue will be inserted.

COMMISSIONS & DISCOUNTS

Classified advertising is not commissionable.

Agency commission granted to accredited agencies on display advertising. No cash discount. Agencies failing to pay their accounts on a timely basis are subject to a late charge and forfeiture of commission.

Agency must submit electronic files. Accurate proofs must accompany all display advertisements. Ads that are submitted electronically (disk, email, etc.) are commissionable providing they adhere to the Digital File Submission Guidelines. Refer to www.tradequip.com/digital or call your representative. There is a charge for any digital file repair, composition or retouching done by the publisher.

Tradequip
International

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Crossville, TN 38555

P.O. Box 3079
Crossville, TN 38557

Online:

www.tradequip.com
display@tradequip.com* (display)
classified@tradequip.com* (classifieds)

Telephone:

(800) 251-6776 (U.S. & Canada)
(931) 484-5137 (International)

Fax:

(800) 423-9030 (U.S. & Canada)
(931) 484-2532 (International)