

# 2010

A black and white photograph of an offshore oil rig at sea. The rig is silhouetted against a bright sky, with a large crane and derrick visible. The water is dark and calm.

174 Fourth Street  
Crossville, TN 38555

P.O. Box 3079  
Crossville, TN 38557

## telephone

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

## fax

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

## internet

[www.tradequip.com](http://www.tradequip.com)

Email: [display@tradequip.com](mailto:display@tradequip.com)\* (display)  
[classified@tradequip.com](mailto:classified@tradequip.com)\* (classifieds)

A black and white photograph of an oil pumpjack in silhouette against a cloudy sky. The pumpjack is a large mechanical structure used for extracting oil from a well.

rate card

Send all correspondence and materials to addresses above.  
\*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](http://www.tradequip.com/digital).

Advertising Rate Card No. 31  
Effective First January Issue, 2010

**Tradequip**<sup>®</sup>  
International

The Energy Equipment MarketPlace

Since 1978, Tradequip International has been The Energy Equipment Marketplace where buyers and sellers meet.

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

Tradequip delivers tremendous value with its qualified circulation—now over 48,000 copies each month. It is read by buyers in exploration, well servicing, drilling, production, pipeline construction and petrochemical/refining industries. Thousands are distributed at trade shows throughout the year.

As the energy market's most comprehensive resource, Tradequip's **cost-per-prospect is the lowest in the industry**, making it a quick and cost-effective alternative to direct mail or advertising in other publications distributed less frequently.


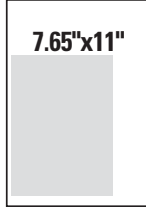
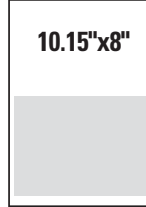
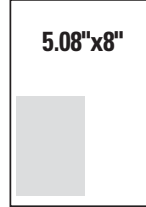
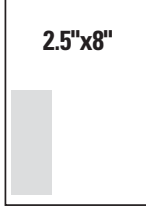
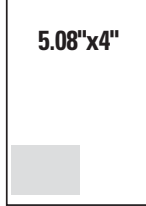
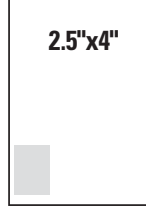
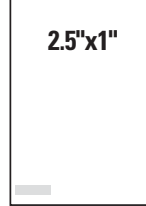
[www.tradequip.com](http://www.tradequip.com)



At no extra charge, all display ads are available online, exactly as they appear in our print edition. Display advertisers also receive a free information page, searchable inventory listings, and a link to their web site. Plus, they are included in the Product and Company Indexes.

Print classified ads also appear online free of charge. For a nominal charge we'll link your ad to your web site. Some restrictions apply. Contact us for complete details.

## display advertising

 <p>10.15"x16.25"</p>	 <p>7.65"x11"</p>	 <p>10.15"x8"</p>	 <p>5.08"x8"</p>
<b>full page</b> (64 col. in.)	<b>junior page</b> (33 col. in.)	<b>1/2 page</b> (32 col. in.)	<b>1/4 page</b> (16 col. in.)
 <p>2.5"x8"</p>	 <p>5.08"x4"</p>	 <p>2.5"x4"</p>	 <p>2.5"x1"</p>
<b>1/8 page vert.</b> (8 col. in.)	<b>1/8 page horiz.</b> (8 col. in.)	<b>1/16 page</b> (4 col. in.)	<b>1 inch</b>

**Please call our advertising consultants if you have any questions regarding ad sizes. Final printed size may vary slightly.**

**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](http://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.

**base rates** (three-issue pricing)

size	regular rate	3-month discount 13.00%	12-month discount 18.00%
1"	\$ 69	\$ 60	\$ 57
2"	120	105	99
3"	180	156	147
4" (1/16 page)	234	204	192
5"	276	240	225
6"	339	294	279
7"	366	318	300
8" (1/8 page)	423	369	348
9"	465	405	381
10"	522	453	429
11"	570	495	468
12"	600	522	492
13"	657	573	540
14"	702	612	576
15"	750	654	615
16" (1/4 page)	789	687	648
18"	885	771	726
20"	981	852	804
21"	1,023	891	840
22"	1,056	918	867
24"	1,137	990	933
26"	1,224	1,065	1,005
27"	1,257	1,095	1,032
28"	1,302	1,134	1,068
30"	1,383	1,203	1,134
32" (1/2 page)	1,473	1,281	1,209
33" (junior page)	1,515	1,317	1,242
36"	1,680	1,461	1,377
39"	1,794	1,560	1,470
40"	1,833	1,596	1,503
42"	1,911	1,662	1,566
44"	2,001	1,740	1,641
45"	2,037	1,773	1,671
48"	2,148	1,869	1,761
52"	2,319	2,019	1,902
56"	2,481	2,157	2,034
60"	2,646	2,301	2,169
64" (full page)	2,796	2,433	2,292
Back Cover	3,861	3,360	3,165
32" Front Cover	3,663	3,186	3,003
40" Front Cover	4,578	3,984	3,753

**color rates** (three-issue pricing)

size	regular rate	3-month discount 13.00%	12-month discount 18.00%
1"	\$ 108	\$ 93	\$ 90
2"	198	171	162
3"	279	243	228
4" (1/16 page)	360	312	294
5"	438	381	360
6"	507	441	417
7"	582	507	477
8" (1/8 page)	657	573	540
9"	702	612	576
10"	756	657	621
11"	804	699	660
12"	843	732	690
13"	921	801	756
14"	981	852	804
15"	1,050	915	861
16" (1/4 page)	1,101	957	903
18"	1,242	1,080	1,017
20"	1,377	1,197	1,128
21"	1,428	1,242	1,170
22"	1,482	1,290	1,215
24"	1,557	1,356	1,278
26"	1,668	1,452	1,368
27"	1,710	1,488	1,401
28"	1,773	1,542	1,455
30"	1,884	1,638	1,545
32" (1/2 page)	2,001	1,740	1,641
33" (junior page)	2,055	1,788	1,686
36"	2,283	1,986	1,872
39"	2,436	2,118	1,998
40"	2,493	2,169	2,043
42"	2,604	2,265	2,136
44"	2,721	2,367	2,232
45"	2,766	2,406	2,268
48"	2,928	2,547	2,400
52"	3,153	2,742	2,586
56"	3,375	2,937	2,769
60"	3,603	3,135	2,955
64" (full page)	3,795	3,303	3,111
Back Cover	5,244	4,563	4,299
32" Front Cover	4,989	4,341	4,092
40" Front Cover	6,234	5,424	5,112

## mechanical requirements

1. Printing process: Web offset.
2. Binding method: Saddle stitch.
3. Trim size: 10.75" wide by 17" deep.
4. Four-column page format.
5. Width of one column: 2.5"  
Width of two columns: 5.08"  
Width of three columns: 7.65"  
Width of four columns: 10.15"
6. Depth of column: 16.25"
7. Minimum size space unit: one column inch (2.5"W by 1"D).
8. Depth of all display ads must be full inches (no fractions), with the exception of ads 16" deep, which are 16.25".
9. Ad must be as many inches deep as it is columns wide.
10. Publisher accepts electronic files that comply with the Digital File Submission Guidelines at [www.tradequip.com/digital](http://www.tradequip.com/digital) or copy to be typeset. Mail proofs flat or in tube.
11. Any digital file repair or special artwork billed at cost.
12. For best quality, submit clear, sharp photos. Publisher will not be responsible for quality when clear, sharp photos are not submitted.
13. Publisher recommends that type, lettering, rules and pictures across gutter be avoided (except center spread) to allow tolerance for some variation in folding and alignment of pages.

## 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 hot link .....\$3 per issue (no links to web sites 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.

## 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.

## 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](http://www.tradequip.com/digital) or call your representative. There is a charge for any digital file repair, composition or retouching done by the publisher.