

COMPREHENSIVE MEDIA GUIDE

2017



SPE
SOCIETY OF PETROLEUM ENGINEERS

Society of Petroleum Engineers
Gulf Coast Section

Gulf Coast Section

February 2016

1P: Well Spacing Factors, Spacing Efficiency, Segregation and the Effect of Fractures on Horizontal Wells
Location: Houston Technology Center
Date: Tuesday, February 15, 2016 from 11:30 a.m. - 1:00 p.m.
Speaker: George Ling, P.E.

Informational: Evaluation of Unconventional Resources and Fractural Development: The Past, Current and Future
Location: The Petroleum Club of Houston, 15th Floor, Texas Plaza
Date: Tuesday, February 15, 2016 from 11:30 a.m. - 1:00 p.m.
Speaker: George Ling, P.E.

Promotion: Role of 3D Polymer Gel Technology to Maximize Production Efficiency
Location: Non-Conference Center - Houston Westshore
Date: Tuesday, February 15, 2016 from 11:30 a.m. - 1:00 p.m.
Speaker: Randy Pugh

HSE - HSE and Present a Night at the Movies
Location: Studio Movie Grill - City Center
Date: Wednesday, February 16, 2016 from 5:30 p.m. - 9:30 p.m.
Hosts: Rob Charnickman, Adrian Pugh, and Brent Greenfield

Workshop: Riglights from the 2015 SPE Workshop on Downhole Operations
Location: Houston Technology Center
Date: Thursday, February 17, 2016 from 11:30 a.m. - 1:00 p.m.
Speakers: Doug Leith

Core & Accelerated Learning: Technical Fundamentals of Reservoir Injection
Location: SPE Houston Training Center
Date: Friday, February 18, 2016 from 8:30 a.m. - 4:30 p.m.
Speakers: Dr. Steven D. Coker and Dr. Steven B. Gopal

Online: Innovative Concepts and Drilling Practices Improve Life

Sponsors



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SPE/AAPG Colombia
Challenges and Opportunities for an Emerging Industry Workshop
Location: Bogotá, Colombia

SPE AAPG



Farmington Gaffert
BETTER EQUIPMENT
BETTER PRODUCTION.

e-Newsletter

The cover features a dark, atmospheric photograph of an offshore oil rig at night, with its central derrick brightly lit against a deep blue sky. The rig's structure is silhouetted, and some lights are visible on the lower sections. The overall mood is industrial and technological.

 SEPTEMBER 2014

CONNECT

SPE GULF COAST SECTION NEWSLETTER

THE BOOM: WHAT I LEARNED FROM A DECADE COVERING FRACKING FOR THE WALL STREET JOURNAL

PETRO-TECHS,
WHO WE ARE AND
WHAT WE DO FOR YOU

ENERVEST –
THE PATH FORWARD
BANKERS BRIDGE COMPANY II LP

REDEFINE THE
OPERATING WINDOW;
HOW TO PROACTIVELY
DESIGN FOR MECHANICAL
WELLBORE
STRENGTHENING

PEPPER DANIEL P. 17

SPE-GCS 31ST
ANNUAL TENNIS
TOURNAMENT
PG. 24

A small, rectangular inset photograph in the bottom right corner shows a tennis court at night. The court is illuminated by bright lights, and the surrounding area is dark. The image is slightly blurred, giving it a candid feel.

©PAPERPOINT

Print Newsletter

[illegible]

Website

[illegible]

Event Postings



**OFFICIAL PUBLICATION OF THE SOCIETY OF
PETROLEUM ENGINEERS -
GULF COAST SECTION**



ABOUT SPE-GCS

The Society of Petroleum Engineers (SPE) is a non-profit professional association of more than 124,000 dues-paying members from 123 countries working in the oil and gas industry.

The SPE Gulf Coast Section (SPE-GCS), established in 1935, is the largest of the Society of Petroleum Engineers' 187 sections with more than 18,000 members in the 29-county area surrounding Houston, Texas. SPE-GCS provides a forum for oil and gas professionals to exchange technical knowledge, develop their careers and network with other local SPE members.

OUR MISSION

The SPE-GCS enhances technical knowledge among our members through local study group meetings and conferences, promotes professional development and networking in our industry, supports local education initiatives and performs community service in the Greater Houston area.

OUR MEMBERS

About 1/3 of SPE-GCS members work at oil companies, 1/3 work at oilfield service companies and 1/3 work at oil-related companies and academia or are retired. More than 30% of our local members are under age 35, including over 1,800 Student Members in four local Student Chapters.

SUPPORT OF EDUCATION

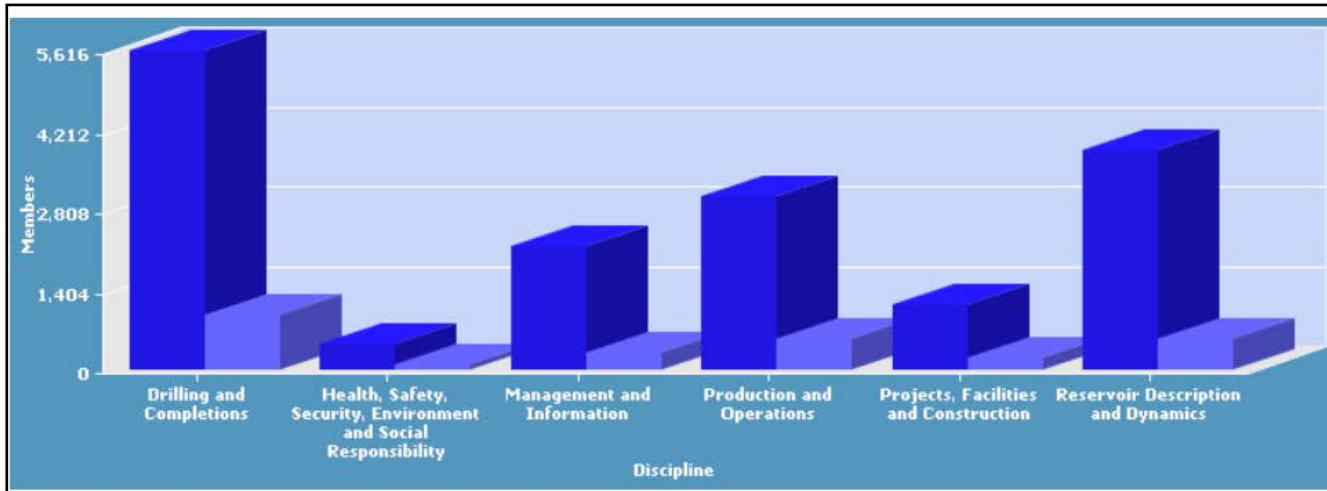
The Gulf Coast Section awards over \$350,000 annually in scholarships to Houston area students that are pursuing science and engineering majors in college. We also try to get internships for them, host career fairs, judge science fairs, volunteer in local schools, fund the CHASE program at UH for master algebra teachers, and support our four Student Chapters at HCC, U of H, Rice and Texas A&M. Financial support comes from our tournaments and events.

GOVERNANCE

SPE-GCS is a volunteer organization run by a Board of Directors with Committees and Study Groups for various topics. SPE is a nonprofit, educational and charitable organization under Section 501(c)(3) of the Internal Revenue Service code, which means that donations to support our organization are tax-deductible.



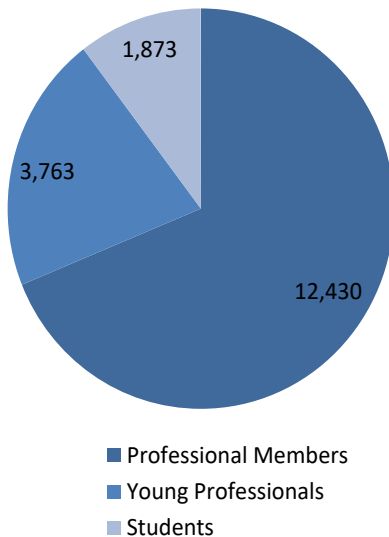
ABOUT SPE-GCS



SPE-GCS members broken out by primary discipline (dark blue) and secondary discipline (light blue).

Organizational Structure:

- 21 Board Members
- Annual Budget: \$1.8M



Young Professionals and Students comprise over 30% of the entire Gulf Coast Section.

COMMITTEES:

- Annual Awards Banquet
- Auxiliary
- Board of Directors
- Career Management
- Community Services
- Continuing Education
- Education
- ESP Workshop
- Golf
- Innovate
- Membership
- Members in Transition
- Newsletter
- Programs
- Scholarship
- Sporting Clays
- Social Activities
- Technology Transfer
- Tennis
- Treasury
- Web Technology

STUDY GROUPS:

- Business Development
- Completions & Production
- Drilling
- General Meeting
- Health Safety & Environment
- International
- Northside
- Permian Basin
- Petro-Tech
- Projects, Facilities & Construction
- Research & Development
- Reservoir
- Water & Waste Management
- Westside



AD RATES - CONNECT

Information on Ad Rates can also be found online at
<http://www.spegcs.org/print-newsletter-ad-specs/>

The Society of Petroleum Engineers Gulf Coast Section Newsletter is printed 12 times per program year, from August through July. The newsletter is mailed to over 18,000 members of the SPE Gulf Coast Section, which covers 29 counties in the Greater Houston area, and our four Student Chapters: Texas A&M, University of Houston, Rice University and Houston Community College.








PRODUCTION SPECIFICATIONS


All ads must be submitted digitally via email to our Advertising Coordinator (advertising@spegcs.org).


AD SIZES AND FILE FORMATS

Only high resolution PDF files converted to a CMYK and 300 dpi will be accepted. All fonts and images must be embedded in your PDF. Please set your file size to the dimensions listed below. Only full page ads that bleed should be set up with bleeds. Ads submitted with the wrong dimensions will not be accepted.

ADVERTISING SPACE RATES - COLOR

SIZE:	Full Page w/ No Bleed	Full Page w/ Bleed	1/2 Page Vert	1/2 Page Horiz	1/4 Page	Back Page 1/4	1/8 Page
							
	7.75" W X 10" H	8.5" W X 11" H + .25" Bleeds	3.75" W X 10" H	7.75" W X 4.875" H	3.75" W X 4.875" H	3.75" W X 4.875" H	3.75 " W X 2.375" H
1 Month	\$3,000	\$3,200	\$1,600	\$1,600	\$800	\$1400	\$400

2-Full-Page Centerfold w/ Bleed Across Fold

16" W X 10" H
\$5,000

2-Full-Page Centerfold (Each Page)

7.75" W X 10" H
\$5,000

Please Note: All prices listed are in USD. We offer a 10% discount on 6 month ad commitment and a 15% discount with a 12 month ad commitment.



AD RATES - CONNECT

Information on Ad Rates can also be found online at
<http://www.spegcs.org/print-newsletter-ad-specs/>

ADVERTISING SALES CONTACT

advertising@spegcs.org

NEWSLETTER CHAIRMAN

Brittni Romero
832-616-4223
editor@spegcs.org

DESIGN & LAYOUT

DesignGood + DesignGood Studio
Kristin Moses, Creative Director
281-216-1358
kristin@designgood.com

Kristie Urbano, Project Manager
832-377-9410
kristie@designgood.com

PRINTER

DiscPro Printing & Graphics
Laura Weeks
281-999-2717
laura@discpro.com
339 Greens Landing Dr.
Houston, TX 77038

NEED YOUR AD DESIGNED?

Contact Kristin Moses
kristin@designgood.com



AD RATES - e-Newsletter

Information on Ad Rates can also be found online at
<http://www.spegcs.org/media-advertising/>

Reach and Frequency: The Society of Petroleum Engineers Gulf Coast Section distributes a monthly e-Newsletter twice each month to over 16,000 recipients, once at the beginning of the month and the second in the middle of the month.

*Each monthly e-Newsletter, on average, has a 27% open rate with a 13% click-through rate on each email distributed.

February 2016

[YP: Well Spacing, Fracture Spacing, Fracture Sequencing and Fluid Selection in Pad Fracturing of Horizontal Wells](#)

Location: Houston Technology Center
 Date & Time: February 16, 2016 from 11:30 a.m. - 1:30 p.m.
 Speaker: Mukul Sharma

[International: Evaluation of Unconventional Resources and Fracturing Development: The Past, Current and the Future](#)

Location: The Petroleum Club of Houston, 35th Floor, Total Plaza
 Date & Time: February 16, 2016 from 11:30 a.m. - 1:00 p.m.
 Speaker: George King, P.E.

[Permian Basin: Use of Polymer Gel Technology to Maximize Production Efficiency](#)

Location: Norris Conference Centers - Houston/Westchase
 Date & Time: February 16, 2016 from 11:30 a.m. - 1:00 p.m.
 Speaker: Randy Prater

[HSSE-SR and YP Present a Night at the Movies](#)

Location: Studio Movie Grill - City Centre
 Date & Time: February 16, 2016 from 5:00 p.m. - 8:30 p.m.
 Panelists: Rick Chamberlain, Adrian Reed, and Brent Greenfield

[Westside: Highlights from the 2015 SPE Workshop on Downhole Tools in HPHT Applications](#)

Location: Norris Westchase Center
 Date & Time: February 17, 2016 from 11:30 a.m. - 1:00 p.m.
 Speakers: Doug Lehr

[Cont. Ed: Accelerated Learning Tutorial: Fundamentals of Reservoir Simulation](#)

Location: SPE Houston Training Center
 Date & Time: February 18, 2016 from 8:30 a.m. - 4:30 p.m.
 Speaker: Dr. J. Robert Gochmour and Dr. Sheldon B. Gorell

[Drilling: Innovative Concepts and Drilling Practices Improve Hole Opening Performances in Harsh Drilling](#)

Location: The Petroleum Club of Houston, 35th Floor, Total Plaza
 Date & Time: February 18, 2016 from 11:30 a.m. - 1:00 p.m.
 Speaker: Graham Mensa-Wilmot

[Reservoir: Fast Marching Method: A New Paradigm for Modeling Unconventional Reservoirs](#)

Location: Sullivan's Steakhouse
 Date & Time: February 18, 2016 from 11:30 a.m. - 1:00 p.m.
 Speaker: Dr. Akhil Datta-Gupta

[PFC: Digital Facilities Engineering - No Document Left Behind](#)

Location: HESS Tower
 Date & Time: February 23, 2016 from 11:00 a.m. - 1:30 p.m.
 Speaker: Jim Crompton

[WWM SG: Taking Stock of Water Management in 2016: Activity Levels, Volumetrics, Treatment Technologies & Focus Areas for Lower Cost Water Management](#)

Location: Texas A&M Mays Business School at City Centre
 Date & Time: February 24, 2016 from 11:30 a.m. - 1:00 p.m.
 Speakers: Laura Capper

[Business Development: University Lands: Past, Present and Future Opportunities](#)

Location: Four Seasons
 Date & Time: February 24, 2016 from 5:00 p.m. - 7:00 p.m.
 Speaker: Mark Houser

[PF&C 4-Part Spring Series - "Improving Project Efficiency at Less Than \\$50/bbl"](#)

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SPE/AAPG Colombia Offshore: Challenges and Opportunities for an Emerging Industry Workshop
 2-3 March 2016
 Bogotá, Colombia

Fairmount Santrol
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 GET THE PROOF

SPE Mexico Health, Safety, Environment and Sustainability Symposium
 Collaboration for Future Growth
 30-31 March 2016
 MEXICO CITY, MEXICO

Artificial Lift Optimization
 MARCH 22-23
 HOUSTON, TX
 REGISTER HERE

e-Newsletter Ad Rates

All of our sponsorship spots have ideal placement above the fold. Each ad appears in the top right corner of the e-Newsletter each month. Sponsorships will be featured twice each month.

Top Placement	\$500
Middle Placement	\$500
Bottom Placement	\$500

We offer a 10% discount on 6 month ad committment and a 15% discount with a 12 month ad committment.

e-Newsletter Ad Specifications

All e-Newsletter advertisements should be sized to 184 X 150 pixels at 72 dpi. Provide the graphic and URL to Brendan Marlborough.

For more information regarding e-Newsletter advertising opportunities, contact:

Advertising Coordinator
advertising@spegcs.org

* All statistics may vary month-to-month. We do not provide any guarantees.



AD RATES - Website

Information on Ad Rates can also be found online at
<http://www.spegcs.org/media-advertising/>

The Society of Petroleum Engineers Gulf Coast Section online website is a resourceful tool to Gulf Coast engineers. Members visit the site to sign up for committee and study group events, find members' information, search job postings and much more!

Reach and Frequency:

*The website averages over 47,000 visitors to the homepage each month.

Website Homepage Ad Specifications

- File Types Accepted: JPG, GIF, BMP
- Static images only, no animated GIFs or flash
- Pixel Width: 120
- Pixel Height: 91
- Maximum File Size: 20K
- Resolution: 72 dpi
- Target URLs: One target URL accepted

Website Homepage Ad Rates

There are up to 8 sponsorship spots available each month on the homepage.

12 Months	\$2,500
6 Months	\$1,600
3 Months	\$900



For more information regarding
e-Newsletter advertising opportunities,
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Advertising Coordinator
advertising@spegcs.org

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AD RATES - Events

Information on Ad Rates can also be found online at
<http://www.spegcs.org/media-advertising/>

The Society of Petroleum Engineers - Gulf Coast Section committees and study groups hold social events, workshops, technical seminars and luncheons each month to promote further education in the oil and gas industry as it pertains to each area of expertise.

Reach and Frequency: *On average each month, there are 22 events featured on the SPE-GCS calendar. Each event averages approximately 39 people, but varies depending on the size of the venue and type of event.

Annual events include the Emerging Engineers Conference, Roughneck Camp, and Annual Awards Banquet. In 2016, SPE-GCS had over 250 online registrants for the Emerging Engineers Conference, over 300 online registrants for the Roughneck Camp, and over 200 online registrants for the Annual Awards Banquet.

Get Involved with SPE Gulf Coast Section
JOIN TODAY

SPE-GCS Annual Awards Banquet

Speaker: Ganesh C. Thakur, 2012 SPE President and Vice President, Global Advisor
RRI and Fellow of Chevron Energy
Ganesh C. Thakur is vice president, global advisor and fellow of Chevron Energy Technology Company. Ganesh Thakur is a world-recognized leader in reservoir engineering & simulation, secondary recovery, reservoir and well productivity improvement, heavy oil, horizontal well technology and EOR. He is also known for the emergence of reservoir management...

When?
Tue, May 27, 2014
6 p.m. - 10 p.m. America/Chicago

How Much?
Registration has ended

Registration - \$55.00
(ends 05/25/2014)

Register
275 registered, 21 spots left

Where?
Rice Hotel
909 Texas Avenue
Houston, TX 77002
United States

909 Texas Ave
View on Google Maps

Comments
Attire for the event is business.

Street parking is available for free after 6pm and valet parking is also available at the hotel for \$10/vehicle.

[Downloadable map to Rice Hotel and Crystal Ballroom](#)

Sponsorships
[Letter to Sponsors](#) - Information on being a Sponsor of this well-attended event.
[Letter to Scholarship Sponsors](#) - Information on being a Sponsor of 2014-15 SPE Gulf Coast Section Scholarships
[Letter to Internship Sponsors](#) - Information on being a Sponsor of Internships for SPE Gulf Coast Section Scholarship Students

[Click here to view Past Awards Banquet photos and files!](#)

Organizer: James Rodgerston
James.Rodgerston@spegcs.org

Website Event Ad Specifications

- File Types Accepted: JPG, GIF, BMP
- Static images only, no animated GIFs or flash
- Pixel Width: 120
- Pixel Height: 91
- Maximum File Size: 20K
- Resolution: 72 dpi
- Target URLs: One target URL accepted

Website Event Ad Rates

There is one sponsorship spot available for each event listing. Event listings are added 1-2 months prior to the event start.

1 Event \$200

Note: If ads are bought for a study group or committee by month, we reserve the right to feature corporate sponsors for any individual event.

We offer a 10% discount on 6 month ad commitment and a 15% discount with a 12 month ad commitment.

* All statistics may vary month-to-month. We do not provide any guarantees.

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advertising@spegcs.org