

COMPREHENSIVE MEDIA GUIDE

2017-2018



Gulf Coast Section



ABOUT SPE-GCS

The Society of Petroleum Engineers (SPE) is a non-profit professional association of more than 164,000 dues-paying members from 143 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' 198 sections with more than 15,000 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 18% of our local members are under age 35, including over 1,800 Student Members in five 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 five Student Chapters at HCC, U of H, Rice, Texas A&M and Prairie View A&M University. 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

COMMITTEES:

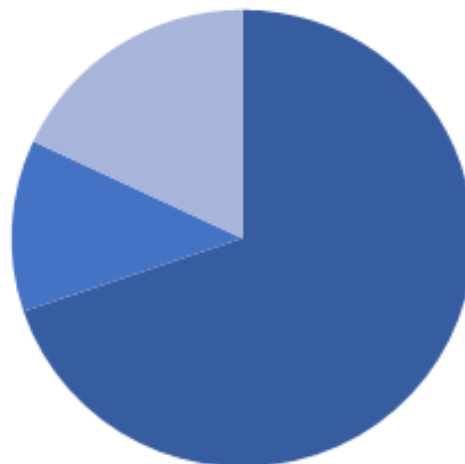
- Annual Awards Banquet
- Board of Directors
- Career Management
- Community Services
- Continuing Education
- Education
- ESP Workshop
- Innovate
- Investment & Finance
- Membership
- Members in Transition
- Newsletter
- Programs
- Scholarship
- Social Activities
- Treasury
- Veterans Program
- Web Technology

STUDY GROUPS:

- Business Development
- Completions & Production
- Computational Fluid Dynamics
- Data Analytics
- Drilling
- General Meeting
- Geomechanics
- Health, Safety, Security, Environmental & Social Responsibility
- International
- Northside
- Permian Basin
- Petro-Tech
- Projects, Facilities & Construction
- Research & Development
- Reservoir
- Water & Waste Management
- Westside

Organizational Structure:

- 21 Board Members
- Annual Budget: \$1M



- Professional Members
- Students
- YP

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



AD RATES - DIGITAL CONNECT

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

The Society of Petroleum Engineers Gulf Coast Section Newsletter is now offering copies of Connect exclusively online in a beautiful magazine-like format allowing viewers to flip through the pages and easily click links on points of interest. Digital copies of the current Connect issue, as well as all archived issues, are available on spegcs.org/Connect.

BENEFITS OF GOING DIGITAL

- Increased advertising space.
- Direct link to advertisers website on each ad gives direct access to viewers.
- Advertisers can provide targeted URL's for their ads to track metrics.
- Digital newsletters have more longevity because they live online and the reader can easily pull up old issues in an organized system.
- Flexibility with advertising space, size, and placement for optimum attractability with readers.
- All digital newsletters promoted twice a month through the e-Newsletter and on spegcs.org.
- Copies of the digital newsletter are sharable through social media channels to attract a larger audience. SPE-GCS promotes through their organizations official Facebook, LinkedIn and Twitter accounts each month.
- Reducing paper and ink waste to benefit the environment.

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. Ads submitted with the wrong dimensions will not be accepted.

Digital Ad Sponsorship Format	Monthly Rate
Full Page No Bleed	\$3,000.00
1/2 Page Horizontal	\$1,600.00
1/3 Page Horizontal	\$1,200.00
1/4 Page	\$800.00

Please Note: All prices listed are in USD. We offer a 5% discount on 4 month ad commitment, 10% discount on 6 month ad commitment and a 15% discount with a 12 month ad commitment.



Gulf Coast Section

ADVERTISING SIZES

Full Page Ad

8.5" Wide X 11" Tall

ADVERTISING SIZES

1/3 Page Ad

HORIZONTAL
7.5" Wide X 3" Tall

1/2 Page Ad

HORIZONTAL
7.5" Wide X 4.9375" Tall



ADVERTISING SIZES

1/2 Page Ad

VERTICAL

3.6875" Wide
X 10" Tall

1/4 Page Ad

3.6875" Wide X
4.9375" Tall

1/4 Page Ad

3.6875" Wide X
4.9375" Tall



AD CONTACTS - CONNECT

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

ADVERTISING SALES CONTACT

advertising@spegcs.org

NEWSLETTER CHAIRMAN

Karin Gonzalez

editor@spegcs.org

979-422-2575

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

NEED YOUR AD DESIGNED?

Contact Kristin Moses

kristin@designgood.com



AD RATES - e-Newsletter

Information on 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 39% open rate with a 10% click-through rate on each email distributed.

The screenshot shows the November 2017 issue of the SPE Gulf Coast Section e-Newsletter. The header includes the SPE International logo and the Gulf Coast Section name. The main content area is titled 'November 2017' and features a 'Featured Events' section. The events listed are:

- Innovate: Pitch Perfect - How to create a great business plan**: Please join SPE GCS Innovate! Committee for a workshop that will help you perfect your business plan. At this event you'll find out what VCs look for in a business plan, hear how successful entrepreneurs came up with theirs, find out what the Oil and Gas industry needs. During the hands-on workshop, our panelists will provide guidance and feedback on your plan and help you perfect it so you can nail that pitch. Location: Station Houston Date & Time: November 18, 2017 from 9:00 a.m. - 4:00 p.m. Kick-Off Speaker: Kirk Coburn - Shell Technology Ventures
- Cont. Ed: Accelerated Learning Tutorial: Introduction to Gas Lift Systems**: Location: SPE Houston Training Center Date & Time: November 1, 2017 from 8:30 a.m. - 4:30 p.m. Speaker: Corbin Mozisek
- R&D: The Floating Factory Concept: Engineering Efficiencies Up Front To Reduce Deepwater Well Delivery Costs**: Location: Norris Conference Center - Westchase Date & Time: November 2, 2017 from 11:30 a.m. - 1:00 p.m. Speaker: James Hebert
- SPE-GCS 34th Annual Tennis Tournament**: Location: Copperfield Raquet & Health Club Date & Time: November 2-3, 2017 from 4:00 p.m. - 3:00 p.m.
- SPE-GCS 34th Annual Tennis Tournament - Sponsorship**: Location: Copperfield Raquet & Health Club Date & Time: November 2-3, 2017 from 4:00 p.m. - 3:00 p.m.
- Cont. Ed: Accelerated Learning Tutorial: Introduction to Managed Pressure Drilling**

The right sidebar of the newsletter contains several advertisements:

- Sponsors**: Fairmount Santrol (40+ Terminal Locations in All Key Basins), SIMPLIFY YOUR SAND SUPPLY (MINE, MOVE, MANAGE), HI CRUSH, Entero MOSAIC (Reserves, Economics, and Decline Software), TETRA, and a REEL advertisement (MEET THE REEL Promotes Blockages Like Never Before).
- Join the RICE Community**: Special Discount for SPE Members! Register for Online Course

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.

\$500 Rate - 2x/Month

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

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 advertising@spegcs.org.

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 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: 285
- Pixel Height: 100
- Maximum File Size: 20K
- Resolution: 72 dpi
- Target URLs: One target URL accepted

Website Homepage Ad Rates

There are up to 3 sponsorship spots available each month on the homepage.

12 Months	\$3,200
6 Months	\$1,600
3 Months	\$800



"The Society of Petroleum Engineers' Gulf Coast Section enhances technical knowledge among our members through local events, promotes camaraderie and networking in our industry, educates and serves the community, and provides scholarships to students entering the oil and gas industry."

News & Events Jobs Get Involved Committees YP Study Groups Ads & Info

Members in Transition Seminar #22

Nov. 10, 2017, 10 am
The SPE Members in Transition Seminar Series is designed to include a selection of topics of interest ... [Learn More](#)

Our thoughts and prayers are with all who were affected by Hurricane Harvey. SPE-GCS is dedicated to aiding our members and the community. If you wish to donate, Click here. Opportunities to volunteer will be coordinated through our Community Services committee.

SPE-GCS Scholarship Fund
[DONATE TO THE SPE-GCS SCHOLARSHIP FUND](#)

BCG
The Business Consulting Group

Sponsored news article
Untapped Reserves:
Promoting Gender
Balance in Oil & Gas

MEET THE REEL
Resumes Discovered
The New Series

Join the **RICE** Community
Special Discount for
SPE Members!
[Register for Online Course](#)

Pegasus Vertex, Inc.
Drilling Software

Renew Your SPE
Membership

Join SPE
TODAY

LINKED IN FACEBOOK TWITTER SIGN UP for our E-NEWSLETTER!

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.



CUSTOM AD PACKAGES

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

In addition to advertising in our Connect digital newsletter and e-Newsletter, SPE-GCS offers sponsorship placement with our monthly events. An advertising package can be customized to meet all of your advertising and sponsorship needs.

For more information and to create a customized package, please contact our Advertising Coordinator at advertising@spegcs.org.

BENEFIT/ SPONSORSHIP LEVEL	PLATINUM Special Annual Event \$6,000	GOLD Special Annual Event \$4,000	SILVER Special Annual Event \$2,000	BRONZE Luncheon/ Networking Event \$500
Logo on SPE-GCS event website	✓	✓	✓	✓
Logo on SPE-GCS event Connect Newsletter	✓	✓	✓	✓
Advertisement in Program Book for select workshops	Full Page	Half Page	Logo for all sponsors	Logo for all sponsors
Logo on Sponsorship Banner/Poster during events	✓	✓	✓	
Logo on Pre-event Slide Show	✓	✓	✓	
Complimentary registration to workshop	3	2	1	
Exclusive recognition during monthly events	3 events	2 events	1 event	
Promotional items with sponsor's logo for workshop	Provided by Sponsor	Provided by Sponsor		
Special Company Flyer for Program Book for workshop	Provided by Sponsor			