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About us

The Society of Petroleum Engineers (SPE) is an international volunteer nonprofit organization that has many sections all over the world. The Houston-area section, named the Gulf Coast Section, takes pride in being one of the largest and most active of the SPE sections. The SPE Gulf Coast Section (SPE-GCS) was established on December 13, 1935.

More Information:
www.spegcs.org

Contact Person:
admin@spegcs.org

8,000 +
Professional Members

230 +
Technical & Social
Events

225 Active
Volunteers

36,900 +
Number subscribers
per month

20,000 +
Social Media
followers

10 +
Scholarships

18 episodes
4,000
downloads

76 videos
On-demand library
2022-2023 Programs
Study Groups
- Business Development
- Completions & Production
- Computational Fluid Dynamics
- Data Analytics
- Drilling
- General Meeting
- Northside
- Permian Basin
- Research & Development
- Reservoir
- Special Interest Group
- Westside

Committees
- Communications
- Community Services
- Continuing Education
- Diversity & Inclusion
- Education
- Innovate
- Membership
- Members in Transition

Programs 2022-2023
Aaron Burton
Programs Chair
MorphPackers Limited

Priyavarat Shukla
Vice Programs Chair
Schumberger

BY THE NUMBERS
225 Active Volunteers
+230 Technical & Social Events
+5,300 Attendees

More Information:
www.spegcs.org

Contact Person:
admin@spegcs.org
WAYS TO ADVERTISE

e-NEWSLETTER
SPE-GCS sends a digital newsletter to their entire active member database of over 11,000 members four times a month.

WEBSITE HOMEPAGE
SPE-GCS offers 6 advertisement spaces on the homepage which is viewed over 33,000 times a month.

DIGITAL CONNECT
SPE-GCS publishes a digital copy of their newsletter to over 11,000 members each month. There are 5 different advertisement sizes available to purchase each month.
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 33,000 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: 356
- Pixel Height: 187
- Maximum File Size: 20K
- Resolution: 72 dpi
- Target URLs: One target URL accepted

Website Homepage Ad Rates

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Months</td>
<td>$1,600</td>
</tr>
<tr>
<td>6 Months</td>
<td>$800</td>
</tr>
<tr>
<td>3 Months</td>
<td>$400</td>
</tr>
</tbody>
</table>

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

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 - e-Newsletter

Information on rates can also be found online at https://spegcs.org/media-advertising/

Reach and Frequency: The Society of Petroleum Engineers Gulf Coast Section distributes a monthly e-Newsletter four times each month to over 11,000 recipients at the beginning of the week.

Each monthly e-Newsletter, on average, has a 44% open rate with a 7% click-through rate on each email distributed.

e-Newsletter Ad Rates

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

$250 Rate - 4x/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 600 X 118 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.
* Statistics based on months up to August 2022.
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.

**REACH**
- Over 1,600 impressions per month
- Over 550 reads per month

**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.

<table>
<thead>
<tr>
<th>Digital Ad Sponsorship Format</th>
<th>Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page No Bleed</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$700.00</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>$550.00</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$400.00</td>
</tr>
</tbody>
</table>

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

*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.*

*Statistics based on months starting August 2022.*
1/2 Page Ad

VERTICAL

3.6875” Wide X 10” Tall

$700/Monthly

1/4 Page Ad

3.6875” Wide X 4.9375” Tall

$400/Monthly

1/4 Page Ad

3.6875” Wide X 4.9375” Tall

$400/Monthly
1/3 Page Ad

HORIZONTAL
7.5” Wide X 3” Tall
$550/Monthly

1/2 Page Ad

HORIZONTAL
7.5” Wide X 4.9375” Tall
$700/Monthly
Full Page Ad

8.5” Wide X 11” Tall

$1,500/Month
CONNECT ADVERTISING SALES CONTACT
Lindsay Rochner
advertising@spegcs.org
713-457-6821

NEWSLETTER CHAIRMAN
editor@spegcs.org

WEBSITE CONTACT
Lindsay Rochner
advertising@spegcs.org

E-NEWSLETTER CONTACT
Lindsay Rochner
advertising@spegcs.org

Information on rates can also be found online at https://spegcs.org/media-advertising/