

Editorial Preview

2003



IADC MEMBERSHIP DIRECTORY

Closing is 3 March

Your opportunity to connect with the global wellsite industry

The International Association of Drilling Contractors has been a major force in the drilling and producing industry since 1940. Today, it is the only industry trade association with an international scope among drilling contractors, oil companies and service firms alike. Accordingly, the **2003 IADC Membership Directory** has matured into an indispensable global reference of key operators, contractors, rigs, suppliers and services for the full year of its useful life.

The 2003 IADC Membership Directory is your opportunity to connect with the global wellsite industry—rig owners both land and offshore and the oil companies they serve. The *Directory* is an excellent way to show your company's support for IADC's initiatives in government affairs, safety, well control and more.

The *Directory*, the drilling industry's definitive corporate reference, puts your marketing message in the hands of 5,000 drilling and producing executives. If you do business with the worldwide rig fleet, the **2003 IADC Membership Directory** is an outstanding advertising value.

- ★ **The 2003 IADC Membership Directory will be published in April and enjoy bonus distribution at the 2003 Offshore Technology Conference, 5-8 May in Houston.**

The 2003 IADC Membership Directory will include:

- ★ **Separate listings for all 900-plus IADC-member drilling contractors, operators and service companies, with key personnel and addresses, phone, fax, Internet and telex numbers of headquarter and regional offices;**
- ★ **Information on IADC officers, chapters, meetings, staff, membership and rig-ownership statistics, and more;**

Tabbed section dividers boost ad visibility economically

Increase the visibility of your firm's advertisement this year in the 2003 Directory by reserving a tabbed section divider. Each of the Directory's 3 major sections—listings of contractors, producers and associates—will be introduced by a tabbed, heavy-stock divider. See reverse for prices. Hurry! Spots are limited! (Right of first refusal applies to divider-page advertisers in last year's *Directory*.)

ONLY DIRECTORY ADVERTISERS GET:

***Main part of regular IADC
listing printed in bold at no
extra charge***

- ★ **Geographic listing of headquarter locations of IADC contractor and producer members;**
- ★ **Cross index by product and service of all IADC associate members;**
- ★ **IADC Global Rig Finder detailing IADC members' land and offshore drilling equipment worldwide.**

Advertising Rates & Sizes

BLACK AND WHITE RATES, US\$
(EXCEPT COVERS: SEE COLOR CHARGES)

Ad Sizes

		Width		Depth		
		inches	mm	inches	mm	
Spread:	6,494	Spread	16	406	10 1/2	267
Back or Inside Front Cover*:	4,488	Spread Bleed	16 1/4	412	10 3/4	273
Tabbed Divider Page:	4,534	1 Page	7	178	10	254
1 Page:	3,338	1 Page Bleed	8 1/4	210	10 3/4	273
1/2 Island:	2,100	1/2 Island	4 9/16	116	7 3/8	187
1/2 Vertical or Horizontal:	1,964	1/2 Horizontal	7	178	4 7/8	124
1/4 Page:	972	1/2 Vertical	3 3/8	85	10	254
		1/4 Page	3 3/8	85	4 7/8	124

Color Charges: No charge for 2-color insertions. 3rd and 4th colors an additional \$525. 5th color available for an extra \$210. No charge for 4 color on back and inside front covers.

Bold Listings: Company name, headquarters address and contact numbers can be listed in bold face for \$160. Complimentary to display advertisers.

Agency Commission: 15% to recognized agencies on gross billing on space, color, cover or special position.

Cash Discount: 2% net after agency commission if paid within 15 days from date of invoice.

Shipping Instructions: All insertion orders, negatives, copy, proofs, etc, should be addressed to Drilling Contractor Publications, 15810 Park Ten Place, Suite 242, Houston, TX 77084 USA; fax, 1/281-398-7602.

* Price includes 4 color.

Trim: 8 in. x 10 1/2 in. (203 mm x 267 mm)

Binding: Perfect Bound

Closing is 3 March. Materials due 17 March. Published during April 2002.

The *Annual IADC Membership Directory* is published for the International Association of Drilling Contractors by Drilling Contractor Publications Inc, a wholly owned subsidiary of IADC. Advertising sales are handled by **Oil & Gas Journal**. See below for complete list of sales offices.

Sales offices worldwide

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