

ALL DRILLING • ALL COMPLETIONS • ALL THE TIME

DRILLING CONTRACTOR

OFFICIAL MAGAZINE OF THE
INTERNATIONAL ASSOCIATION OF DRILLING CONTRACTORS

Media Kit 2016



DRILLING CONTRACTOR MAGAZINE

DIGITAL PRODUCTS

IADC BOOKSTORE



IADCTM

www.drillingcontractor.org

www.iadc.org

**ALL DRILLING
ALL COMPLETIONS
ALL THE TIME**

PHOTO COURTESY OF PARAGON OFFSHORE



DRILLING CONTRACTOR MAGAZINE

DC CONTINUES TO SET NEW STANDARDS for excellence in E&P B2B publishing to fulfill our mission as definitive media in the drilling space. In the pages that follow, you will learn how DC has built upon its proud 71-year history to break ground in exciting ways.

MISSION: DC is the definitive source for the global drilling and completion industry, both land and offshore, and the only viable magazine exclusively covering this space. DC's enhanced editorial employs QR codes to help readers find related multimedia and other resources. The official magazine of the International Association of Drilling Contractors, DC has been published since 1944 and is the longest continuously published magazine focusing on drilling and completion (D&C).

EDITORIAL: DC's editorial is 100 percent drilling and completion focused – technology, markets, HSEQ, trends and other critical issues impacting D&C. DC is the only E&P magazine to write about HSE, training and competency in every issue. DC is also the only magazine covering completions in every issue. And of course, every issue features drilling technology and trends.

READERSHIP: DC's 34,900-plus readers are professionals in the oil-and-gas and geothermal drilling and completion industry and include senior management at exploration & production and drilling contractor companies. DC also offers the largest circulation available among drilling contractors (more than 12,500). Further details are available on the circulation page.



Mission driven as the definitive B2B source for drilling and completions globally, land and offshore. Print editorial enhanced with online original multimedia.

IN EVERY ISSUE: In addition to scheduled features (see Editorial Calendar), DC publishes several high-interest departments:

- **DRILLING AHEAD:** Opinion column giving insights into the D&C industry.
- **D&C NEWS:** Presents the latest news in the drilling and completion industry – drilling contracts, field development, hydrocarbon discoveries and more.
- **D&C TECH DIGEST:** Concise summaries of timely drilling and completion technical achievements and milestones.
- **HSE&T CORNER:** Trends and practical advice in training, competency, health, safety, the environment for the wells industry.
- **PERSPECTIVES:** Profiles of men and women who stand tall in the D&C business.
- **IADC CONNECTION:** Focus on IADC news, initiatives and opinions.

“DC is the best magazine in our field... DC articles are well researched, quite accurate, relevant and current, and with its regular interviews with leaders in our business, carries enough authority to make the reader want to sit up straight and take note!”

- WELLS MANAGER, MAJOR OPERATOR, MIDDLE EAST

DRILLINGCONTRACTOR.ORG

MISSION: DC's website, dedicated to all things drilling and completions, offers features, news articles and exclusive videos to help readers keep up with the newest trends in the industry. DC will continue to offer enhanced editorial to complement the print magazine, including animations, videos, additional graphics and content.

READERSHIP: More than 30,000 unique visitors each month and climbing! Total ad clicks average more than 5,500 per month with the overall click-through-rate over 5% for the first half of 2015.

The perfect complement to print DC, featuring great original content and the most original multimedia in E&P B2B.

SURFING DRILLINGCONTRACTOR.ORG:

• **MICROSITES:** *DrillingContractor.org* offers highly specialized microsites to help you carefully hone your marketing message. Each microsite focuses on a key niche within the well-construction discipline, from HSE to global markets. Each of our eight standing microsites focuses on a

specific area of interest within the well-construction sector. Content includes our great topical articles from DC, as well as original editorial and multimedia.

- **MULTIMEDIA:** DC's website is the industry leader in original digital content, including video interviews with key industry executives and on-site reporting.
- **VPDs:** *DrillingContractor.org* and *IADC.org* now offer high-interest sessions of approximately an hour featuring expert panelists on the pressing issues confronting the well-construction industry. DC's prerecorded virtual panel discussions blend video of speakers with slides to produce an intimate, engaging event.
- **DIGITAL READER:** DC's digital edition is a key part of our mission to deliver the best content in the E&P B2B business. The DC digital edition faithfully reproduces all print articles, and industry quickly embraced it. It is one of the top pages on *DrillingContractor.org*.





MediaKit2016 HIGHLIGHTS

ENEWS FROM DRILLINGCONTRACTOR.ORG

MISSION: Driven by original reporting from key industry events and on the latest industry news and technology updates. Innovative use of video and multimedia distinguish *eNews* from the herd.

READERSHIP: 30,000 subscribers and growing, up from 8,000 in mid-2012. With annual impressions upwards of 450,000, *eNews* boasts a strong 0.22% click-through rate.

Original reporting with emphasis on multimedia 23 times per year, linking to www.DrillingContractor.org.

DRILL BITS ELECTRONIC NEWSLETTER

MISSION: IADC champions better legislation and regulation for well delivery, and the monthly e-letter *Drill Bits* addresses this complex regulatory world. *DB's* mission is reporting the myriad activities of IADC, along with updates on legislation, regulation and standards affecting your business.

READERSHIP: *Drill Bits* reaches some 29,000 subscribers monthly with its unique menu of short, punchy regulatory updates.

Succinct monthly e-letter focused on IADC initiatives, news and governmental actions affecting drilling.

IADC.ORG

Official site of IADC, and one of the early web pioneers for the E&P industry. Major focus on catalyzing improved performance in wells delivery.

MISSION: Provide the best information and resources to catalyze improved performance in drilling by enhancing operational integrity and championing better regulation and legislations. Internet marketers can efficiently target the global drilling industry through select pages on this key website – *IADC.org*, official site of the International Association of Drilling Contractors.

READERSHIP: *IADC.org* is one of the oldest websites in the E&P industry, founded in 1995, and enjoys traffic of more than 30,000 visitors per month, with more than 135,000 page views and a high click-through-rate (1.59% CTR).

IADC BOOKSTORE PRODUCTS

MISSION: Enhancing operational integrity is a key objective of IADC. Drilling personnel depend on IADC's unique checklists, safety meeting forms and the *IADC Drilling Manual*, the definitive drilling operations guide, to assist them through critical operations.

READERSHIP: IADC pads and manuals are an integral part of drilling operations on hundreds of rigs and are available for advertising and sponsorship. Products include:

- **IADC DRILLING MANUAL:** A sweeping rewrite of this definitive operational guide wrapped up in 2015. Both electronic and hard copies are available.
- **IADC DAILY DRILLING REPORT:** One of IADC's biggest sellers, the IADC DDR is the leading rig-site data-collection tool.
- **IADC DRILLING RIG SAFETY INSPECTION CHECKLIST:** A comprehensive guide to key hazards, the rig checklist was recently updated and redesigned.

- **IADC SAFETY MEETING TOPIC AND RECORD BOOK:** Every rig shift ("tour") kicks off with a safety meeting, which explains the popularity of this venerable resource.

- **IADC WEEKLY SAFETY MEETING REPORT:** Crews choose their own topics using this convenient form.
- **IADC DAILY ENGINE REPORT:** This newly revised form is essential to rig personnel to record critical engine pressures and temperatures.
- **IADC MUD PUMP INSPECTION CHECKLIST:** Maintaining high fluid throughput is essential in many of today's difficult wells. This new form is one that goes to the heart of today's drilling challenges.
- **IADC NEAR-MISS REPORT:** Reducing near-misses is the next big push in wells safety. This new form, supported by several major international operators, is a huge step forward in wells HSE.

Bring your message right to the rig floor through IADC's unique offerings.

IADC MEMBERSHIP DIRECTORY

MISSION: The *IADC Membership Directory* details IADC members worldwide, rig statistics and locations, IADC officers and staff, highlights of new programs and more. The *IADC Membership Directory* is the definitive guide to the global drilling industry and your opportunity to connect with the global wellsite industry – rig owners both land and offshore and the oil companies they serve.



READERSHIP: The *IADC Membership Directory* is your opportunity to connect with the global wells industry. With more than 5,000 recipients, the *IADC Membership Directory* has matured into an indispensable global reference of key operators, contractors, drilling rigs, suppliers and services for the full year of its useful life.

The definitive guide to the players in the global drilling industry.



Issue Coverage

Scheduled Bonus Distribution

JANUARY/FEBRUARY

AD CLOSING: 6 JANUARY • MATERIALS DUE: 11 JANUARY

- Critical Issues in Drilling & Completion
- 2016 IADC Chairman Profile
- 2016 IADC/SPE Drilling Conference Special
- Health, Safety, Environment & Training
- Regional Focus: Africa
- Completions: Multistage Stimulation

- » IADC HEALTH, SAFETY, ENVIRONMENT AND TRAINING CONFERENCE & EXHIBITION, 2-3 February, Houston
- » SPE HYDRAULIC FRACTURING TECHNOLOGY CONFERENCE, 9-11 February, The Woodlands, Texas
- » IADC DRILLING AFRICA CONFERENCE & EXHIBITION, 15-16 February, Cape Town, South Africa
- » IADC DRILLING HSE&T ASIA PACIFIC CONFERENCE & EXHIBITION, 24-25 February, Kuala Lumpur
- » IADC/SPE DRILLING CONFERENCE, 1-3 March, Fort Worth, Texas
- » IADC INTERNATIONAL DEEPWATER DRILLING CONFERENCE & EXHIBITION, 15-16 March, Rio de Janeiro

MARCH/APRIL

AD CLOSING: 11 FEBRUARY • MATERIALS DUE: 18 FEBRUARY

- Innovating While Drilling (IWD)*, including Drilling Optimization, Rotary Steerable Systems and Managed Pressure Drilling
- Regional Focus: Asia Pacific, including Australasia
- Completions: Coiled Tubing & Well Intervention

- » SPE/ICOTA COILED TUBING & WELL INTERVENTION CONFERENCE & EXHIBITION, 22-23 March, The Woodlands, Texas
- » OTC ASIA, 22-25 March, Kuala Lumpur
- » SPE/IADC MANAGED PRESSURE DRILLING & UNDERBALANCED OPERATIONS CONFERENCE & EXHIBITION, 12-13 April, Galveston, Texas

MAY/JUNE

AD CLOSING: 5 APRIL • MATERIALS DUE: 12 APRIL

- Offshore Market & Technologies
- Onshore Drilling, including a Shale Report
- Regional Focus: Gulf of Mexico, including Mexico
- Completions: Pre-Salt Completions

- » OFFSHORE TECHNOLOGY CONFERENCE, 2-5 May, Houston, Texas
- » IADC DRILLING ONSHORE CONFERENCE & EXHIBITION, 19 May, Houston, Texas
- » IADC WORLD DRILLING 2016 CONFERENCE & EXHIBITION, 15-16 June, Lisbon, Portugal

JULY/AUGUST

AD CLOSING: 27 MAY • MATERIALS DUE: 2 JUNE

- Innovating While Drilling (IWD)*, including Drill Pipe, HPHT, Drill Bits and Fluids
- Regional Focus: North Sea and Europe
- Water Management
- Completions: Cementing Technologies

- » IADC/SPE ASIA PACIFIC DRILLING TECHNOLOGY CONFERENCE, 22-24 August, Singapore
- » OFFSHORE NORTHERN SEAS, 29 August-1 September, Stavanger

SPECIAL READERSHIP SURVEY! How many readers read and remembered your ad? Find out with our bonus reader survey. Select ads only. Contact sales rep for details.

SEPTEMBER/OCTOBER

AD CLOSING: 4 AUGUST • MATERIALS DUE: 11 AUGUST

- Drilling Rigs, Equipment and Automation
- Health, Safety, Environment and Training
- Regional Focus: Latin America
- Well Control
- Completions: Deepwater Frac-Packs

- » IADC ADVANCED RIG TECHNOLOGY CONFERENCE & EXHIBITION, 13-14 September, Galveston, Texas
- » IADC DRILLING HSE EUROPE CONFERENCE & EXHIBITION, 21-22 September, Amsterdam
- » SPE ANNUAL TECHNICAL CONFERENCE & EXHIBITION, 26-28 September, Dubai
- » IADC CONTRACTS & RISK MANAGEMENT CONFERENCE, 11-12 October, Houston, Texas
- » IADC WELL CONTROL EUROPE CONFERENCE & EXHIBITION, 19-20 October, Copenhagen, Denmark

NOVEMBER/DECEMBER

AD CLOSING: 30 SEPTEMBER • MATERIALS DUE: 7 OCTOBER

- IADC Annual General Meeting Special
- 2017 Global Drilling Outlook
- Regional Focus: Middle East
- Completions: Sour Gas Completions

- » IADC ANNUAL GENERAL MEETING, 2-4 November, Scottsdale, Arizona
- » INTERNATIONAL PETROLEUM TECHNOLOGY CONFERENCE, 14-16 November, Bangkok
- » IADC CRITICAL ISSUES MIDDLE EAST CONFERENCE & EXHIBITION, 13-14 December, Dubai

* "Innovating While Drilling (IWD)" is a trademark of the International Association of Drilling Contractors and Drilling Contractor.



Nearly 35,000 readers worldwide

Virtually all of our readers are involved in drilling and completion activities or upstream management. No circulation is wasted on refining, pipeline, gas processing, reservoir, production.

High-value readers

- » Drilling & Completion Engineers: **30.1%**
- » Management/Company Officers/Owners: **38.9%**
- » Drilling/Completion Operations: **22.1%**

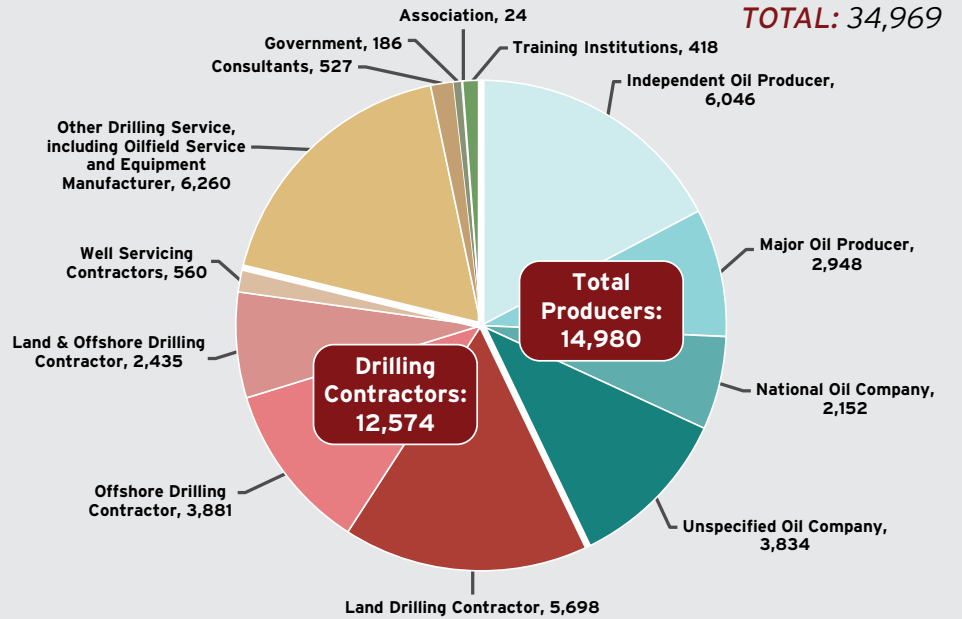
Reaching key players

- » Drilling & Completion Professionals employed by Oil-Producing Firms: **42.8%**
- » Drilling Contractors: **36.0%**

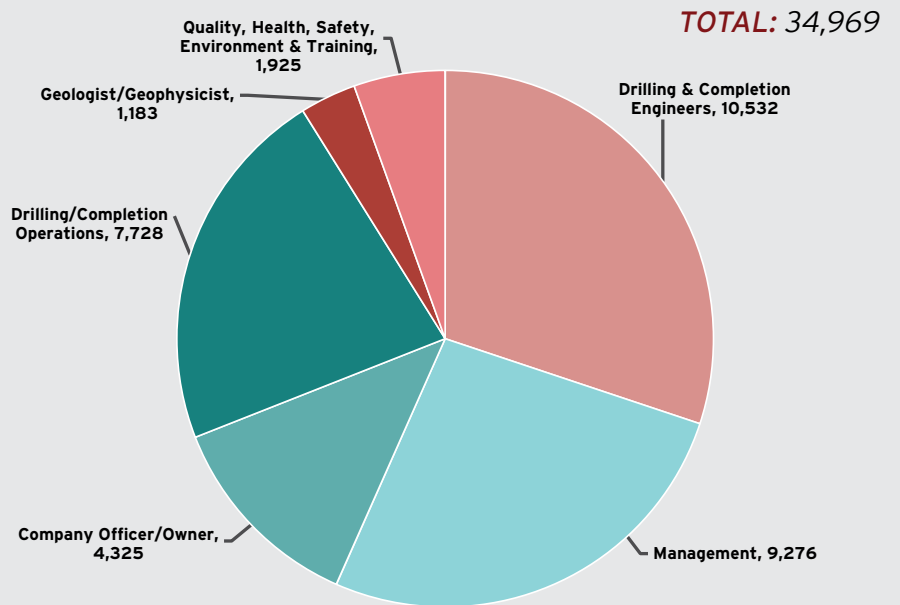
Bonus distribution

- » DC is distributed at over **20** high-interest conferences worldwide.

CIRCULATION BREAKDOWN BY COMPANY TYPE

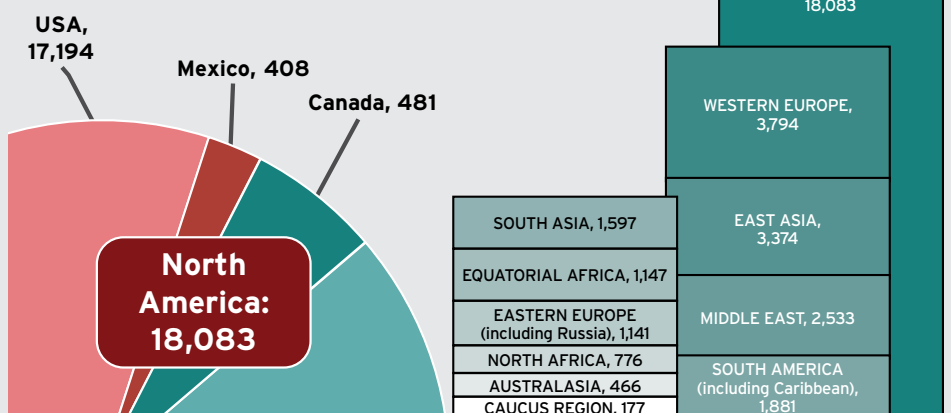


CIRCULATION BREAKDOWN BY JOB TYPE



GEOGRAPHIC ANALYSIS

* PUBLISHER'S SWORN STATEMENT, 15 AUGUST 2015. INCLUDES 5,273 READERS FROM OFFSHORE ENGINEER MAGAZINE. FOR ADDITIONAL INFORMATION, REFER TO WWW.DRILLINGCONTRACTOR.ORG.





ADVERTISING RATES (4/COLOR)

	1x	3x	6x	9x	12x	18x	21X	24x
2-Page Spread	17,180	16,650	16,140	15,780	15,480	15,250	15,115	15,010
Full Page	9,045	8,765	8,495	8,305	8,150	8,025	7,955	7,900
2/3 Page	7,420	7,190	6,965	6,810	6,680	6,580	6,520	6,475
1/2 Island	6,700	6,490	6,340	6,145	6,030	5,940	5,890	5,850
1/2 Page	6,060	5,875	5,690	5,565	5,460	5,380	5,335	5,300
1/3 Page	4,620	4,560	4,505	4,365	4,315	4,250	4,212	4,185
1/4 Page	3,980	3,860	3,740	3,660	3,620	3,550	3,520	3,495

SPECIAL POSITION ADVERTISING RATES (4/COLOR)

	1x	3x	6x	9x	12x	18x	21X	24x
Back Cover	10,730	10,325	10,015	9,815	9,680	9,575	9,490	9,425
Inside Front Cover	10,100	9,715	9,425	9,240	9,110	9,010	8,930	8,870
Inside Back Cover	9,470	9,110	8,840	8,665	8,545	8,450	8,375	8,315
Opposite Table of Contents	9,855	9,480	9,195	9,010	8,885	8,790	8,710	8,650
Spread Between Table of Contents	18,705	17,995	17,455	17,105	16,865	16,800	16,650	16,550
Opposite Drilling Ahead, Tech Digest, D&C News	9,470	9,110	8,840	8,665	8,545	8,451	8,375	8,315

CLASSIFIED ADVERTISING

\$300/column inch. Payable in advance for the first insertion and invoiced thereafter. No agency commission.

ALL PRICES ARE IN US DOLLARS: Frequency rates are based on the number of insertions used within a 12-month period (whether ROB, special position, covers, etc). Each page or fraction qualifies as one insertion. Spreads count as 2 insertions.

RATE PROTECTIVE CLAUSE: When new rates are announced, contract advertisers will be protected at their contract rates for the duration of their contract. Contracts made prior to the effective date of the new rates will also be protected at the then-existing rates.

AGENCY COMMISSION: 15% commission to recognized agencies on gross billing for space, color, cover or special position, and insert charges. No commission on miscellaneous charges or for classifieds.

CASH DISCOUNT: 2% net after agency commission, if paid within 15 days from date of invoice.

INSERTS/SPECIALTIES

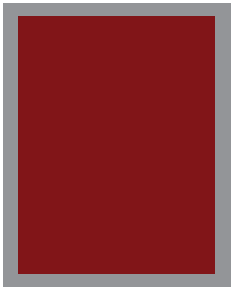
Bound-in, tabbed, CDs - contact publisher. Details available upon request.

PUBLISHER'S PROTECTIVE CLAUSES:

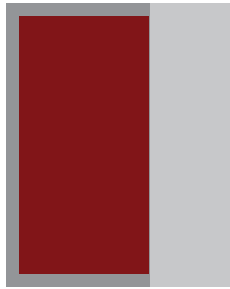
- Advertisers and advertising agencies assume liability for all content and illustrations printed and assume responsibility for any claims arising therefrom against the publisher.
- Publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards and to prominently place the word "advertisement" with copy that closely resembles editorial material.
- Publisher will repeat latest advertisement for scheduled space when no new acceptable copy is furnished.
- Cancellations accepted only before closing date for reservations.
- Publisher reserves the right to require payment in advance.



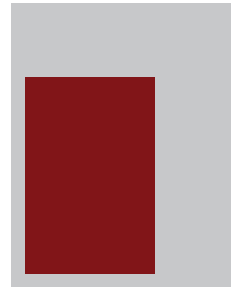
ADVERTISEMENT DIMENSIONS



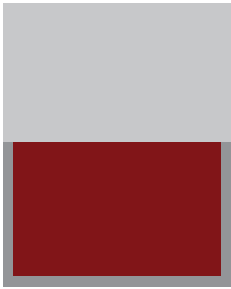
**FULL PAGE
w/BLEED**
8 ³/₈ x 11 ¹/₈ in
(213 x 283 mm)



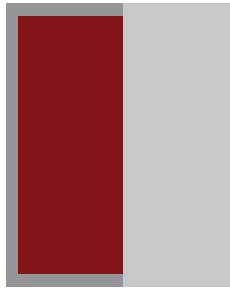
2/3 VERTICAL
4 ⁵/₈ x 10 in
(118 x 254 mm)
w/BLEED
5 ³/₁₆ x 11 ¹/₈ in
(132 x 283 mm)



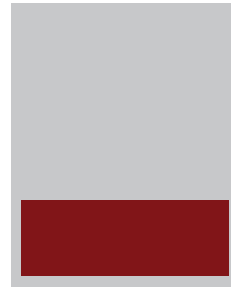
1/2 ISLAND
4 ⁵/₈ x 7 ¹/₂ in
(118 x 191 mm)



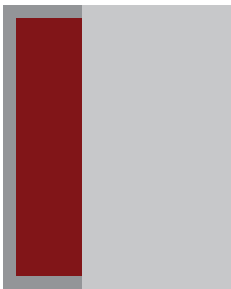
1/2 HORIZONTAL
7 x 4 ⁷/₈ in
(178 x 124 mm)
w/BLEED
8 ³/₈ x 5 ⁵/₈ in
(213 x 143 mm)



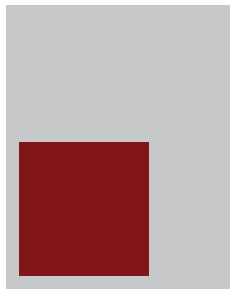
1/2 VERTICAL
3 ³/₈ x 10 in
(86 x 254 mm)
w/BLEED
4 ³/₁₆ x 11 ¹/₈ in
(106 x 283 mm)



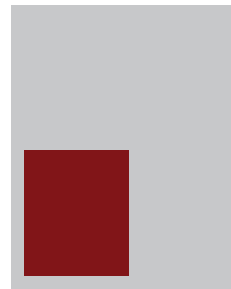
1/3 HORIZONTAL
7 x 3 ¹/₄ in
(178 x 83 mm)



1/3 VERTICAL
2 ¹/₄ x 10 in
(57 x 254 mm)
w/BLEED
2 ⁷/₈ x 11 ¹/₈ in
(73 x 283 mm)



1/3 SQUARE
4 ⁵/₈ x 4 ⁷/₈ in
(118 x 124 mm)



1/4
3 ³/₈ x 4 ⁷/₈ in
(86 x 124 mm)

*Do not reserve additional space for gutter.

PUBLICATION SPECS

Trim Size	8 ¹ / ₈ x 10 ⁷ / ₈ inches (206 x 276 mm)
Binding	Perfect Bound
Printing	Web Offset, 4-color sequence (cyan, magenta, yellow, black)

PREFERRED MATERIALS: Digital artwork can be supplied in most platforms, preferably high-resolution PDF, Adobe InDesign CC 2015 (INDD), Adobe Illustrator CC 2015 (AI/EPS), or Photoshop CC 2015 (EPS/TIF). Please ensure colors are CMYK (PMS spot colors should be converted to process). All fonts should either be included or converted to outlines.

- **ADOBE INDESIGN CC 2015** - preflight to ensure colors are CMYK (PMS spot colors should be converted to process) and use package function to copy all fonts and images.
- **ADOBE ILLUSTRATOR CC 2015** - save graphics in EPS format with fonts outlined. Set document color mode to CMYK (PMS spot colors should be converted to process).
- **ADOBE PHOTOSHOP CC 2015** - save as EPS or TIF files in CMYK format with a preview of 8 bits/pixel and binary encoding. Minimum resolution must be 254 pixels/inch (100 pixels/cm).

FTP REQUIREMENTS: You may supply your advertisement to the Drilling Contractor FTP site. Connection details are:

HOST (FTP ADDRESS): ftp.iadc.org
USER ID: IADCFTP
PASSWORD: 14tpn0w (one-four-t-p-n-zero-w)

Please Note: Select "Allow Passive Transfers" in your FTP browser or application such as Fetch/Filezilla (usually found under the "Advanced" tab). Once the file transfer has completed, please send an e-mail to drilling.contractor@iadc.org with the file name.

SHIPPING/EMAIL INFO: You can email materials (less than 15mb) to drilling.contractor@iadc.org, or ship to:

Drilling Contractor
10370 Richmond Ave., Ste. 760
Houston, TX 77042 USA
+1 713 292 1945

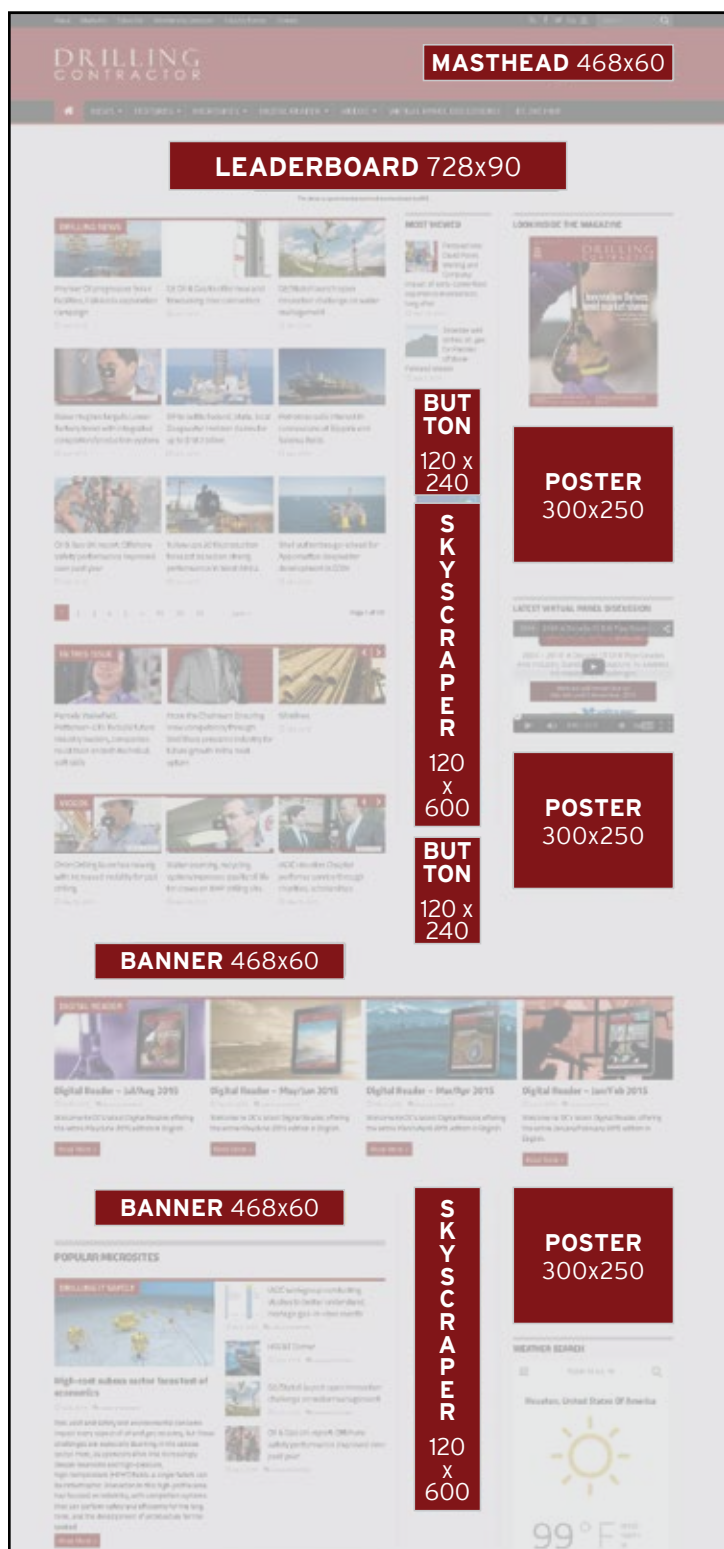
REPRINTS: Reprints are available in low-resolution PDF format of articles published in Drilling Contractor. Reprints may be modified slightly to eliminate internal advertisements or to add promotional material provided by the customer. However, text, headlines and illustrations will remain as they appeared in the original published article.

Price for the low-resolution PDF is US\$1500. Links to articles on DrillingContractor.org are available at no charge. DC will supply a JPG of the cover of the issue in question, if desired. Contact drilling.contractor@iadc.org. For pricing on hard-copy reprints, please contact the publisher.



DRILLINGCONTRACTOR.ORG is a source of breaking news for the drilling industry, as well as a unique companion to the print edition of *Drilling Contractor*. DrillingContractor.org reports via text and video alike on the latest news affecting and shaping the global drilling and completions industry.

DrillingContractor.org is set apart by its unique enhanced online editorial complementing DC's respected print version. Examples of web exclusives include animations and videos related to articles published in DC, as well as additional graphics, editorial and case histories. Each article featuring enhanced editorial includes a footnote directing readers to check out the additional material on DrillingContractor.org. DrillingContractor.org also maintains thorough archives of past issues.



Stats

As of 15 August 2015.

Yearly (2014)

- » Sessions: **517,831**
- » Impressions: **1,358,316**
- » Users: **381,446**
- » Clicks: **6,898**
- » Pageviews: **789,277**
- » Clickthrough Rate: **0.51%**

Monthly (July 2015)

- » Sessions: **35,939**
- » Impressions: **177,775**
- » Users: **25,578**
- » Clicks: **1,370**
- » Pageviews: **57,120**
- » Clickthrough Rate: **0.77%**

AVAILABLE SIZES, PAGES & PRICING

(Monthly charges, USD)	Homepage	Inside Pages
Leaderboard (728x90)	1,390	1,270
Masthead (468x60)	1,335	1,155
Poster (300x250)	1,335	1,155
Skyscraper (120x600)	1,335	1,155
Banner (468x60)	1,155	1,000
Button (120x240)	850	725

PREFERRED MATERIALS: Artwork can be supplied as JPG, PNG, Animated GIF, or Shockwave Flash. (Please note that any ads rendered in Flash will not be visible on iOS platforms. In these instances, a static backup image will be served.)

SOCIAL MEDIA: Different companies use social media in different ways, but our primary goal is simple: drive users back to our site. Our secondary goal is to take advantage of the engaging nature of social media outlets to extend our web presence. Each piece of great content we produce has the potential to go viral in any number of our social media platforms, which will lead to more impressions for DrillingContractor.org and will also increase ad clicks.

- 27,500+ Likes
- 2,750+ Followers
- 1,100+ Subscribers
1,239,000+ Views
- 34,000+ Members



DC microsites focus on your niche

DrillingContractor.org offers highly specialized microsites to help you carefully hone your marketing message. Each microsite focuses on a key niche within the well-construction discipline, from HSE to global markets.

Each of our eight standing microsites focuses on a specific area of interest within the well-construction sector. Content includes our great topical articles from DC, as well as original editorial and multimedia.

- **DRILLING RIGS & AUTOMATION:** covering cutting-edge advances in automation, rig equipment and design, control systems, maintenance, cybersecurity and condition monitoring, and other topics.
- **INNOVATING WHILE DRILLING (IWD)*:** addressing key downhole advances, including underbalanced and managed pressure drilling; rotary steerable systems; MWD, LWD, SWD; directional drilling; geosteering; bits; drilling and completion fluids; slim-hole well designs, coiled tubing and much more.
- **ONSHORE ADVANCES:** a close look at the hard-charging land market, both in North America and around the world, with extra focus on shale-driven activity and technologies;
- **COMPLETING THE WELL:** examining fracturing, stimulation, completion and cementing;
- **IADC: GLOBAL LEADERSHIP, GLOBAL CHALLENGES:** a review of IADC initiatives and regulatory challenges;
- **DRILLING IT SAFELY:** which puts the focus on HSE and well control, central to industry maintaining its license to operate;
- **GLOBAL AND REGIONAL MARKETS:** examining trends in the market place, economics of hydrocarbons, and drivers for well construction; and,
- **THE OFFSHORE FRONTIER:** looking at exciting developments in marine drilling and completions.

DC will also periodically develop ad hoc microsites, for example, for IADC conferences and other events, such as OTC.

HEAVY DRILLDOWN FACTOR: Additionally, many of the microsites are clicked through many sets of pages. For example, the Drilling It Safely microsite is drilled down all the way to Page 30.

DC microsites feature original editorial, as well as links to relevant articles in the online edition of Drilling Contractor.



MICROSITE ADS

(Monthly charges, USD)	Landing Page Only	Run of Category
Leaderboard (728x90)	1,300	2,700
Masthead (468x60)	1,050	2,400

Stats

1st Half 2015

Total (All Microsites)

- » Pageviews **25,806**
- » Time On Page **00:02:22**

<i>Completing The Well</i>	Time On Page 00:03:02
<i>Drilling It Safely</i>	Time On Page 00:03:32
<i>Innovating While Drilling™</i>	Time On Page 00:04:15
<i>Drilling Rigs & Automation</i>	Time On Page 00:01:18
<i>Global & Regional Markets</i>	Time On Page 00:01:23
<i>Onshore Advances</i>	Time On Page 00:01:44
<i>Offshore Frontier</i>	Time On Page 00:01:05
<i>IADC</i>	Time On Page 00:01:31



Get up close and personal with prospective clients

DC virtual panel discussions are one of the greatest values available to drilling and completion marketers. These high-interest webcasts feature expert panelists on the critical issues confronting the well-construction industry. Each of the pre-recorded VPDs will span 45 minutes to an hour. Virtual panel discussions will be posted on DrillingContractor.org for a full year following initial airing.

DC VPDs differ from typical webinars because they blend video, shot in DC's in-house studio, with PowerPoint and additional videos or animations.

Each VPD is promoted multiple times through combinations of DC, eNews dedicated promotions, reaching more than 25,000 drilling and completion professionals. In addition, pre- and post-VPD reminders are sent to all registrants the day before and after the webcast, respectively. All promotions for the VPD, whether print or electronic, will prominently feature the sponsor logo. In addition, the sponsor will be thanked at the start and finish of the VPD and the sponsor logo displayed on the video. Further, each VPD will be promoted with a special marketing box in scheduled issues of eNews from DrillingContractor.org, as well as dedicated eblasts, as outlined in the table to the right. Sponsors will also receive names and contact information of all VPD registrants.

Our virtual panel discussions provide significant added value, as the table on the right shows.

All DC virtual panel discussions must be deemed as value adding to readers and viewers. Excessive commerciality tends to discourage viewers and diminishes credibility.

2016 proposed VPD topics

FEBRUARY: Hydraulic Fracturing
APRIL: Managed Pressure Drilling
JUNE: Deepwater Well Construction
SEPTEMBER: Competency & Training
NOVEMBER: Drilling Rig Automation

Publisher will consider additional suggested topics upon request.

VIRTUAL PANEL DISCUSSION VALUE PROPOSITION

Items included (and associated value)	USD
Drilling Contractor Magazine advertising (1 issue, 1/3 page color)	3,927
Drilling Contractor eNews promotion (x2)	5,000
Dedicated email promotion* (x1)	2,450
Archiving of VPD at DrillingContractor.org (for 12 months)	12,000
Analytics post event	1,500
Pre- and post-VPD emails** (x2)	2,000
Database asset delivery	2,000
Project Value	28,877
Added Value Discount	- 13,877
TOTAL PRICE (NET USD)	15,000

*NOTE: SINCE DC DOES NOT SELL MAILING LISTS OR OFFER THIRD-PARTY EBLASTS, THIS IS THE ONLY MECHANISM FOR A SINGLE COMPANY TO EBLAST THE DC READERSHIP.
 **PRE-EVENT REMINDER SENT TO REGISTRANTS ONE DAY PRIOR TO VPD, AND POST-EVENT WRAP-UP EMAIL TO REGISTRANTS THE FOLLOWING DAY.

DIGITAL Reader

Breaking new ground in technology and international growth

DC's digital reader is a digital mirror of Drilling Contractor, and advertisers in the print edition receive complimentary placement of their print ads in the DC digital reader. Further, the DC digital reader offers marketers the opportunity to add video, animations and other features to one's advert. (See pricing at right.)

The reader's handy booklet format allows readers to easily flip through pages on their computer desktop, tablet or smart phone. DC's digital reader can be viewed on an iPad, Android tablet, Windows or Mac OSX computer.



SPONSOR THE DC DIGITAL EDITION!

	(Net USD)	Per issue
Exclusive Sponsorship of Digital Edition (one per issue)*		5,000
Enhance existing print ad with video or animation		1,000

* SPONSOR LOGO INCLUDED ON BLAST ANNOUNCING PUBLICATION OF THE DIGITAL EDITION. SPONSOR RECEIVES 2500X60 AND 300X250 BANNER ON THE DIGITAL EDITION MASTHEAD AND TO LEFT OF DIGITAL COVER, RESPECTIVELY. 2500 X 60 BANNER PLACED ABOVE DIGITAL READER WILL BE VISIBLE FROM ALL PAGES (NOT VISIBLE IF READER ZOOMS TO ENLARGE PAGE)



eNews from DrillingContractor.org is DC's electronic tool to communicate with the drilling & completion industry. DC is published in print format six times per year, and eNews from DrillingContractor.org ensures that our readers receive up-to-date information 23 times per year.

eNews presents original news and features, as well as information from key industry players, updates on IADC activities, exclusive reports from IADC conferences, reader surveys and more. Each edition of eNews links back to DrillingContractor.org.

FREQUENCY DISCOUNTS follow the same program as for DrillingContractor.org. Placements in eNews count as DrillingContractor.org placements, and vice versa.

Monthly Stats (May 2015)

- » Impressions: **40,496**
- » Clickthrough rate: **0.21%**
- » Clicks: **87**
- » Open Rate: **17.5%**

ENEWS SPONSORSHIPS

	Top of Page	Middle of Page	Bottom of Page
Banner (468 x 60)	2,500	2,300	2,100
Poster (300 x 250)	4,000	3,800	3,200

BANNER 468x60

Baker Hughes targets Lower Tertiary trend with integrated completion/production system

Driven by operator focus on getting increased production from ultra-deepwater projects, Baker Hughes has engineered the integrated completion and production system. The wellhead completion system targets operations in 2015-2016 that will result in 20,000 bbl/d net production in wellhead completion up to 2017, and subsequent production from 20,000 bbl/d net production in the Gulf of Mexico's Lower Tertiary trend. Baker Hughes developed the system with high well completion rates, taking advantage of its expertise in the use of the well while maximizing the reservoir's hydrocarbon production, as well as making a targeted hydraulic fracture production taking that system a higher flow rate with lower fracture. Baker Hughes' Complete Lower Tertiary Integrated Production System for Baker Hughes, said.

Click below to view the video.

BP to settle federal, state, local Deepwater Horizon claims for up to \$18.7 billion

BP has reached agreement in principle to settle all federal and state claims arising from the 2010 Deepwater Horizon oil spill. The company announced that its US federal, state, local, tribal and Indian claims settlement agreement with the US federal government and the Gulf Coast states.

The agreement with the states of Alabama, Florida, Louisiana, Mississippi and Texas will include settlement of claims made by more than 800 local government entities.

→ Read this

IADC WellSharp e-panel to air 16 September

The IADC WellSharp program represents the world's most advanced well control training program for professional drilling. A collaborative, interactive, online solution to combine onshore and onshore training and production that states, which emphasizes onshore training using a team with well control responsibilities, whether offshore or onshore. On 16 September, DC will air an e-panel to discuss critical aspects of WellSharp.

→ Click to register for the e-panel

Oil & Gas UK report: Offshore safety performance improved over past year

The offshore industry has achieved further improvements in its management of major safety hazards, according to Oil & Gas UK's report. Safety 2014 Report published earlier this month. Based on data reported to the Health and Safety Executive from April 2014 to March 2015, and based on the total number of safety action reports - 30,000 gas leaks - the government and all its licensed land area.

Offshore oil and gas has a lower potential than any other sector, including construction, transport, manufacturing, health, retail and education. The report revealed the industry's injury rate for offshore workers also continues to show a declining trend.

→ Read this

GE/Statoil launch open innovation challenge on water management

GE and Statoil's Sustainability Collaborative has launched the call for entries for its second open...

POSTER 300x250

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→ Read this

GE/Statoil launch open innovation challenge on water management

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2016 ENEWS SCHEDULE (23 EDITIONS)

JANUARY	13	General news & features
	27	General news & features
FEBRUARY	10	Report from IADC Health, Safety, Environment and Training Conference
	24	Report from IADC Drilling Africa Conference, preview of IADC/SPE Drilling Conference
MARCH	4	Report from IADC/SPE Drilling Conference
	30	Report from IADC International Deepwater Drilling Conference and Coiled Tubing & Well Intervention Conference
APRIL	21	Report from IADC/SPE Managed Pressure and Underbalanced Operations Conference and IADC Dual Gradient Drilling Workshop
MAY	11	Report from OTC
	25	Report from IADC Drilling Onshore Conference
JUNE	8	General news & features
	22	Report from IADC World Drilling Conference
JULY	6	General news & features
	20	General news & features

AUGUST	3	General news & features
	17	General news & features
	31	Report from IADC/SPE Asia Pacific Drilling Technology Conference
SEPTEMBER	14	General news & features
OCTOBER	5	Report from IADC Drilling HSE Europe Conference & SPE Annual Technical Conference
	19	Report from IADC Contracts & Risk Management Conference
	26	Report from IADC Well Control Europe Conference
NOVEMBER	9	Report from IADC Annual General Meeting
	30	General news & features
DECEMBER	21	Report from IADC Critical Issues Middle East Conference



Make your impact on the global drilling industry

Internet marketers can now target the global drilling industry through selected pages on its leading website – www.IADC.org, official site of the International Association of Drilling Contractors. IADC.org is one of the oldest websites in the E&P industry, founded in 1995, and enjoys traffic of more than 46,000 visitors per month – and growing – with more than 137,000 page views (104,000 unique) and a low bounce rate (50%).



What can advertisers get?

Advertise only on a given landing page or opt for “run of category” – all pages directly linked to the landing page. (PDF files linked to the landing page are excluded.)*

What landing pages are available?

Advertisers can choose from six high-interest IADC landing pages:

- **“ABOUT IADC” LANDING PAGE:** Page links include About the Drilling Industry, Links to Member Companies, IADC Regions and Chapters, IADC Officers, IADC Staff, IADC Rotary Rig Report, and many more);**
- **IADC TECHNICAL COMMITTEES LANDING PAGE:** Links to committees on HSE, Well Control, Training, Advanced Rig Technology, Managed Pressure Drilling, and many more;
- **TECHNICAL RESOURCES LANDING PAGE:** Links to IADC newsletter Drill Bits, Drilling Contractor magazine & subscriptions, IADC Membership Directory and IADC Bookstore Catalog;**
- **ACCREDITATION LANDING PAGE:** Links to IADC’s exclusive industry-developed training curricula, including our powerful new well control training program WellSharp, as well as IADC RigPass (rig safety) and more;
- **HSE LANDING PAGE:** Links to IADC Safety Alerts, IADC Incident Statistics Program (Introduction), IADC HSE Case Guidelines.

* ADVERTISING IS UNAVAILABLE ON THE IADC.ORG HOME PAGE AND THE IADC EVENTS PAGE, ALONG WITH INDIVIDUAL EVENTS (WWW.IADC.ORG/EVENTS AND LINKED PAGES).

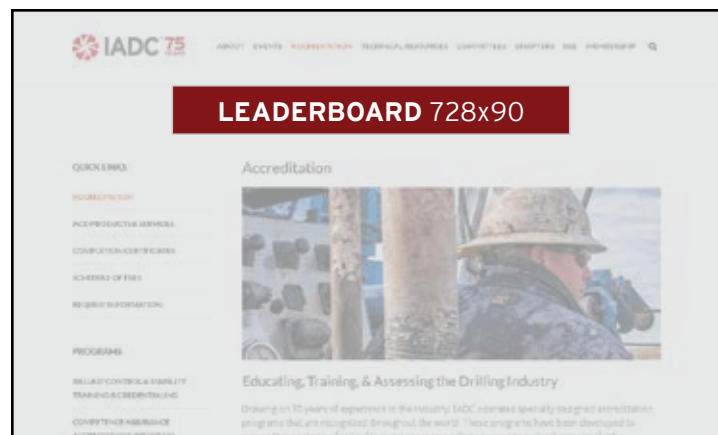
** ADVERTISING WITHIN THESE PUBLICATIONS IS NOT INCLUDED.

Visitors (1st Half 2015)

- » Sessions: **254,738**
- » Users: **156,976**
- » Pageviews: **690,481**

Ad Stats (June 2015)

- » Impressions: **26,551**
- » Clicks: **80**
- » Clickthrough Rate: **0.30%**



WWW.IADC.ORG RATES

(Monthly charges, gross, USD)	Landing Page Only	Run of Category
Leaderboard (728 x 90)	1,365	2,940 ¹

¹ RUN OF CATEGORY FOR THE HSE LANDING PAGE EXCLUDES RIG PASS (ACCREDITATION LANDING PAGE), AND HSE AND TRAINING COMMITTEE (COMMITTEES LANDING PAGE)

SPECIAL AD POSITION: In addition, advertising is available on the **Search page**, which will carry through to the Search Results page(s). Price is \$1500 gross per month, 3-month minimum run. (Advertisement will not carry through to page links found during searches.)



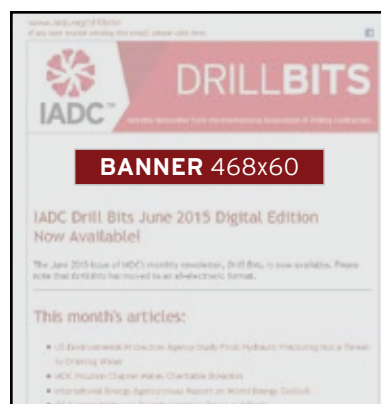
Champion better legislation and regulation: Advertise in Drill Bits

Drill Bits is IADC’s major vehicle for communicating about pending legislation and regulation impacting the global drilling community. IADC’s electronic newsletter *Drill Bits* reaches 29,000 readers monthly, keeping them abreast of the latest news that can affect their business.

In addition, *Drill Bits* highlights IADC initiatives, new IADC members, safety milestones, newly accredited training providers and more.

DRILL BITS E-NEWSLETTER ADS

	Top of Page	Middle of Page	Bottom of Page
Banner (468 x 60)	1,700	1,400	1,200
Poster (300 x 250)	2,900	2,700	2,400



Email Stats (July 2015 edition)

- » Sent: **29,211**
- » Open Rate: **18.2%**

Ad Stats (July 2015)

- » Impressions: **12,492**
- » Clicks: **27**
- » Clickthrough Rate: **0.41%**



IADC MEMBERSHIP Directory

Join the leaders of the global drilling industry. Advertise in the 2016 IADC Membership Directory!

MISSION: The 2016 IADC Membership Directory is the definitive guide to the global drilling industry and your opportunity to connect with the global wellsite industry – rig owners both land and offshore and the oil companies they serve.

READERSHIP: IADC, the International Association of Drilling Contractors, is the only industry trade association with international scope among drilling contractors, oil companies and service firms alike. Accordingly, the 2016 IADC Membership Directory has matured into an indispensable global reference of key operators, contractors, drilling rigs, suppliers and services for the full year of its useful life.



The IADC Membership Directory puts your marketing message in the hands of 5,000 drilling and producing executives. If you do business with the worldwide rig fleet, the 2016 IADC Membership Directory is an outstanding advertising value. It is also an excellent way to highlight your company's support for IADC's initiatives in government affairs, HSE, well control, technology and more.

The IADC Membership Directory will be published in April and enjoy bonus distribution at the 2016 Offshore Technology Conference, 2-5 May in Houston.

Tabbed Section dividers boost ad visibility economically

- » Increase the visibility of your firm's advertisement in the 2016 Directory by reserving a tabbed section divider. Each of the Directory's major sections will be introduced by a tabbed, heavy-stock divider. Hurry! Spots are limited!
- » Right of first refusal applies to divider-page advertisers in the 2015 IADC Directory.

Ad closing: **20 March**

Materials due: **27 March**

PUBLICATION SPECS

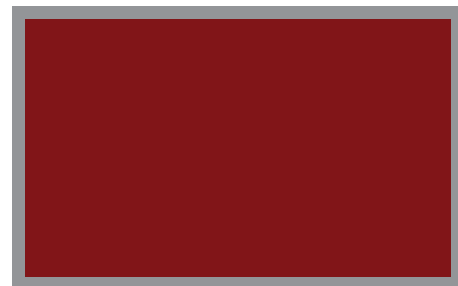
Trim Size	8 1/8 x 10 7/8 inches (206 x 276 mm)
Binding	Perfect Bound
Printing	Web Offset, 4-color sequence (cyan, magenta, yellow, black)

*Do not reserve additional space for gutter.

ADVERTISING RATES

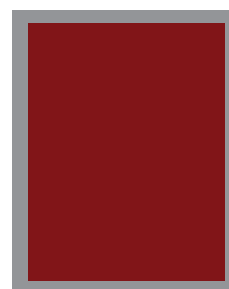
	4/Color	B&W
2-Page Spread	12,285	N/A
Back Cover	8,100	N/A
Inside Front Cover	7,955	N/A
Tabbed Divider Page	7,835	N/A
Full Page	6,985	6,335
1/2 Island	4,645	3,995
1/2 Page Vertical or Horizontal	4,400	3,750
1/4 Page	2,595	1,945

ADVERTISEMENT DIMENSIONS



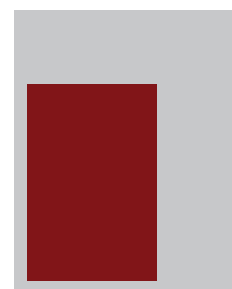
2P SPREAD w/BLEED

16 1/2 x 11 1/8 in
(419 x 283 mm)



FULL PAGE w/BLEED

8 3/8 x 11 1/8 in
(213 x 283 mm)



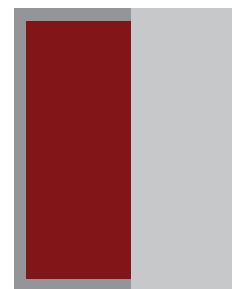
1/2 ISLAND

4 5/8 x 7 1/2 in
(118 x 191 mm)



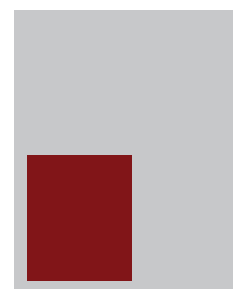
1/2 HORIZONTAL

7 x 4 7/8 in
(178 x 124 mm)
w/BLEED
8 3/8 x 5 5/8 in
(213 x 143 mm)



1/2 VERTICAL

3 3/8 x 10 in
(86 x 254 mm)
w/BLEED
4 3/16 x 11 1/8 in
(106 x 283 mm)



1/4

3 3/8 x 4 7/8 in
(86 x 124 mm)

MECHANICAL REQUIREMENTS: Ad sizes and other mechanical requirements are identical to those of *Drilling Contractor*.

IADC Drilling Manual



The definitive rig operations guide

Reach your target technical drilling engineering and operations audience by sponsoring a chapter of the *IADC Drilling Manual*, the definitive rig operations guide. Released as electronic books during 2014 and print format in 2015, the new edition of the *IADC Drilling Manual* represents the first major upgrade of this respected reference since 1992.

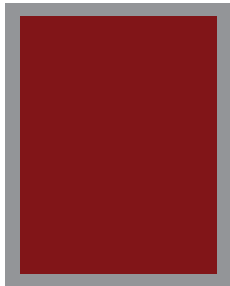
All chapter sponsorships are exclusive and will be in force for a full year from the initial ad placement (electronic and print-on-demand chapters only)! Sponsors can place a full-page, four-color advertisement on the inside front cover of the electronic chapter. This advertisement will be sole placement in the chapter (excepting one IADC house ad).

Hurry! Many chapters are already sold out.

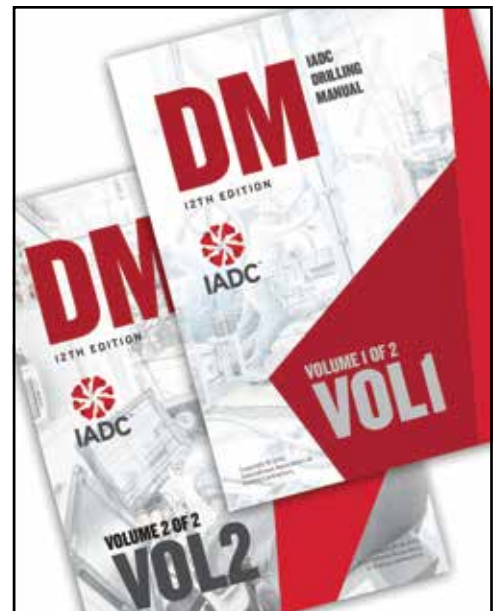
And the potential distribution reach of these chapters has expanded to include a market of 600,000 professionals. This is through our new venture with Techstreet (part of Thomson Reuters, the world's leading source of intelligent information for business and professionals), whose customer base exceeds half a million.



AD SPECS



FULL PAGE w/BLEED
8 3/4 x 11 1/4 in
(222 x 286 mm)



IADC DRILLING MANUAL ADS

All rates net USD	4/Color
Inside Front Cover	9,500 5,000

IADC Rig Reports



Reach the Rig with Your Message!

Have a message you want to bring straight to the rig? Marketing your company's products and services through IADC checklists and forms provides in-your-face presence at the rig site and before rig-based operational specialists.

High-visibility advertising is available on the front and back covers and inside "flap" of these recently updated checklists and forms. "Flap" visibility is ensured by its purpose to separate pages so that notes will not bleed through to underlying pages. (See illustration below.)

IADC will place your company's advertisement in each of a 500-unit press run for any of the following indispensable rig forms and checklists (all rates net USD):

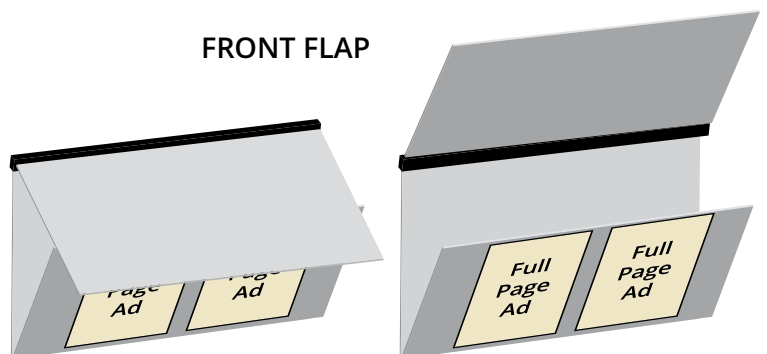


IADC Daily Drilling Report

The **IADC Daily Drilling Report** is the primary data-collection form for hundreds of rigs around the world. Also called the "tour sheet," the DDR captures pressure information, depth, payroll information and much more.

Up to two adverts are available on the front flap. (See diagram.)

FRONT FLAP



All rates net USD	Front Flap
Full Page (8 x 11 1/8 in)	9,500 4,500



IADC Rig Reports

IADC Drilling Rig Safety Inspection Checklist

The definitive checklist for rig safety inspection is indispensable at the rig site as a comprehensive guide to key hazards. The checklist was recently updated and redesigned. Older versions will need replacement, making this checklist a hot seller. Printed on carbonless paper to provide multiple records.

Adverts available on the back cover, and on both the front and reverse flap. The flap stands out, due to its purpose in separating pages to avoid overwriting future pages.

All rates net USD	Front Flap	Back Flap	Back Cover
Page Dominant (8 x 14)	Check for pricing & availability		
Full Page (8 x 11 1/8 in)	6,560 3,500	5,560 3,000	5,000 2,500
Fractional (8 x 4 7/8 in)	N/A	2,900 1,500	N/A

IADC Safety Meeting Topic and Record Book

Safety meetings on the rig are more important than ever, and the **IADC Safety Meeting Topic and Record Book** are a rig crew's guide to vital HSE topics.

Significant revisions were incorporated into this popular form to highlight important safety topics in today's complex drilling industry. Further, the form was reorganized to improve the flow of topics in this popular form. Printed on carbonless paper for multiple copies.

All rates net USD	Inside Front Cover	Front Flap	Back Flap	Back Cover
Page Dominant (8 x 14)	Check for pricing & availability			
Full Page (8 x 11 1/8 in)	6,800 3,500	6,560 3,300	5,560 3,000	5,000 2,500
Fractional (8 x 4 7/8 in)	N/A	N/A	2,900 1,500	N/A

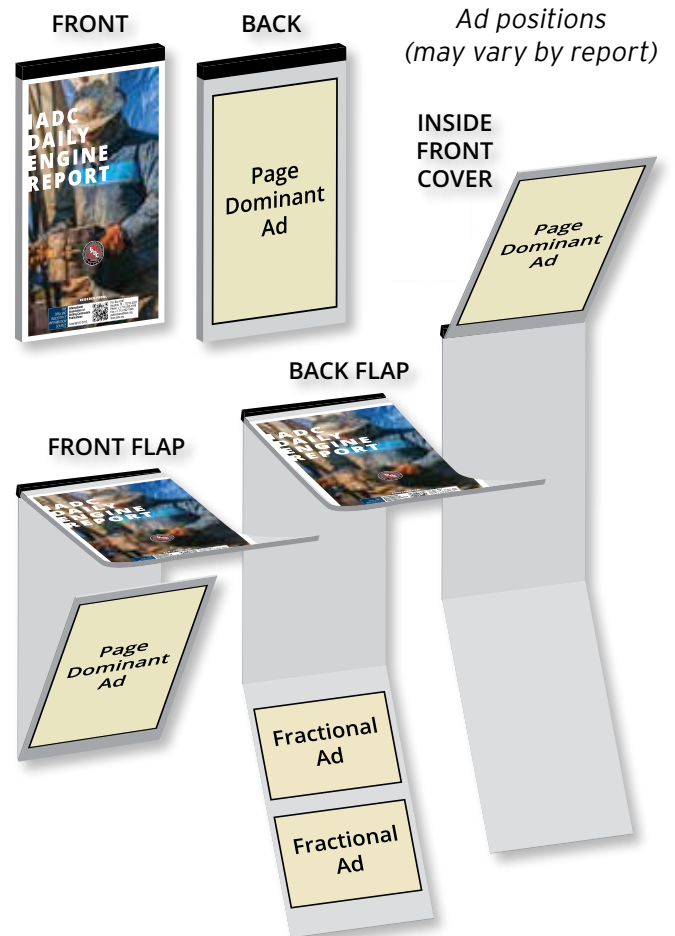
IADC Weekly Safety Meeting Report

Crews can choose their own topics for discussion using this convenient and fast-selling form, printed on carbonless paper for multiple copies.

IADC Daily Engine Report

The newly revised **IADC Daily Engine Report** is an essential record of drilling engine temperature and pressures. Among the functional improvements is space for measurements of additional mud pumps and multiple record sheets on carbonless paper.

All rates net USD	Inside Front Cover	Front Flap	Back Flap	Back Cover
Page Dominant (8 x 14)	Check for pricing & availability			
Full Page (8 x 11 1/8 in)	5,800 3,000	4,700 2,800	4,000 2,300	3,800 2,100
Fractional (8 x 4 7/8 in)	N/A	N/A	2,500 1,300	N/A



IADC Mud Pump Inspection Checklist

Maintaining high fluid throughput is essential in many of today's difficult wells. This new form is one that goes to the heart of today's drilling challenges.

IADC Near-Miss Reports

Reducing near misses is the next big push in wells safety. This new form, supported by several major international operators, is a huge step forward in wells HSE. Two versions! One for Drilling, one for Well Servicing/Workover!

All rates net USD	Front Flap	Back Flap	Back Cover
Page Dominant (8 x 14)	Check for pricing & availability		
Full Page (8 x 11 1/8 in)	7,900 2,000	6,900 1,000	6,500 1,700
Fractional (8 x 4 7/8 in)	N/A	3,300 900	N/A



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Quick links

**DC****DC WEB****IADC WEB****DIRECTORY****BOOKS**

ALL DRILLING • ALL COMPLETIONS • ALL THE TIME



Drilling Contractor is the official magazine of the International Association of Drilling Contractors (IADC) and is wholly owned by IADC, which is also the publisher of the annual *IADC Membership Directory*.

Subscribe today!

www.drillingcontractor.org/subscribe

Get your free subscription to *Drilling Contractor* magazine and our electronic newsletter, *eNews from DrillingContractor.org*.

