

2007 Advertising Space Agreement

I/we hereby apply for advertising space in the official Oil Sands and Heavy Oil Technology Conference & Exhibition Program.

Ad in final program (material due June 1, 2007) Date: _____

Contact Name: _____ Company Name: _____

Address: _____

City/State: _____ Zip/Postal code: _____

Country: _____

Contact Telephone: _____ Contact Fax: _____

Contact Email: _____

Signature: _____ Date: _____

Black & white advertising rates:

| | | |
|---|------|-------|
| Full-page | US\$ | 1,845 |
| Two-page spread | US\$ | 3,390 |
| 1/2 page | US\$ | 1,050 |
| 1/4 page vertical | US\$ | 615 |
| Cover position (full-page only) ADD 20% | | |

Color charges:

| | | |
|-----------------------------------|------|-------|
| One standard color, each per page | US\$ | 375 |
| Matched color, each per page | US\$ | 565 |
| Four-color process, per page | US\$ | 1,170 |
| Four-color process, per fraction | US\$ | 535 |
| Spread four-color | US\$ | 1,980 |

Advertising Requirements

(please check appropriate boxes):

| | | |
|-------------------|---------------------------------------|--------------------------------------|
| Full-page ad | <input type="checkbox"/> b/w | <input type="checkbox"/> 4-c process |
| Two-page spread | <input type="checkbox"/> b/w | <input type="checkbox"/> 4-c process |
| 1/2 page | <input type="checkbox"/> b/w | <input type="checkbox"/> 4-c process |
| 1/4 page vertical | <input type="checkbox"/> b/w | <input type="checkbox"/> 4-c process |
| Cover position | <input type="checkbox"/> Inside front | <input type="checkbox"/> Inside back |
| | <input type="checkbox"/> Back cover | |

Total Cost US\$ _____

Printing and Production Specifications:

Trim Size: 8" x 10.5" (203mm x 266mm). Allow .25" (6.3mm) within final trim and gutter for live text, headings, etc.

Full page

7" x 10"/178 mm x 254 mm

Full page bleed

8.25" x 10.75"/210 mm x 273 mm

Two-page spread

15" x 10"/381 mm x 254 mm

Two-page spread bleed

16.25" x 10.75"/413 mm x 273 mm

1/2 page horizontal

7" x 4.88"/178 mm x 124 mm

1/2 page horizontal bleed

8.25" x 5.63"/210 mm x 141 mm

1/2 page vertical

3.38" x 10"/86 mm x 254 mm

1/2 page vertical bleed

4.13" x 10.75"/105 mm x 273 mm

1/4 page vertical

3.38" x 4.88"/86 mm x 124 mm

Offset Film Requirements:

Printing materials required: Negatives (right reading, emulsion side down); Screen: 133. SWOP Specifications apply as listed in SRDS Print Media Production Data. Copy of complete listing is available upon request. If materials other than negatives are furnished, additional charges may be incurred for making negatives, pulling proofs, and express delivery.

Submission of Electronic Advertisement Files:

With your zip disk or CDROM, provide one high-end match color quality proof. This can include Iris, Fuji, Kodak Approval, Creo Spectrum, Matchprint, Cromalin, etc. Indicate color makeup on proof (i.e., CMYK; CMYK and PMS 280; K and PMS 280, etc.). If a proof, other than one of the types listed here is provided, an additional charge for creating a preferred proof will be incurred.

Current Programs Supported

- QuarkXpress: Use the collect-for-output function of Quark to extract your document and artwork to the disk sent. Quark does not collect fonts, so these must be collected and provided. Make certain all colors are CMYK or Pantone spot colors.
- PageMaker: Be certain all artwork and fonts are included.
- Adobe Illustrator: Save any graphics in the EPS format with fonts included. Set all colors to CMYK or Pantone spot colors.
- Adobe PhotoShop: Save as EPS files in CMYK format with preview of 8 bits/pixel and binary encoding.
- Adobe InDesign: Include all artwork and fonts. Colors must be CMYK or Pantone spot colors.

RESOLUTION MUST BE A MINIMUM 254 pixels/in. (100 pixels/cm).

Other programs (Microsoft Word, Power Point, Corel Draw) are not supported.

Send Materials to Oil Sands and Heavy Oil Technology 2007/Attn: Isabelle Dessaux

1700 West Loop South, Suite 1000 • Houston, Texas 77027 USA

Telephone +1 713 963 6296 • Fax +1 713 963 6296 • Email: isabelle@pennwell.com

Return Form to Oil Sands and Heavy Oil Technology 2007/Attn: Sue Neighbors

1700 West Loop South, Suite 1000 • Houston, Texas 77027 USA • Telephone (713) 963-6256 • Fax (713) 963-6212

For use by Show Management only:

Date Received: _____ Amount Due: \$ _____ Customer # _____

Accepted For OILSANDS By: _____ Print Name: _____

