

2010 *Media Pack*



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- include your company / update form

Pegasus Energy UK Ltd.

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Company Profile

The Pegasus Oil, Gas & Energy Directory is a well established and highly respected annual publication containing over 400 pages of fully updated information on over 3000 companies operating within the Oil, Gas & Energy Industry.

The Directory has a controlled distribution of approximately 8000 copies to mostly "NAMED PERSONNEL" throughout the industry, plus extra distribution and promotion at major exhibitions both nationally & internationally including OTC - Houston, Offshore Europe - Aberdeen, etc.

Further copies of the directory are held in British Embassy & Consulate Libraries located in oil patch areas around the globe.

The online edition of Pegasus www.pegasusenergy.co.uk is a comprehensive source of information with links to international partners. The online database is searchable, easy to use and provides cost effective opportunities for companies to promote their products & services to a vast audience with links to over 1000 company websites.

Pegasus can also promote your company through a variety of well established energy themed products, including:

- Annual Wall Chart Year Planners
- Aberdeen Energy Street Maps
- Personalised Company Maps (including World Maps)
- North Sea Maps
- Corporate Stationary
- Inserts / Fliers
- Calendars

and much more...

For more information visit - www.pegasusenergy.co.uk

Printed Edition Advertisement Rate Chart 2010 - Publication Date - July 2010

Prime Locations	Full Colour	Dimensions
Front Cover	£6995	140mm D x 148mm W
Back Cover	£4250	210mm D x 148mm W
Inside Front Cover	£2750	210mm D x 140mm W
Inside Back Cover	£1995	210mm D x 140mm W
Section Divider (either side)	£1995	210mm D x 140mm W
Bookmark (Double Sided)	£3500	164mm D x 64mm W
Headers (Left Page)	£2495	9mm D x 130mm W
Headers (Right Page)	£2495	9mm D x 130mm W
Footers (Left Page)	£2295	9mm D x 130mm W
Footers (Right Page)	£2295	9mm D x 130mm W

Sized Advertisements

Full Page	£1295	200mm D x 132mm W
Half Page	£ 795	86mm D x 132mm W
Third Page	£ 595	65mm D x 132mm W
Quarter Page	£ 475	86mm D x 64mm W
Sixth Page	£ 395	60mm D x 64mm W
Eighth Page	£ 325	45mm D x 64mm W

Please enquire for Bleed options & Sizes. (Only available on Full Page / Cover Position Adverts & Section Dividers)

Special Offers 2009 Edition

Standard Boxed Business Entry with colour logo: £195 30mm D x 64mm W
Business Entries can be duplicated in other locations : £95 per additional entry

The above advertisement rates include:

- Standard Company Entry A-Z section
- Standard Online Entry
- 2 x Copies of the Printed Directory

Standard online entry can be web linked: £75

Artwork Charges

Pegasus can prepare artwork if required.
Full Page: £150 Half Page: £100 Quarter Page: £65
More complex designs can be accommodated. Prices available on request.

Mail Shot or Brochure

Pegasus can include your mail shot / brochure within our Directory.
£150 per 1000 (Based on 8000 copies).

Extra Copies of Directory

Extra copies of the directory can be purchased at £35 inc. UK P&P (no VAT on books).

All prices exclude VAT
Note: A-Z section of directory is mono only.

Printed edition copy deadline - May 2010

Advertisements designed by PEGASUS: Copyright rules apply.
Copies of advertisement prepared for other publications by arrangement.

Online Edition - Advertisement Rate Chart 2009/10

Home Page Banner



Rotating Banner (Max 3 Companies) located on top of the homepage.
Remains on view at all times.
Size: 320 x 70 pixels
Cost: £350 per 3 months £1195 per 12 months

Service Heading Sponsorship



385 x 150 pixels window placed directly alongside search result listings.
This promotion can be Flash / Rotating / Video / Fixed.
The window remains on view throughout all searches of the Service Heading
and is linked to your website.

Cost per heading:

3 months: £295

6 months: £495

12 months: £895

Pegasus can prepare internet artwork promotions if required.

Please enquire.

Homepage Menu Tabs



Promote your Products / Services with a linked banner
using the homepage tabs.
Tabs remain on view throughout every page of the website.

Recruitment

Training

New Products / Services

Events

Energy Reports

Cost per Tab:

3 months: £350

6 months: £595

12 months: £1095

MENU TABS

Standard Online Entry



Standard online company entry including weblinks.
Listed under three Service Headings

Cost per entry:

12 months £125

Additional weblinked headings: £15 per heading

ARTWORK DIGITAL FORMAT

Acceptable Formats:

Quark Xpress - CMYK Colour / Collected for output / Include fonts & images

Illustrator

Photoshop

High Resolution PDF's / 300 DPI CMYK (**NOT RGB**)

Images: JPEG / TIFF / EPS (min resolution 300dpi) at actual size, **CMYK**

Colour proofs must be provided with all artwork
Files accepted on CD / ZIP / Email

Unacceptable Formats:

Microsoft Word / Publisher / PowerPoint / Corel Draw / GIF Images

Note: Whilst every effort is made to ensure colour accuracy, due to four colour printing process (CMYK), we cannot guarantee an exact colour match.

Pegasus can prepare and design artwork if required.
Prices available on request.



COMPANY INFORMATION / UPDATE FORM
PLEASE COMPLETE AND RETURN BY EMAIL / FAX / POST

Print for clarity

FULL COMPANY NAME:

ADDRESS:

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POST CODE:

TEL:

FAX:

COMPANY EMAIL:

PERSONAL EMAIL:

COMPANY WEBSITE:

CONTACT NAME: Mr / Mrs / Ms.

ADVERTISING / MARKETING MANAGER

BRIEF DESCRIPTION OF PRODUCTS / SERVICES - MAXIMUM 15 WORDS.

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KEY SEARCH WORDS FOR WEBSITE - MAXIMUM 12 WORDS

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APPROPRIATE SERVICE HEADINGS IF KNOWN (see current directory for up to date list)

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