
THE OIL & GAS DIRECTORY

2016 Media Pack

About us

Pegasus Energy UK Ltd. has been promoting the Energy Industry for over 28 years.

The **Pegasus Oil & Gas Directory** is a highly respected annual publication containing over 400 pages of fully updated information on approximately 3500 companies operating within the Industry.

A controlled distribution of c. 10,000 copies to mostly named personnel and additional distribution at major shows & exhibitions ensures your company's exposure to the industry.

Pegasus Energy Directories are also available online (www.pegasusenergy.co.uk). A comprehensive source of information, searchable by Company Name, Products or Services and including links to international partners, recruitment, training, news and events. The website provides cost-effective opportunities to promote to a vast audience across the globe.

Also available is our annual Renewable Energy Directory following the same popular format. Please download the Media Pack for more information.

NOW AVAILABLE:

Search our Directories using our FREE app for either Apple iPhone or Android Smart Phones.



Other Products & Services Include:

Flyers, Brochures & Mailshots:	Insert a promotion into our Directory, either customer supplied or produced by us.
Annual Energy Year Planner:	Distributed free throughout the Energy Industry each year.
Aberdeen Energy Industry Map:	Produced bi-annually to coincide with the Offshore Europe Exhibition.

Pegasus Energy UK Ltd.

Unit 1, Quayside Business Centre, School Road, Lowestoft, Suffolk, NR33 9NW.

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Email: info@pegasusenergy.co.uk

Fax: 01502 512824

Web: www.pegasusenergy.co.uk



Printed Edition

Copy Deadline May 2016

Advertisement Rate Chart

Sized Advertisements	Price	Dimensions (Depth x Width)
Full Page	£1195	200mm x 132mm
Half Page (horizontal)	£695	86mm x 132mm
Half Page (vertical)	£695	176mm x 64mm
Third Page	£595	65mm x 132mm
Quarter Page	£525	86mm x 64mm
Sixth Page	£440	60mm x 64mm
Eighth Page	£365	45mm x 64mm

Prime Locations

Front Cover	£6995	162mm x 148mm
Back Cover	£3495	210mm x 148mm
Inside Front Cover	£2750	210mm x 140mm
Inside Back Cover	£1995	210mm x 140mm
Section Divider (either side)	£1495	210mm x 140mm
Bookmark (one side)	£1795	164mm x 64mm
Headers (either side)	£2495	9mm x 122mm
Footers (either side)	£2295	9mm x 122mm

Prime Locations include additional coverage within the directory.

Please call to discuss.

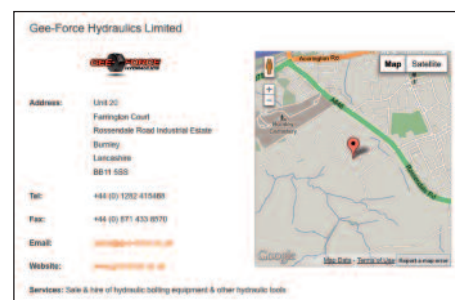
Standard Boxed Business Entry - £275

Includes: colour logo / contact details / company description
30mm deep x 64mm wide

Full artwork specifications are available upon request

All advertisement rates listed above include:

- Full colour printed advert to your requirements.
- Web linked online entry including company logo.
- Web linked mobile APP entry.
- Copies of the printed directory.
- Artwork prepared by Pegasus if required.
- Distribution at major shows & exhibitions.



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

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

Online Directory

Advertisement Rate Chart



1 Primary Header Banner

Located at the top of all pages on the site.
Banner remains on view at all times (Rotation of 2 adverts).

Size: 480px Wide X 65px High
£795 for 6 months, £1500 for 12 Months - Per Advert

2 Homepage Feature Adverts

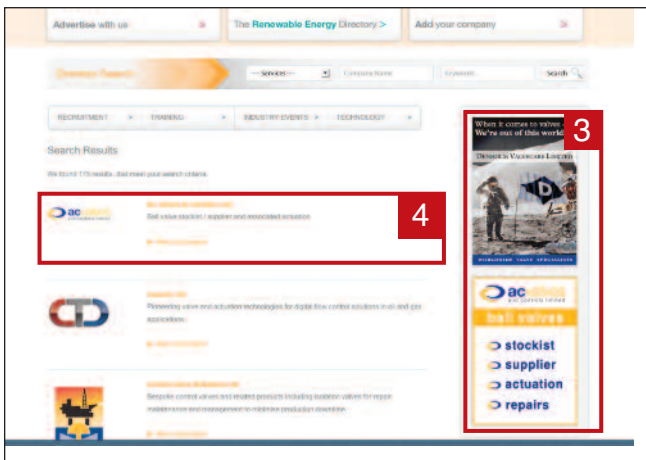
Fixed Banner located at the right of the Oil & Gas homepage (2 available)

Size: 180px Wide X 256px High
£795 for 6 months – Per Advert (Static),
£1500 for 12 Months – Per Advert (Static)

3 Service Heading Sponsorship

The advert is placed directly to the right of a particular Service Heading search result page.
This remains on view whilst browsing all the results.

Size: 180px Wide X 256px High
£495 for 12 Months – Per Advert (Static)

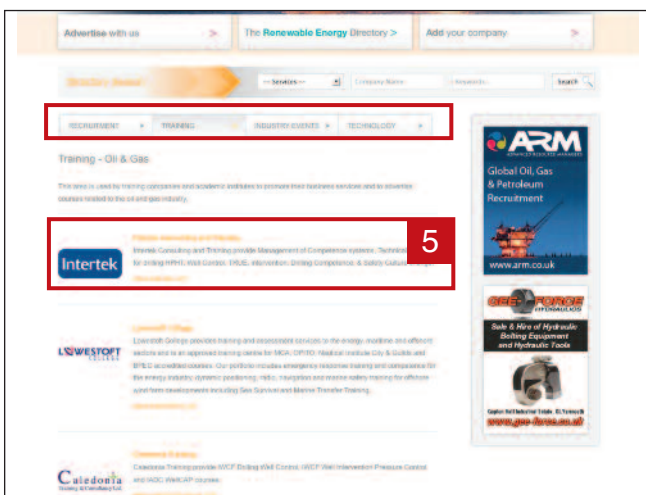


4 Standard Linked Online Directory Listing (including Mobile App)

Company contact details complete with weblink, email link & company logo. Listed under up to 3 Service Headings.

£175.00 for 12 Months
Additional weblinked headings: £15 per heading

All promotions placed in the printed directory also include this standard entry as part of the package.



5 Featured Services Pages

Highlight your Products / Services using the featured Tabs: **Recruitment** and **Training**
Tabs remain on view throughout most pages of the website.

£295 for 6 Months – Per Advert (Static) per tab
£495 for 12 Months – Per Advert (Static) per tab

All adverts have direct links to your website and enhanced linked mobile app entry(s)



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COMPANY INFORMATION / UPDATE FORM

PLEASE COMPLETE AND RETURN BY EMAIL / FAX / POST

Print for clarity

FULL COMPANY NAME:

ADDRESS:

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COUNTY: POST CODE:

TEL:

FAX:

COMPANY EMAIL:

PERSONAL EMAIL:

COMPANY WEBSITE:

SEND DIRECTORY TO: 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 *(full choice available online)*

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