

# DRILLING CONTRACTOR

## 2024 MEDIA KIT



OFFICIAL MAGAZINE OF THE  
INTERNATIONAL ASSOCIATION OF  
DRILLING CONTRACTORS

[DRILLINGCONTRACTOR.ORG](http://DRILLINGCONTRACTOR.ORG)  
[IADC.ORG](http://IADC.ORG)





## ■ Drilling Contractor magazine

- Official magazine of IADC
- Covers both land and offshore
- Exclusively focused on drilling and completions – covering technology, markets, HSE and training, regulations
- Nearly all 18,645 subscribers are professionals in the global drilling and completion industry
- 33% of subscribers are E&P companies, 33% are drilling contractors
- Nearly half of subscribers are Corporate/Executive Management and Rig Management

## ■ DC Digital Reader

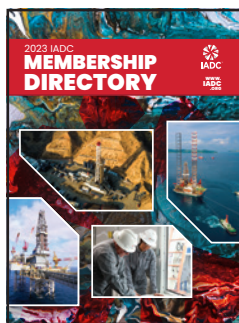
- Includes all content from print magazine, plus additional exclusive articles and video/audio interviews or interactive content
- Only one Digital Reader sponsorship is available per issue
- Digital Edition-only ads are available (full page or spreads only)
- Free ad placement in Digital Reader for print edition advertisers, with upgrades available to incorporate video/audio/animation

**Check out a few Digital Reader issues currently available**



## ■ IADC Membership Directory

- Details IADC members worldwide, rig statistics and locations
- Circulation: 40% E&P companies, 28% drilling contractors
- Enjoys bonus distribution at OTC



## ■ DrillingContractor.org

- News articles and video/audio interviews
- Nearly 11,000 unique visitors each month
- Roughly 75 average monthly total ad clicks
- 0.08% click-through rate



## ■ Virtual Panel Discussions

- Pre-recorded or live webcasts blending video and photos/animations
- Sponsor participation in VPD theme and panelist selection
- Potential 2024 VPD themes: Low carbon solutions, digital and automation solutions for drilling and wells, rig safety systems, frac equipment advances

## ■ eNews from DrillingContractor.org

- Exclusive videos from IADC and other industry conferences
- Over 20,600 subscribers
- Approximately 34,000 impressions per edition
- Strong 0.40% click-through rate



## ■ IADC Lexicon

- Glossary of over 10,600 oilfield drilling terms defined in legislation, regulations, standards, guidelines
- Over 55,600 unique visitors per month
- Pageviews over 280,000 per month

## ■ DrillBits e-newsletter:

- Monthly updates from IADC as it champions for better legislation and regulation around the world
- Banner ad positions available in both e-mail newsletter and on DrillBits pages of IADC website
- Reaches more than 20,000 subscribers each month

**TOTAL REACH: 99,000+**

For a complete list of advertising opportunities, visit [www.drillingcontractor.org/mediakit](http://www.drillingcontractor.org/mediakit)

## January/February

- ♦ **Critical Issues in Drilling & Completions: One-on-One with Executive E&P Leaders**
- ♦ **Next-Gen Workforce Perspectives**
- ♦ **HSE & Mental Health**

### DISTRIBUTION:

**IADC HSE&T Conference & Exhibition** [6-7 FEBRUARY, HOUSTON, TEXAS]

**IADC Drilling Caspian Conference & Exhibition** [8-9 FEBRUARY, BAKU, AZERBAIJAN]

**IADC Drilling Africa Conference & Exhibition** [20-21 FEBRUARY, WINDHOEK, NAMIBIA]

**IADC/SPE International Drilling Conference & Exhibition** [5-7 MARCH, GALVESTON, TEXAS]

**AD CLOSING: 5 JANUARY  
MATERIALS DUE: 12 JANUARY**

## May/June

- ♦ **Offshore Technologies & Markets**
- ♦ **Geothermal Drilling**
- ♦ **ROP Optimization**
- ♦ **Market Update: Drilling in Africa**

### DISTRIBUTION:

**OTC** [6-9 MAY, HOUSTON, TEXAS]

**IADC Drilling Onshore Conference** [16 MAY, HOUSTON, TEXAS]

**IADC World Drilling Conference** [18-19 JUNE, MADRID, SPAIN]

**AD CLOSING: 4 APRIL  
MATERIALS DUE: 11 APRIL**

## March/April

- ♦ **Innovating While Drilling**
  - » *Managed Pressure Drilling*
  - » *Rotary Steerable Systems*
- ♦ **Hydraulic Fracturing**
- ♦ **Market Update: Drilling in the Caspian**

### DISTRIBUTION:

**AADE Fluids Tech Conference & Exhibition** [16-17 APRIL, HOUSTON, TEXAS]

**AD CLOSING: 16 FEBRUARY  
MATERIALS DUE: 23 FEBRUARY**

## July/August

- ♦ **The Digital Transformation issue:**
  - » *Emerging Digitalization Solutions*
  - » *Driller's Role in an Automated and Digital World*
  - » *Edge Computing in Drilling Applications*
- ♦ **Advances in Completion Technologies**

### DISTRIBUTION:

**SPE/IADC Asia Pacific Drilling Technology Conference & Exhibition** [7-8 AUGUST, BANGKOK, THAILAND]

**IADC Advanced Rig Technology Conference & Exhibition** [27-28 AUGUST, AUSTIN, TEXAS]

**AD CLOSING: 30 MAY  
MATERIALS DUE: 6 JUNE**

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

September/October

- Automation & Drilling Rig Advances:
  - Rig of the Future
  - Decarbonizing Rig Operations
  - Advances in BOP systems
- Safety Systems on the Rig

DISTRIBUTION:

SPE/IADC Managed Pressure Drilling and Underbalanced Operations Conference & Exhibition [17-18 SEPTEMBER, RIO DE JANEIRO, BRAZIL]

IADC Drilling HSE & Sustainability Europe Conference & Exhibition [17-18 SEPTEMBER, ROTTERDAM, THE NETHERLANDS]

SPE Annual Technical Conference & Exhibition [23-25 SEPTEMBER, NEW ORLEANS, LOUISIANA]

IADC Latin America Regional Forum [25 SEPTEMBER, MEXICO CITY, MEXICO]

IADC Contracts & Risk Management Conference [8-9 OCTOBER, HOUSTON, TEXAS]

IADC International Well Control Conference & Exhibition [15-16 OCTOBER, STAVANGER, NORWAY]

ADIPEC [4-7 NOVEMBER, ABU DHABI, UAE]

AD CLOSING: 1 AUGUST  
MATERIALS DUE: 8 AUGUST

November/December

- 2025 Drilling Outlook
- Innovations in Well Control
- NOV Annual Rig Census
- IADC Year in Review

DISTRIBUTION:

IADC Annual General Meeting [14-15 NOVEMBER, SAN ANTONIO, TEXAS]

IADC Drilling Middle East Conference & Exhibition [10-11 DECEMBER, MUSCAT, OMAN]

AD CLOSING: 3 OCTOBER  
MATERIALS DUE: 10 OCTOBER

All Print Edition ads are included in DC's Digital Edition free of charge. For Digital Edition-only advertising, please see Page 6.

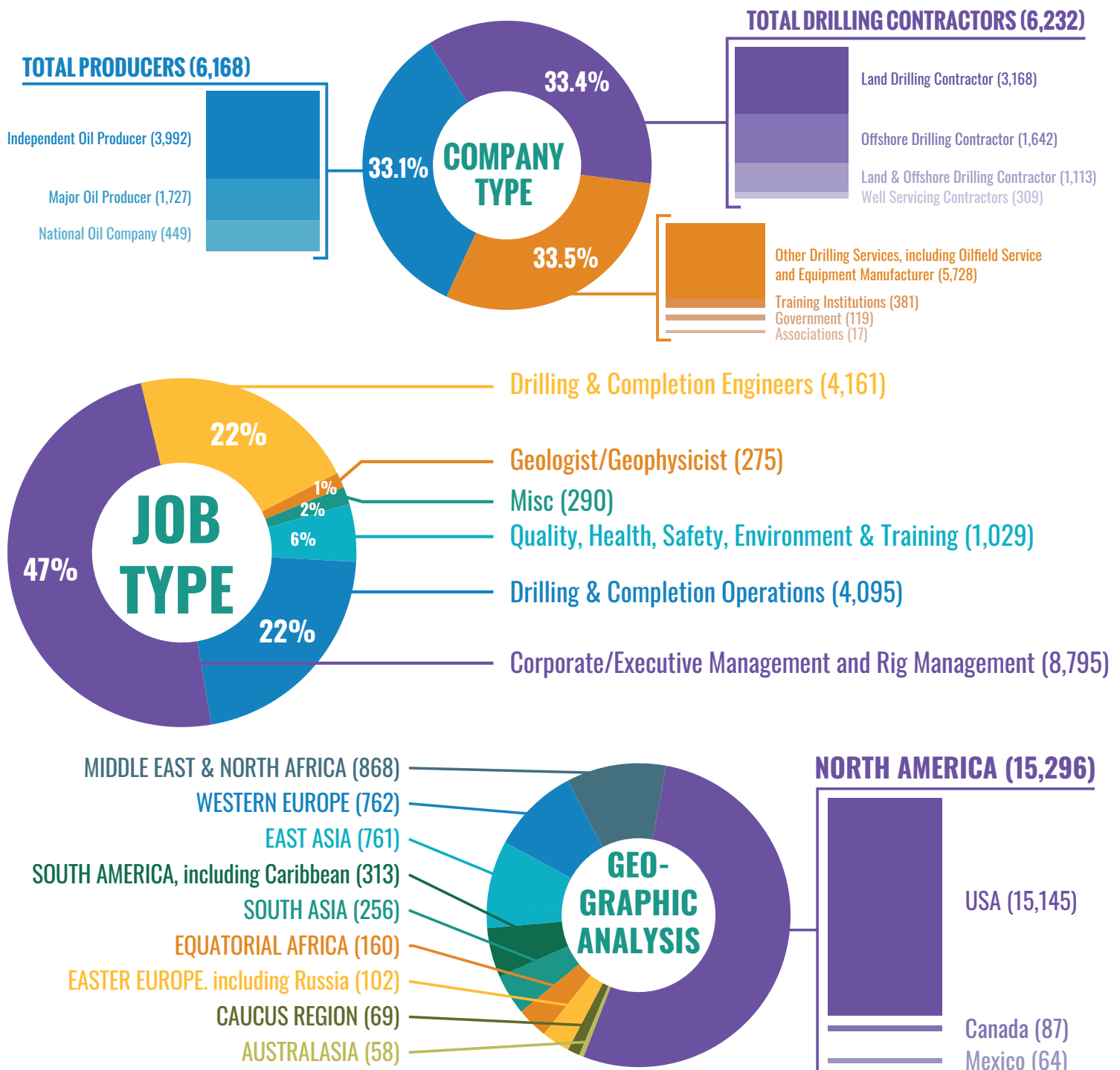
For the most complete and up-to-date editorial calendar, go to:  
[www.drillingcontractor.org/mediakit#calendar](http://www.drillingcontractor.org/mediakit#calendar)

RATES

DRILLING CONTRACTOR  
PRINT (PER ISSUE USD)

STANDARD AD SIZES:	1 ISSUE	2 ISSUES	6 ISSUES (1 YEAR)
2-PAGE SPREAD	19,845	19,230	18,645
FULL PAGE	10,450	10,120	9,810
2/3 PAGE	8,570	8,305	8,045
1/2 ISLAND	7,740	7,500	7,325
1/2 PAGE	7,000	6,790	6,575
1/3 PAGE	5,335	5,265	5,205
1/4 PAGE	4,600	4,460	4,320

SPECIAL POSITIONS:	1 ISSUE	2 ISSUES	6 ISSUES (1 YEAR)
BACK COVER	12,395	11,930	11,565
INSIDE FRONT COVER	11,665	11,220	10,890
INSIDE BACK COVER	10,935	10,520	10,210
OPPOSITE TABLE OF CONTENTS	11,380	10,950	10,620
SPREAD BETWEEN TABLE OF CONTENTS	21,605	20,785	20,160
OPPOSITE DRILLING AHEAD, TECH DIGEST, D&C NEWS, ESG	10,935	10,520	10,210



## ■ Total Circ: 18,645\*

Nearly 100% of our readers are involved in drilling and completion activities or upstream management.

No circulation is wasted on refining, pipeline, gas processing, reservoir, production.

## Bonus distribution

DC is distributed at 20 high-interest conferences worldwide.

## High-value readers

- Corporate/Executive Management and Rig Management: 47%
- Drilling & Completion Engineers: 22%
- Drilling/Completion Operations: 22%

## Reaching key players

- Drilling & Completion Professionals employed by Oil-Producing Firms: 33%
- Drilling Contractors: 33%

\* Publisher's Sworn Statement, 25 October 2023, [www.drillingcontractor.org/statement](http://www.drillingcontractor.org/statement)

The **DC Digital Reader** is a digital mirror of **Drilling Contractor**, providing the same high-quality drilling & completions content, plus exclusive content not found in the print edition:

- Additional articles or enhanced articles with additional content
- Video and audio interviews and/or animations embedded in articles
- Links to additional related resources

The Reader's handy booklet format allows readers to conveniently read the magazine, whether they're in the office, at home, on a drilling rig or anywhere else in the world. **DC's** digital reader can be viewed on an iPad, Android tablet, and Windows or Mac OS computers.

Marketing opportunities available in the Digital Reader include:

### Digital Reader sponsorship

- One single sponsorship offered per issue
- Sponsorship includes full-page ad preceding the cover
- Sponsor logo included on e-blast announcing the digital edition
- Sponsor logo included on Digital Reader download page for that issue



	RATE (PER ISSUE, USD)
DIGITAL READER ISSUE SPONSORSHIP	10,000

### Check out a few Digital Reader issues from 2023



### Digital-only advertising

- Only full-page ads or spreads
- Appears only in the Digital Reader for that specific issue
- Placement within first third of publication

POSITION	RATE
2-PAGE SPREAD	8,200
FULL PAGE	5,000

### Ad Upgrade

- Advertisers in the print edition receive complimentary placement of their ads in the **DC** digital reader\*
- Upgrade available to add video, audio or animation

UPGRADE OPTIONS	RATE (PER ISSUE, USD)
ADD VIDEO, AUDIO, ANIMATIONS TO FULL PAGE	2,500
ADD VIDEO, AUDIO, ANIMATIONS TO FRACTIONAL	1,200

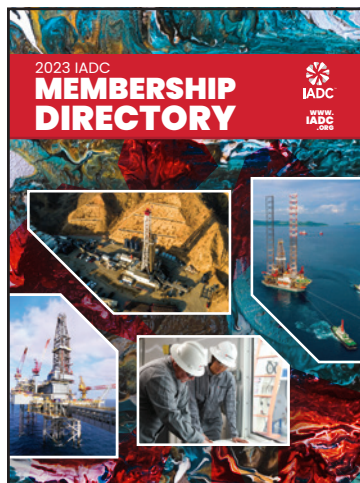
- \* Video/audio/animation file must be supplied by the advertiser.
- \* Publisher reserves the right to reject any video/audio/animation file that she feels is inappropriate or not in keeping with the publication's standards or mission.
- \* Subject to change without notice.

### Accepted File Types

(files should be kept under 10MB)  
Video/Animation: MP4, MOV, GIF  
Audio file types: M4A, MP3, WAV, AAC



## Join the leaders of the global drilling industry by advertising in the IADC Membership Directory



**MISSION:** The 2024 IADC Membership Directory is the definitive guide to the global drilling industry and your opportunity to connect with the key decision makers within the global wellsite industry. A whopping 79% of the IADC Membership Directory circulation goes to Company Officers/Owners (56%) and Management (23%).

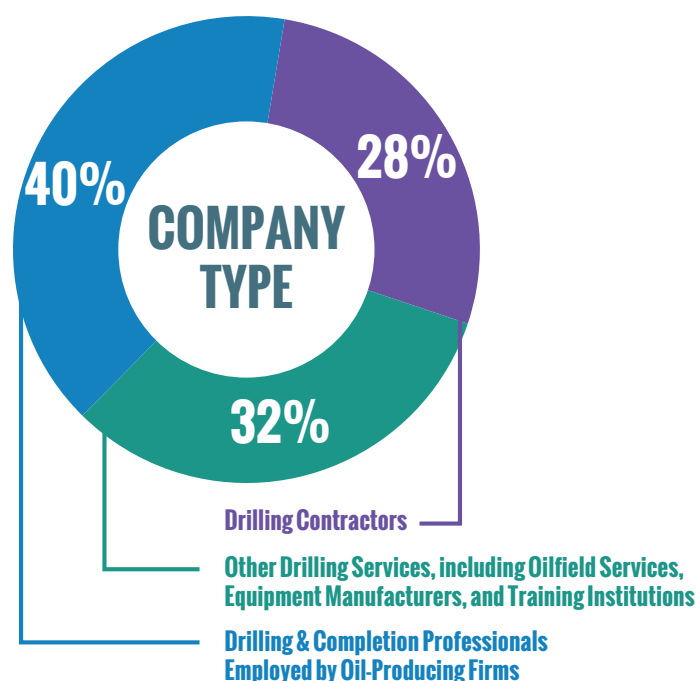
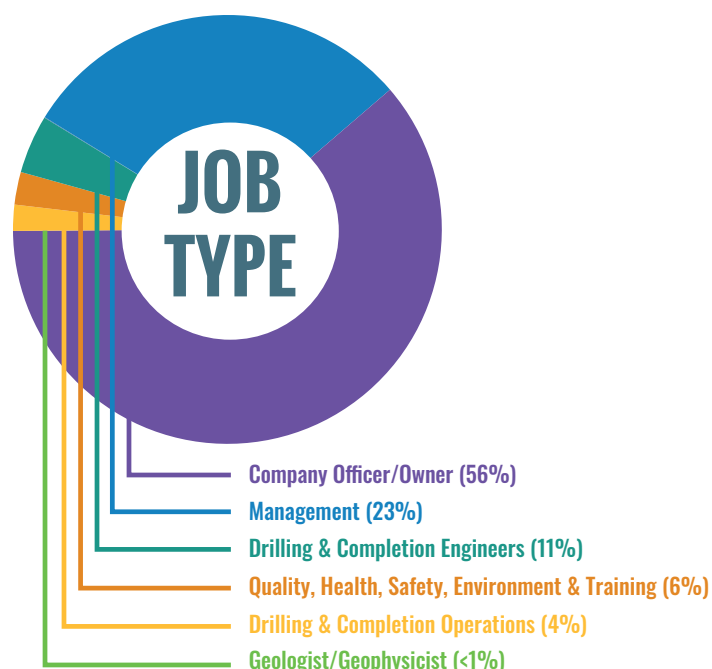
**READERSHIP:** IADC is the only industry trade association with international scope among drilling contractors, oil companies and service firms alike. Accordingly, the 2024 IADC Membership Directory is an indispensable global reference of key operators, contractors, drilling rigs, suppliers and services.

The IADC Membership Directory puts your marketing message in the hands of over 2,500 drilling and producing executives. If you do business with the worldwide rig fleet, the 2024 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 next-generation workforce development, government affairs, HSE, well control, technology and more.

### ■ Tabbed Section dividers boost ad visibility economically

- Increase the visibility of your firm's advertisement in the 2024 Directory by reserving a tabbed section divider. Each of the Directory's major sections will be introduced by a tabbed, heavy-stock divider. Spots are limited.
- Right of first refusal applies to divider-page advertisers in the 2023 IADC Directory.

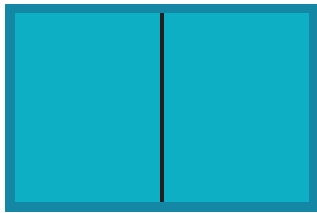
**Ad closing: 13 March**  
**Materials due: 20 March**



POSITION	RATE (PER ISSUE, USD)
2-PAGE SPREAD	14,210
BACK COVER	9,355
INSIDE FRONT COVER	9,195
TABBED DIVIDER PAGE	9,045
FULL PAGE	8,085
1/2 ISLAND	5,315
1/2 PAGE VERTICAL OR HORIZONTAL	5,080
1/4 PAGE	3,005

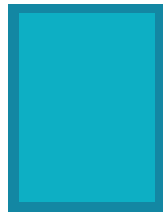
## Publication Specs / Advertisement dimensions

Printed as web offset, 4-color sequence (CMYK) and perfect bound with a trim size of 8-1/8 x 10-7/8 inches (206 x 276 mm). Mechanical requirements, ad sizes and other publication specs are the same for **Drilling Contractor** and the **IADC Membership Directory**. \*Do not reserve additional space for gutter.



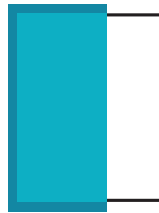
### 2P SPREAD w/BLEED

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)

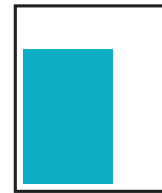


### 2/3 VERTICAL

4 5/8 x 10 in  
(118 x 254 mm)

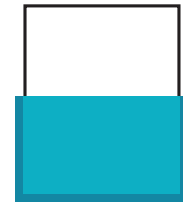
### w/BLEED

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)

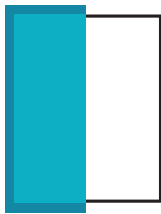


### 1/2 HORIZONTAL

7 x 4 7/8 in  
(178 x 124 mm)

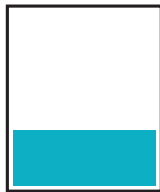
### w/BLEED

8 3/8 x 5 5/8 in  
(213 x 143 mm)



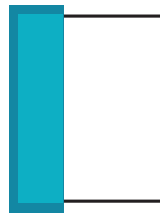
### 1/2 VERTICAL

3 3/8 x 10 in  
(86 x 254 mm)



### 1/3 HORIZONTAL

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

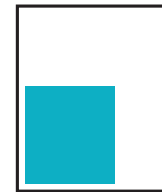


### 1/3 VERTICAL

2 1/4 x 10 in  
(57 x 254 mm)

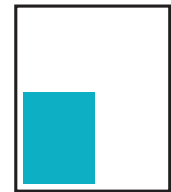
### w/BLEED

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)

### w/BLEED

4 3/16 x 11 1/8 in  
(106 x 283 mm)

**INSERTS/SPECIALTIES:** For bound-in, tabbed, etc., contact Global Sales Manager. Details available upon request.

**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.

#### PUBLISHER'S PROTECTIVE CLAUSES:

a. Advertisers and advertising agencies assume liability for all content and illustrations printed and assume responsibility for any claims arising therefrom against the publisher.

b. Publisher reserves the right to reject any advertising which she feels is not in keeping with the publication's standards and to prominently place the word "advertisement" with copy that closely resembles editorial material.

c. Publisher will repeat latest advertisement for scheduled space when no new acceptable copy is furnished.

d. Cancellations accepted only before closing date for reservations.

e. Publisher reserves the right to require payment in advance.

**PREFERRED MATERIALS:** Artwork can be supplied in high-resolution PDF, EPS, or 300dpi TIF. Please ensure colors are CMYK (PMS spot colors should be converted to process). All fonts should either be included or converted to outlines.

#### FILE TRANSFERS / SHIPPING / EMAIL INFO:

Ad materials can be sent via Dropbox, WeTransfer, or other third-party file-sharing service, via email (if file is less than 15mb) to [drilling.contractor@iadc.org](mailto:drilling.contractor@iadc.org), or shipped to:

DRILLING CONTRACTOR  
3657 BRIARPARK DRIVE, SUITE 200  
HOUSTON, TX 77042 USA

**ARTICLE REPRINTS:** Low-resolution PDF reprints are available at the rate of \$500 per article. Price for high-resolution printed reprints available upon request.



## DC's news website, dedicated to all things drilling

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

DrillingContractor.org is set apart by its enhanced online editorial complementing DC's 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 in the print edition directing readers to additional content on the website. DrillingContractor.org also maintains archives of past issues.

### Yearly Web Stats (2022)

- Sessions: 202,088
- Users: 140,519
- Pageviews: 254,795

### Yearly Ad Stats (2022)

- Ad Impressions: 1,253,777
- Ad Clicks: 766
- Ad CTR: 0.06%

\* Premium demographic segments make up the bulk of DC's loyal readers, who are directed to DrillingContractor.org and the DC Digital Reader through dedicated links and QR codes throughout the magazine. 66% are either employed by an oil-producing firm or a drilling contractor. Nearly half (47%) are corporate/executive management and rig management, and an additional 44% are either a drilling & completion engineer or in drilling & completion operations. See our full circulation breakdown on p5.

### Monthly Stats (September 2023)

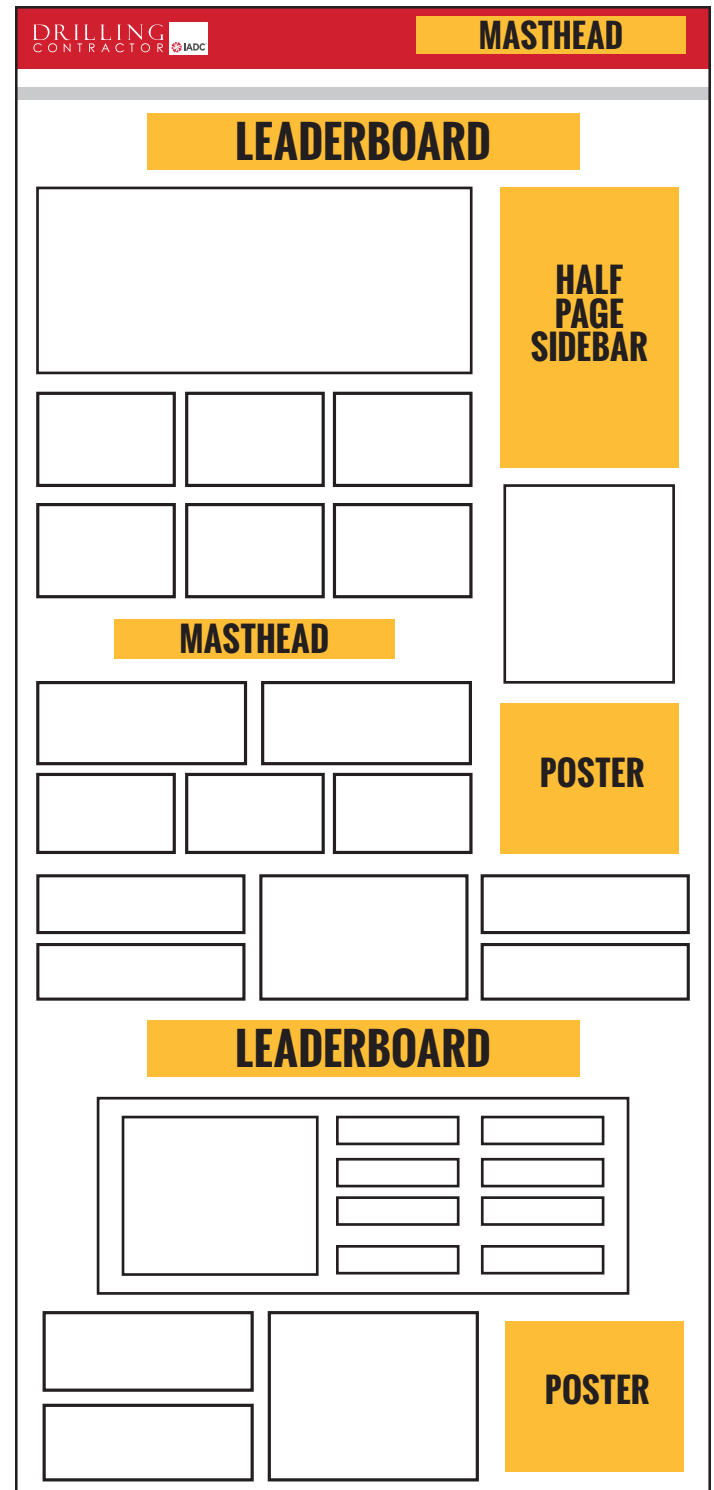
- Sessions: 16,528
- Users: 10,946
- Pageviews: 16,530
- Ad Impressions: 91,728
- Clicks: 74
- Clickthrough Rate: 0.08%

Approximate values for website metrics supplied by Google Analytics.

## Available Sizes & Pricing (Monthly, USD)

ORIENTATION	HOMEPAGE	INNER PAGES
LEADERBOARD (728X90)	1,750	1,600
HP SIDEBAR (300X600)	1,740	1,500
MASTHEAD (468X60)	1,700	1,450
POSTER (300X250)	1,700	1,450
BANNER (468X60)	1,450	1,260
BUTTON (120X240)	1,070	920

Positions subject to change. Please refer to [drillingcontractor.org/mediakit](http://drillingcontractor.org/mediakit) for the most up-to-date ad positions.



**PREFERRED MATERIALS:** Artwork can be supplied as JPG, PNG, or GIF. For HTML5, Double-Click, and other third-party ad support, please contact the webmaster for more information.

**SOCIAL MEDIA:** Our primary goals are to drive users back to our site and engage with our readers.



30K+



10K+



2.99K+  
(2.33 MILLION VIEWS)



5K+

## Focus on your niche, but benefit from the entire DC website

**DRILLINGCONTRACTOR.ORG** offers microsites focusing on specific areas of interest within the well-construction sector.

### Drilling Rigs & Automation

- Automated drilling systems, data analytics, Big Data, condition-based maintenance, digital twins, cybersecurity, fuel efficiency and power management

### Innovating While Drilling®

- MPD, downhole visualization, drill bits, directional drilling, rotary steerables, drill pipe, drilling fluids

### Onshore Advances

- Extended-reach laterals, water management, land rig innovations, global onshore markets including the Permian Basin

### The Offshore Frontier

- Deepwater and subsea markets, offshore technologies and case studies, next-gen drilling rigs

### Completing the Well

- Hydraulic fracturing, cementing, sand and proppants, well intervention, coiled tubing

### IADC, Regulation and Legislation

- Government and public advocacy for the industry, next-generation talent engagement, and updates from regulators like BSEE, EPA, OSHA, PSA, UK HSE

### Global & Regional Markets

- New drilling rig contracts, discoveries and wells drilled, drilling program announcements, M&A's

### Safety and ESG

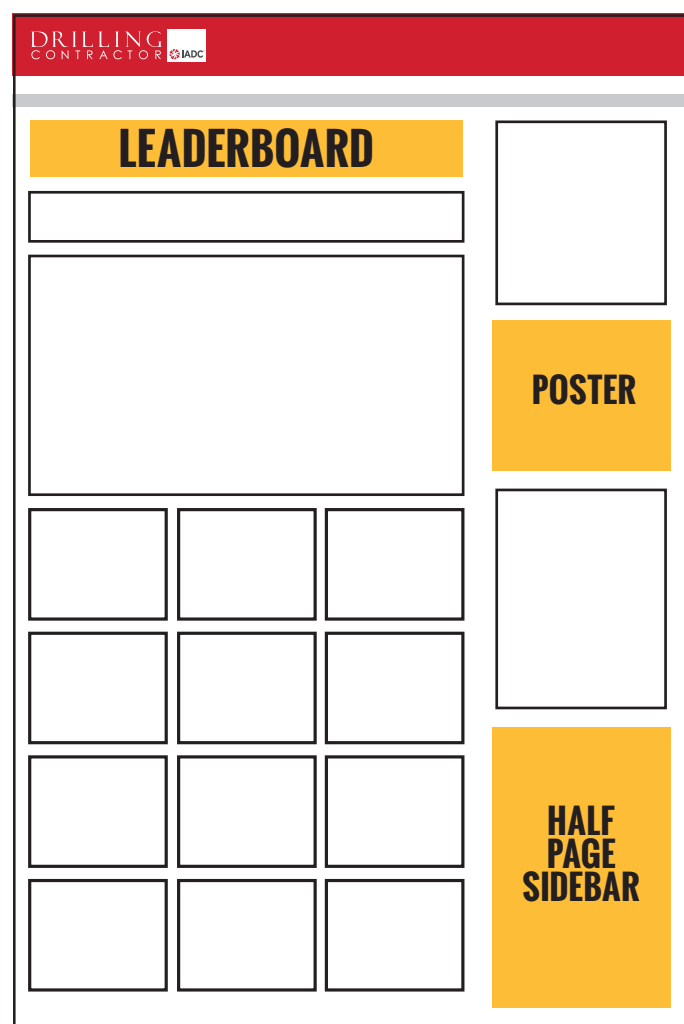
- ESG, human factors, well control, training advances, low-carbon solutions, simulators, dropped object prevention, water management

DC microsite advertisers dominate their respective microsite landing pages as the sole advertiser.

As an added bonus, microsite leaderboard adverts also appear on every article linked to any microsite. (Article adverts will rotate with two to seven other adverts.)

Example: Book the Onshore Advances microsite, and your ad appears on all landing pages for Onshore Advances, as well as all articles linked to any of the seven other microsities.

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



Positions subject to change. Please refer to [drillingcontractor.org/mediakit](http://drillingcontractor.org/mediakit) for the most up-to-date ad positions.

**Your ad will rotate on all articles linked to any microsite**

- Number of microsite-linked articles: 7,600+
- Average monthly impressions: 31,700
- Average monthly clickthrough rate: 0.10%

**No rotating ads on landing pages. Microsite sponsor ad is the only ad on the landing page**

## Sizes & Pricing

MICROSITE CAMPAIGN INCLUDES	RATE (MONTHLY, USD)
<ul style="list-style-type: none"> <li>• LEADERBOARD (728X90)</li> <li>• HALF PAGE SIDEBAR (300X600)</li> <li>• POSTER (300X250)</li> </ul>	3,800

## Get up close and personal with prospective clients

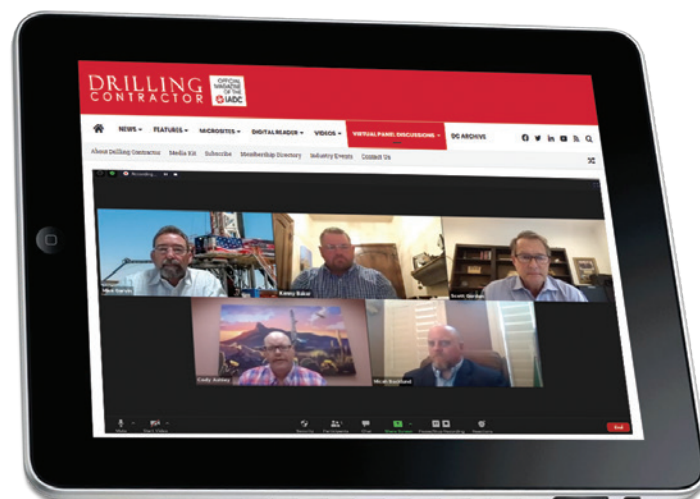
DC virtual panel discussions are one of the greatest values available to drilling and completion marketers. These high-interest webcasts feature expert panelists discussing the critical issues confronting the well-construction industry. Each of the pre-recorded VPDs will span 30 minutes to an hour. Virtual panel discussions are archived on DrillingContractor.org.

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

Each VPD is promoted multiple times through combinations of DC, eNews and dedicated promotions, reaching more than 50,000 drilling and completion professionals. All promotions for the VPD, whether print or electronic, will 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. Sponsors will receive names and e-mails of all VPD registrants.

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

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



### VPD Stats

- Average VPD Views: 328

## Pricing (Values in USD)

INCLUDED CAMPAIGN ITEMS	VALUE
DRILLING CONTRACTOR MAGAZINE ADVERTISING (1 ISSUE, 1/3 PAGE COLOR)	4,930
DRILLING CONTRACTOR ENEWS PROMOTION (X1)	3,160
IADC DRILLBITS EBLAST PROMOTION (X1)	3,160
DEDICATED EMAIL PROMOTION* (X1)	3,100
ARCHIVING OF VPD ON DRILLINGCONTRACTOR.ORG	15,180
ANALYTICS POST EVENT	1,900
PRE- AND POST-VPD EMAILS** (X2)	2,530
DATABASE ASSET DELIVERY	2,530
<b>PROJECT VALUE</b>	<b>36,490</b>
<b>ADDED VALUE DISCOUNT</b>	<b>-20,490</b>
<b>TOTAL PRICE</b>	<b>16,000</b>

\*NOTE: Since IADC does not sell lists or offer third-party eblasts, this is the only mechanism for a single company to eblast to the IADC/DC readership.

\*\*Pre-event reminder sent to registrants one day prior to VPD, and post-event reminders to registrants who have not yet viewed the VPD.



## Original reporting from key industry events

**ENEWS FROM DRILLINGCONTRACTOR.ORG** 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. 2024 eNews coverage Schedule (16 editions):

The screenshot shows the layout of the eNews newsletter. It includes a header with the eNews logo and a list of topics: Completing the Well, Safety and HSE, Global and Regional Markets, IADC Regulatory and Legislation, Increasing Well Drilling, Drilling Rig & Automation, and The Offshore Frontier. The date is 27 September 2023. The layout consists of several sections: a purple 'LEADERBOARD' bar, three white 'EDITORIAL' boxes, a purple 'POSTER' box, three more white 'EDITORIAL' boxes, another purple 'LEADERBOARD' bar, and a dark grey 'Footer' box.

### 31 JANUARY

» Launch of Jan/Feb issue of DC

### 14 FEBRUARY

- » IADC Health, Safety, Environment & Training Conference & Exhibition
- » IADC Drilling Caspian Conference & Exhibition

### 28 FEBRUARY

- » IADC Drilling Africa Conference & Exhibition

### 13 MARCH

- » IADC/SPE International Drilling Conference & Exhibition
- » Launch of March/April issue of DC

### 27 MARCH

- » SPE/ICoTA Well Intervention Conference

### 24 APRIL

- » AADE Fluids 2024
- » Launch of May/June issue of DC

### 15 MAY

- » Offshore Technology Conference

### 29 MAY

- » IADC Drilling Onshore Conference & Exhibition

### 26 JUNE

- » IADC World Drilling Conference & Exhibition
- » Launch of July/August issue of DC

### 31 JULY

- » General news & features

### 21 AUGUST

- » IADC/SPE Asia Pacific Drilling Technology Conference & Exhibition
- » Launch of Sept/Oct issue of DC

### 10 SEPTEMBER

- » IADC Advanced Rig Technology Conference & Exhibition

### 2 OCTOBER

- » SPE/IADC Managed Pressure Drilling & Underbalanced Operations Conference & Exhibition
- » SPE Annual Technical Conference
- » IADC HSE & Sustainability Europe Conference & Exhibition

### 23 OCTOBER

- » IADC Latin America Regional Forum
- » IADC International Well Control 2024 Conference & Exhibition
- » IADC Contracts & Risk Management Conference
- » Launch of Nov/Dec issue of DC

### 20 NOVEMBER

- » IADC Annual General Meeting
- » ADIPEC

### 18 DECEMBER

- » IADC Drilling Middle East Conference & Exhibition

## Available Sizes & Pricing (Monthly, USD)

ORIENTATION	TOP	MIDDLE	BOTTOM
POSTER (300X250)	5,060	4,800	4,050
LEADERBOARD (728X90)	3,160	2,900	2,650

### Stats from the August 2023 Edition

- Sent: 20,690
- Open Rate: 26.4%

- Ad Impressions: 33,778
- Clicks: 136

- Clickthrough Rate: 0.40%

## Defining the Drilling Space

Don't miss out on this opportunity to build your brand among the next generation of industry leaders and employees! The **IADC Lexicon** is a glossary of oilfield drilling terms that are defined in legislation, regulations, standards and/or guidelines. Over the past year, the website has logged over 255,000 sessions. Impressively, data analytics show that the **Lexicon** topped out at over 333,000 pageviews from over 217,000 users (86% of those new sessions). The **IADC Lexicon** is a prime opportunity for marketers in the drilling industry.

**WHAT DO ADVERTISERS GET?** Advertise with a leaderboard on the homepage and a powerful leaderboard/poster ad combo site-wide on every inside page. Your ad will be featured on every definition page throughout the site—that's over 10,600 terms. Ads will rotate with up to 4-6 other leaderboard or poster ads.

## Available Sizes & Pricing

LEXICON CAMPAIGN INCLUDES	RATE (MONTHLY, USD)
<ul style="list-style-type: none"><li>HOMEPAGE LEADERBOARD (728X90)</li><li>LEADERBOARD &amp; POSTER (300X250) ADS SITE-WIDE</li></ul>	1,580



### Yearly Web Stats (2022)

- Sessions: 255,257
- Users: 217,145
- Pageviews: 333,528
- New Sessions: 86%

### Yearly Ad Stats (January - December 2022)

- Ad Impressions: 584,094
- Ad Clicks: 194
- Ad CTR: 0.03%

### Monthly Stats (September 2023)

- Sessions: 65,482
- Users: 55,660
- Pageviews: 288,740
- Ad Impressions: 95,614
- Ad Clicks: 83
- Ad CTR: 0.09%

Approximate values for website metrics supplied by Google Analytics.

### IADC's electronic newsletter

IADC's **DrillBits** monthly newsletter is IADC's vehicle for communicating pending legislation and regulation impacting the global drilling industry. **DrillBits** also provides critical updates on IADC advocacy efforts in Washington, DC, and around the world; accreditation and certification programs; IADC's flagship ISP safety incident tracking results; and more.

**DrillBits** reaches 20,000+ high-value drilling industry readers. For available advertising positions, see graphic to the right.

#### Stats from the October 2023 Edition

- Sent: 20,259
- Open Rate: 24.3%
- Ad Impressions: 17,295
- Clicks: 161
- Clickthrough Rate: 0.93%

### Available Sizes & Pricing (Monthly, USD)

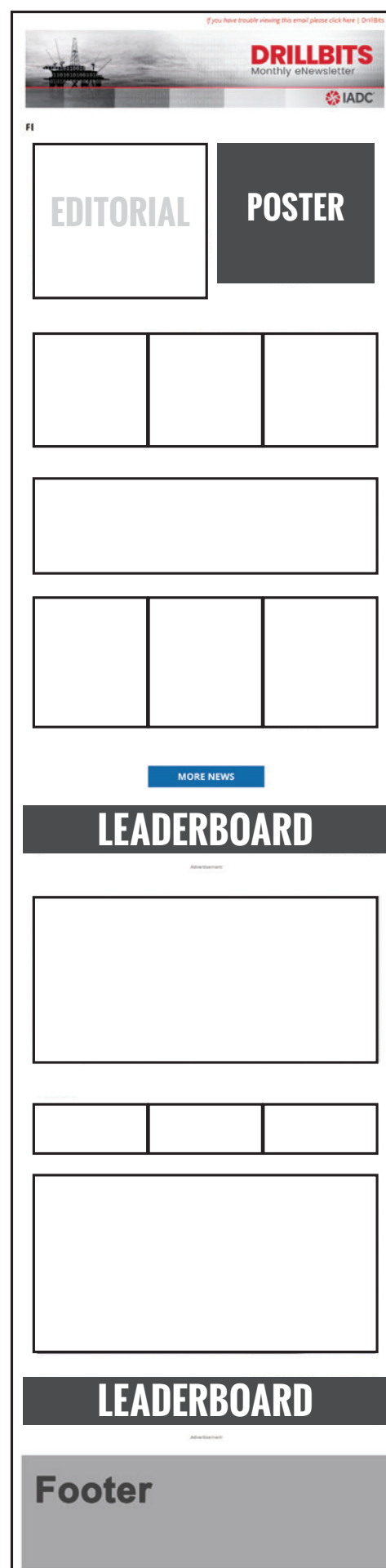
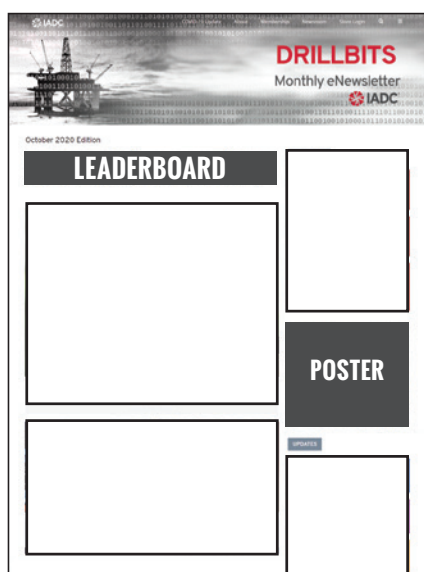
ORIENTATION	TOP	MIDDLE	BOTTOM
POSTER (300X250)	5,060	4,800	4,050
LEADERBOARD (728X90)	3,160	2,900	2,650

### DrillBits Web Pages on IADC.org

There is an opportunity to advertise directly on the IADC website's monthly newsletter web pages. Links from the email take our high-value drilling industry readers and decision makers to the IADC website, where marketers can promote their brand via highly visible banners. Each banner will appear on the landing page for all existing issues of **DrillBits**, as well as in each individual article post.

### Available Sizes & Pricing

ORIENTATION	RATE (MONTHLY, USD)
LEADERBOARD (728X90)	630
POSTER (300X250)	630





## Make your impact on the global drilling industry

Marketing professionals can target the global drilling industry through selected pages on **IADC.org**, official site of the International Association of Drilling Contractors. **IADC.org** enjoys traffic of roughly 67,000 visitors per month with nearly 67,200 page views.

**AVAILABILITY IS LIMITED:** Contact our Global Sales Manager about opportunities on **IADC.org**.

CONTACT FOR PRICING  
AND AVAILABILITY

### Yearly Web Stats (2022)

- Sessions: 336,112
- Users: 218,214
- Pageviews: 784,792

### Yearly Ad Stats (January - December 2022)

- Ad Impressions: 86,049
- Ad Clicks: 811
- Ad CTR: 0.94%

### Monthly Stats (September 2023)

- Sessions: 67,074
- Users: 23,309
- Pageviews: 67,189
- Ad Impressions: 8,336
- Ad Clicks: 25
- Ad CTR: 0.30%

Approximate values for website metrics supplied by Google Analytics.

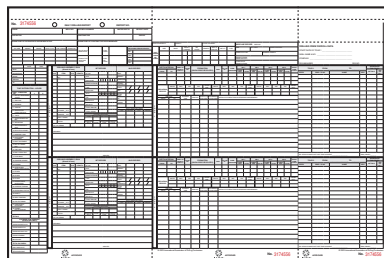
\* Advertising is not available on the IADC home page or the IADC events page, including individual events pages ([www.iadc.org/events](http://www.iadc.org/events) and linked pages).

## Reach the Drilling Rig with Your Marketing Message

Have a message you want to take straight to the rig? Marketing your company's products and services through IADC checklists and forms provides direct presence at the rig site and to rig-based operations personnel.

High-visibility advertising is available on the front and back covers and inside "flap" of these checklists and forms. "Flap" visibility is ensured by its function to separate pages so that notes will not bleed through to underlying pages. (See illustration on [page 17](#).)

IADC will place your company's advertisement in a press run for any of the indispensable rig forms and checklists listed on these two pages. **All rates below are net USD.**



### IADC Daily Drilling Report

The IADC Daily Drilling Report is the primary data-collection form for the global drilling industry. Also called the "tour sheet," the DDR captures information related to the rig crew for payroll, as well as equipment, wellbore, bit and BHA.

POSITION	RATE
FULL PAGE ON FRONT FLAP (8 X 11 1/8 IN)	5,690



### IADC Drilling Rig Safety Inspection Checklist

This definitive checklist for rig safety inspections is indispensable at the rig site as a comprehensive guide to key hazards. Printed on carbonless paper to provide multiple records.

ORIENTATION	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	CHECK FOR PRICING & AVAILABILITY		
FULL PAGE (8 X 11 1/8 IN)	4,420	4,170	3,160
FRACTIONAL (8 X 4 7/8 IN)	N/A	1,890	N/A

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



### IADC Safety Meeting Topics and Records

Safety meetings on the rig are more important than ever, and the IADC Safety Meeting Topics and Records are a rig crew's guide to vital HSE topics. Printed on carbonless paper for multiple copies.

ORIENTATION	INSIDE FRONT COVER	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	CHECK FOR PRICING & AVAILABILITY			
FULL PAGE (8 X 11 1/8 IN)	4,420	4,170	3,790	3,160
FRACTIONAL (8 X 4 7/8 IN)	N/A	N/A	1,890	N/A



### IADC Weekly Safety Meeting Report

Crews can choose their own topics for discussion using this form, printed on carbonless paper for multiple copies.

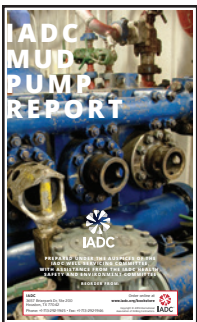
ORIENTATION	INSIDE FRONT COVER	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	CHECK FOR PRICING & AVAILABILITY			
FULL PAGE (8 X 11 1/8 IN)	3,790	3,540	2,900	2,650
FRACTIONAL (8 X 4 7/8 IN)	N/A	N/A	1,640	N/A



## IADC Daily Engine Report

The **IADC Daily Engine Report** is an essential record of drilling engine temperature and pressures, includes space for measurements of additional mud pumps and multiple record sheets on carbonless paper.

ORIENTATION	INSIDE FRONT COVER	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	CHECK FOR PRICING & AVAILABILITY			
FULL PAGE (8 X 11 1/8 IN)	3,790	3,540	2,900	2,650
FRACTIONAL (8 X 4 7/8 IN)	N/A	N/A	1,640	N/A



## IADC Mud Pump Report

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

ORIENTATION	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	CHECK FOR PRICING & AVAILABILITY		
FULL PAGE (8 X 11 1/8 IN)	2,530	1,260	2,150
FRACTIONAL (8 X 4 7/8 IN)	N/A	1,140	N/A



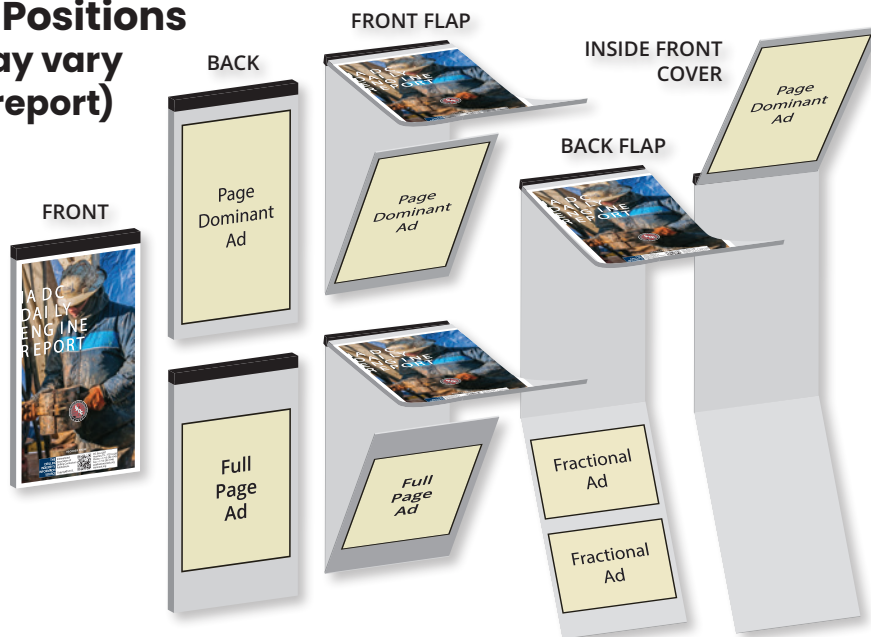
## IADC Near-Miss Reports

Reducing near-misses is a major goal of several major international operators.

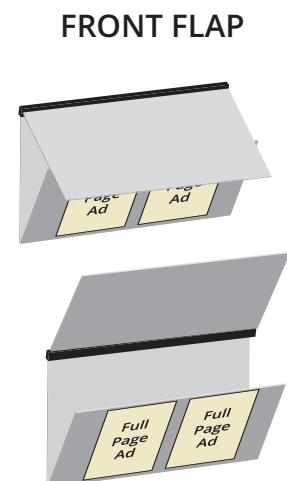
There are two versions – one for Drilling, one for Well Servicing/Workover.

ORIENTATION	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	CHECK FOR PRICING & AVAILABILITY		
FULL PAGE (8 X 11 1/8 IN)	2,530	1,260	2,150
FRACTIONAL (8 X 4 7/8 IN)	N/A	1,140	N/A

### Ad Positions (may vary by report)



### Daily Drilling Report Ad Positions





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Scan QR code for a complete list  
of advertising opportunities.



[www.drillingcontractor.org/  
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