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

Drilling Contractor.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 DrillBits 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
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**

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**

May/June

◊ Offshore Technologies & Markets
◊ Geothermal Drilling
◊ ROP Optimization
◊ Market Update: Drilling in Africa

**DISTRIBUTION:**
OTC [6-9MAY, 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**

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

Rates:

Drilling Contractor
Print (Per Issue USD)

<table>
<thead>
<tr>
<th>STANDARD AD SIZES:</th>
<th>1 ISSUE</th>
<th>2 ISSUES</th>
<th>6 ISSUES (1 YEAR)</th>
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<td>1/2 ISLAND</td>
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<td>1/3 PAGE</td>
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<td>1/4 PAGE</td>
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<table>
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<tr>
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<th>6 ISSUES (1 YEAR)</th>
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<tr>
<td>BACK COVER</td>
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<td>INSIDE FRONT COVER</td>
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<tr>
<td>INSIDE BACK COVER</td>
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</tr>
<tr>
<td>OPPOSITE TABLE OF CONTENTS</td>
<td>11,380</td>
<td>10,950</td>
<td>10,620</td>
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<tr>
<td>SPREAD BETWEEN TABLE OF CONTENTS</td>
<td>21,605</td>
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<tr>
<td>OPPOSITE DRILLING AHEAD, TECH DIGEST, D&amp;C NEWS, ESG</td>
<td>10,935</td>
<td>10,520</td>
<td>10,210</td>
</tr>
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</table>
**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%

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* Publisher’s Sworn Statement, 25 October 2023, www.drillingcontractor.org/statement

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**COMPANY TYPE**

- Total Producers (6,168)
  - Independent Oil Producer (3,992)
  - Major Oil Producer (1,727)
  - National Oil Company (449)

- Total Contractors (6,232)
  - Land Drilling Contractor (3,168)
  - Offshore Drilling Contractor (1,642)
  - Land & Offshore Drilling Contractor (1,113)
  - Well Servicing Contractors (309)
  - Other Drilling Services, including Oilfield Service and Equipment Manufacturer (5,728)
  - Training Institutions (381)
  - Government (119)
  - Associations (17)

**JOB TYPE**

- Total Jobs (4,161)
  - Drilling & Completion Engineers (4,161)
  - Geologist/Geophysicist (275)
  - Misc (290)
  - Quality, Health, Safety, Environment & Training (1,029)
  - Drilling & Completion Operations (4,095)
  - Corporate/Executive Management and Rig Management (8,795)

**GEOGRAPHIC ANALYSIS**

- North America (15,296)
  - USA (15,145)
  - Canada (87)
  - Mexico (64)
- Middle East & North Africa (868)
- Western Europe (762)
- East Asia (761)
- South America, including Caribbean (313)
- South Asia (256)
- Equatorial Africa (160)
- Easter Europe, including Russia (102)
- Caucus Region (69)
- Australasia (58)
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

**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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE</th>
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<tbody>
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<td>2-PAGE SPREAD</td>
<td>8,200</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>5,000</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>UPGRADE OPTIONS</th>
<th>RATE (PER ISSUE, USD)</th>
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<tbody>
<tr>
<td>ADD VIDEO, AUDIO, ANIMATIONS TO FULL PAGE</td>
<td>2,500</td>
</tr>
<tr>
<td>ADD VIDEO, AUDIO, ANIMATIONS TO FRACTIONAL</td>
<td>1,200</td>
</tr>
</tbody>
</table>

* 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
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.

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, 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

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

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>HOMEPAGE</th>
<th>INNER PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD (728X90)</td>
<td>1,750</td>
<td>1,600</td>
</tr>
<tr>
<td>HP SIDEBAR (300X600)</td>
<td>1,740</td>
<td>1,500</td>
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<tr>
<td>MASTHEAD (468X60)</td>
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<td>POSTER (300X250)</td>
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<td>BANNER (468X60)</td>
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<tr>
<td>BUTTON (120X240)</td>
<td>1,070</td>
<td>920</td>
</tr>
</tbody>
</table>

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.

- Facebook: 30K+
- LinkedIn: 10K+
- YouTube: 2.99K+ (2.33 MILLION VIEWS)
- Twitter: 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 microsites.

Positions subject to change. Please refer to drillingcontractor.org/mediakit for the most up-to-date ad positions.

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**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**

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**Sizes & Pricing**

<table>
<thead>
<tr>
<th>MICROSITE CAMPAIGN INCLUDES</th>
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<td>HALF PAGE SIDEBAR (300X600)</td>
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</tr>
<tr>
<td>POSTER (300X250)</td>
<td></td>
</tr>
</tbody>
</table>

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

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<thead>
<tr>
<th>INCLUDED CAMPAIGN ITEMS</th>
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<tr>
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<tr>
<td>DRILLING CONTRACTOR ENEWS PROMOTION (x1)</td>
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<tr>
<td>IADC DRILLBITS EBLAST PROMOTION (x1)</td>
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</tr>
<tr>
<td>DEDICATED EMAIL PROMOTION* (x1)</td>
<td>3,100</td>
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<tr>
<td>ARCHIVING OF VPD ON DRILLINGCONTRACTOR.ORG</td>
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<tr>
<td>ANALYTICS POST EVENT</td>
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<tr>
<td>PRE- AND POST-VPD EMAILS** (x2)</td>
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<tr>
<td>DATABASE ASSET DELIVERY</td>
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**PROJECT VALUE**

36,490

**ADDED VALUE DISCOUNT**

-20,490

**TOTAL PRICE**

16,000

*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):

**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

**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)

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<tr>
<th>ORIENTATION</th>
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<td>4,050</td>
</tr>
<tr>
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<td>2,900</td>
<td>2,650</td>
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</table>

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—there’s over 10,600 terms. Ads will rotate with up to 4-6 other leaderboard or poster ads.

Available Sizes & Pricing

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<tr>
<th>LEXICON CAMPAIGN INCLUDES</th>
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<td>• HOMEPAGE LEADERBOARD (728X90)</td>
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</tr>
<tr>
<td>• LEADERBOARD &amp; POSTER (300X250) ADS SITE-WIDE</td>
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</tr>
</tbody>
</table>

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)

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<tr>
<th>ORIENTATION</th>
<th>TOP</th>
<th>MIDDLE</th>
<th>BOTTOM</th>
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<tr>
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<td>LEADERBOARD (728X90)</td>
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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

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<tr>
<th>ORIENTATION</th>
<th>RATE (MONTHLY, USD)</th>
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<tr>
<td>POSTER (300X250)</td>
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</table>
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.

### 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 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.

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.

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.

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.

IADC Weekly Safety Meeting Report

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

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.

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**IADC RIG REPORTS**

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**CONTACT US**

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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.

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.

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

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

Ad Positions (may vary by report)

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<th>ORIENTATION</th>
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