

DRILLING CONTRACTOR

2025 MEDIA KIT

OFFICIAL MAGAZINE OF THE
INTERNATIONAL ASSOCIATION OF DRILLING CONTRACTORS
DRILLINGCONTRACTOR.ORG • IADC.ORG



Clockwise from top left, photos courtesy of Constellation, Patterson-UTI, Woodside Energy, and Independence Contract Drilling.

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 18,701 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: 41% E&P companies, 29% drilling contractors
- Enjoys bonus distribution at OTC



DrillingContractor.org

- News articles and video/audio interviews
- Nearly 11,000 unique visitors each month
- Roughly 61 average monthly total ad clicks
- 0.07% 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 2025 VPD themes: Energy efficiency, AI and machine learning for drilling, safety advances, pressure pumping solutions

eNews from DrillingContractor.org

- Exclusive videos from IADC and other industry conferences
- Nearly 18,200 subscribers
- Approximately 22,000 impressions per edition
- Strong 1.02% click-through rate



IADC Lexicon

- Glossary of over 10,600 oilfield drilling terms defined in legislation, regulations, standards, guidelines
- Over 85,700 ad impressions per month
- Ad impressions over 1,000,000 per year

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 nearly 18,000 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
- ♦ **Advancing Safety Performance on Drilling Rigs**
- ♦ **Drilling Carbon Storage Wells**
- ♦ **Interview with 2025 IADC Chairman**

DISTRIBUTION:

IADC Drilling Caspian Conference & Exhibition
[6-7 FEBRUARY, BAKU, AZERBAIJAN]

EGYPES

[17 - 19 FEBRUARY, CAIRO, EGYPT]

**IADC Health, Safety, Environment & Training
Conference & Exhibition**
[19-20 FEBRUARY, HOUSTON, TEXAS]

**IADC/SPE International Drilling
Conference & Exhibition**
[4-6 MARCH, STAVANGER, NORWAY]

AD CLOSING: 2 JANUARY
MATERIALS DUE: 9 JANUARY

May/June

- ♦ **Offshore Technologies & Markets**
- ♦ **Geothermal Drilling**
- ♦ **Drilling Fluids Innovations**

DISTRIBUTION:

OTC

[5-8 MAY, HOUSTON, TEXAS]

**IADC HSE & Sustainability Asia Pacific
Conference & Exhibition**
[14-15 MAY, BANGKOK, THAILAND]

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

**SPE/IADC Middle East Drilling Technology
Conference & Exhibition**
[27-29 MAY, ABU DHABI, UNITED ARAB EMIRATES]

IADC World Drilling Conference
[10-11 JUNE, AMSTERDAM, THE NETHERLANDS]

AD CLOSING: 3 APRIL
MATERIALS DUE: 10 APRIL

March/April

- ♦ **Innovating While Drilling**
 - » *Managed Pressure Drilling*
 - » *Advances in Downhole Tools*
 - » *Well Placement*
- ♦ **Hydraulic Fracturing**

DISTRIBUTION:

**IADC Geothermal Drilling
Conference & Exhibition**
[25-26 MARCH, VIENNA, AUSTRIA]

AD CLOSING: 14 FEBRUARY
MATERIALS DUE: 21 FEBRUARY

July/August

- ♦ **The Digital Transformation issue:**
 - » *Interoperability*
 - » *Impact of Digitalization on Drill Bits*
 - » *Autonomous Tubular Running*
- ♦ **Advances in Workforce Training**

DISTRIBUTION:

**IADC Well Control Conference of the Americas
& Exhibition**
[19-20 AUGUST, NEW ORLEANS, LOUISIANA]

Offshore Europe
[2-5 SEPTEMBER, ABERDEEN, UK]

AD CLOSING: 12 JUNE
MATERIALS DUE: 19 JUNE

September/October

♦ Automation & Drilling Rig Advances:

- » *The Best of Rig Upgrades and Retrofits*
- » *Drilling Systems Automation*
- » *Alternative Rig Power*

♦ Well Control

DISTRIBUTION:

IADC/SPE Managed Pressure Drilling and Underbalanced Operations Conference & Exhibition

[9-10 SEPTEMBER, MEXICO CITY, MEXICO]

IADC Drilling HSE & Sustainability Europe Conference & Exhibition

[17-18 SEPTEMBER, AMSTERDAM, THE NETHERLANDS]

IADC Annual General Meeting [23-24 SEPTEMBER, NAPLES, FLORIDA]

IADC Advanced Rig Technology Conference & Exhibition

[30 SEPTEMBER – 1 OCTOBER, REYKJAVÍK, ICELAND]

SPE Annual Technical Conference & Exhibition

[6-8 OCTOBER, DALLAS, TEXAS]

ADIPEC [3-6 NOVEMBER, ABU DHABI, UAE]

AD CLOSING: 31 JULY
MATERIALS DUE: 7 AUGUST

November/December

♦ 2026 Drilling Outlook

♦ NOV Annual Rig Census

♦ IADC Year in Review

♦ Human Factors in Drilling

DISTRIBUTION:

IADC Drilling Middle East Conference & Exhibition

[14-15 OCTOBER, DAMMAM, SAUDI ARABIA]

AD CLOSING: 9 OCTOBER
MATERIALS DUE: 16 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:

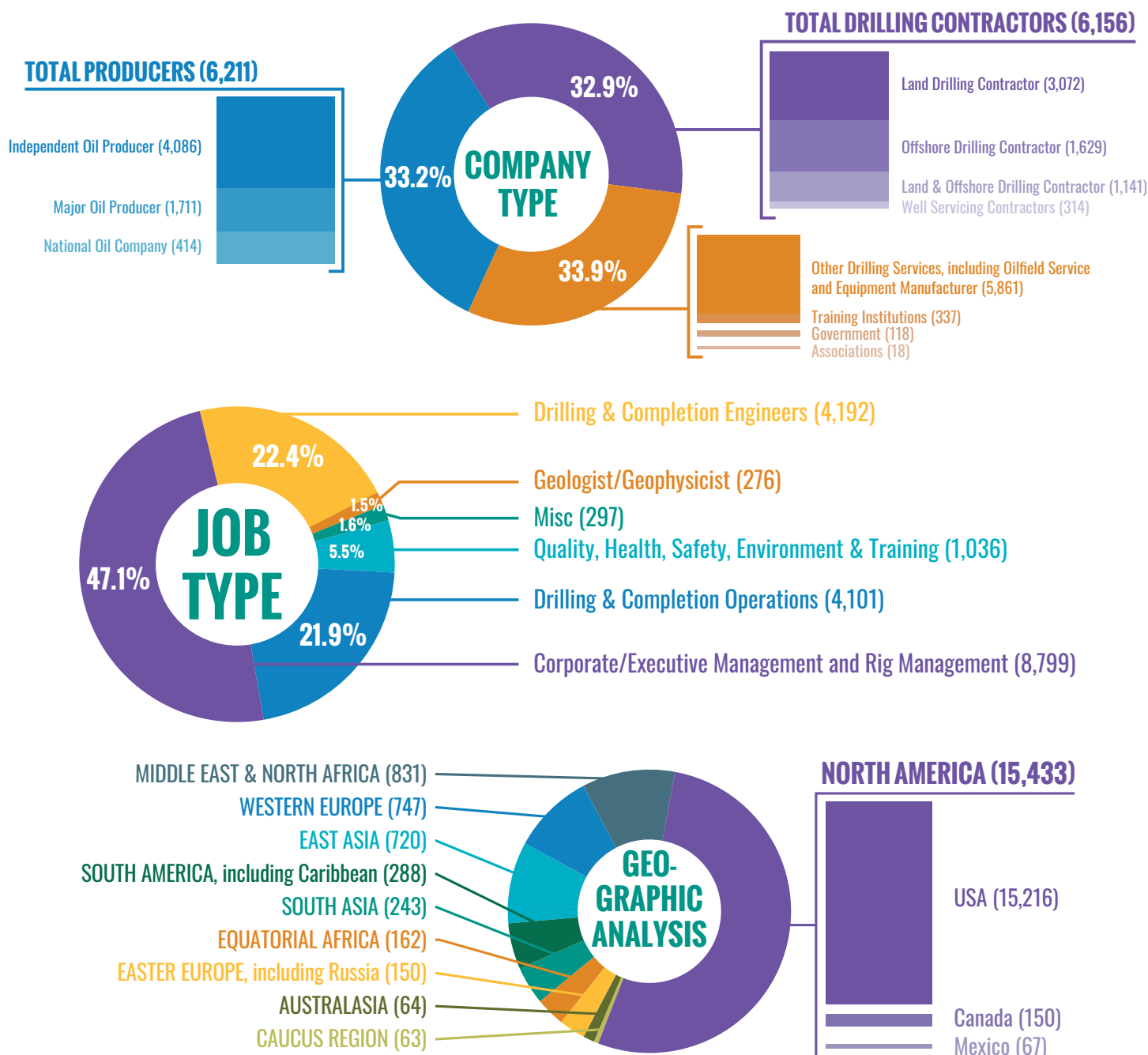
www.drillingcontractor.org/mediakit#calendar

PRINT RATES

2025 DRILLING CONTRACTOR (PER ISSUE USD)

STANDARD 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: 18,701*

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%

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 2024-2025



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

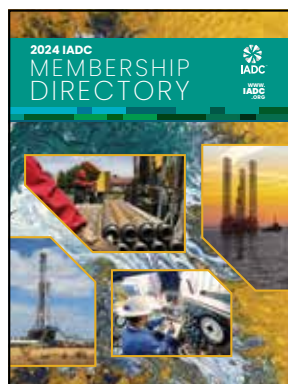
- * Video/audio/animation file must be supplied by the advertiser.
- * Publisher reserves the right to reject any video/audio/animation file that she feels is inappropriate or not in keeping with the publication's standards or mission.
- * Subject to change without notice.

Accepted File Types

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

IADC MEMBERSHIP DIRECTORY

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

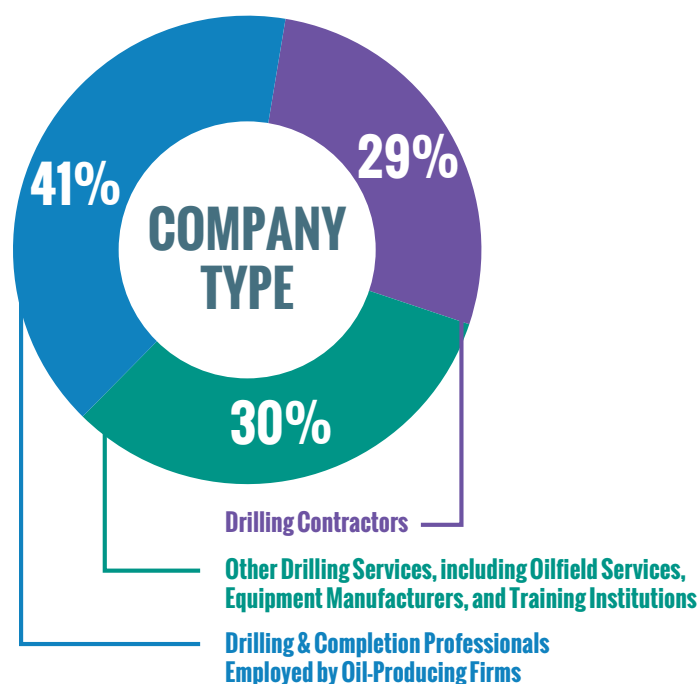
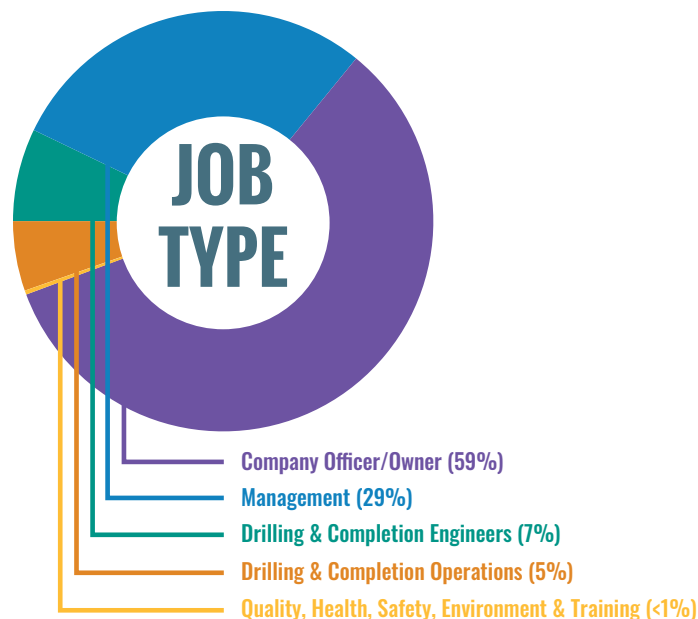


MISSION: The 2025 IADC **Membership Directory** is the definitive guide to the global drilling industry and your opportunity to connect with the key decision makers within the global wellsite industry. A whopping 88% of the **IADC Membership Directory** circulation goes to Company Officers/Owners (59%) and Management (29%).

READERSHIP: IADC is the only industry trade association with international scope among drilling contractors, oil companies and service firms alike. Accordingly, the 2025 **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 2025 **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.

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



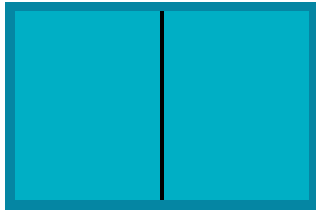
■ Tabbed Section dividers boost ad visibility economically

- Increase the visibility of your firm's advertisement in the 2025 **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 2024 IADC **Directory**.

Ad closing: 12 March
Materials due: 19 March

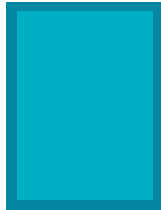
Publication Specs / Advertisement dimensions

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.



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)

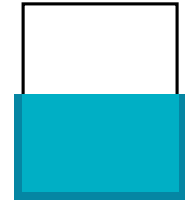
w/BLEED

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)

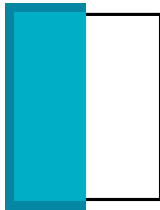


1/2 HORIZONTAL

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

w/BLEED

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



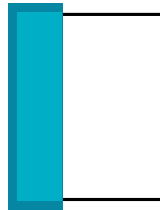
1/2 VERTICAL

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



1/3 HORIZONTAL

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

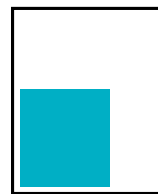


1/3 VERTICAL

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

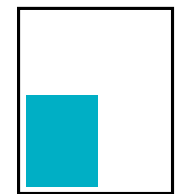
w/BLEED

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, 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 (2023)

- Sessions: 93,884
- Users: 71,482
- Pageviews: 109,292

Yearly Ad Stats (2023)

- Ad Impressions: 1,077,969
- Ad Clicks: 726
- Ad CTR: 0.07%

* 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 (August 2024)

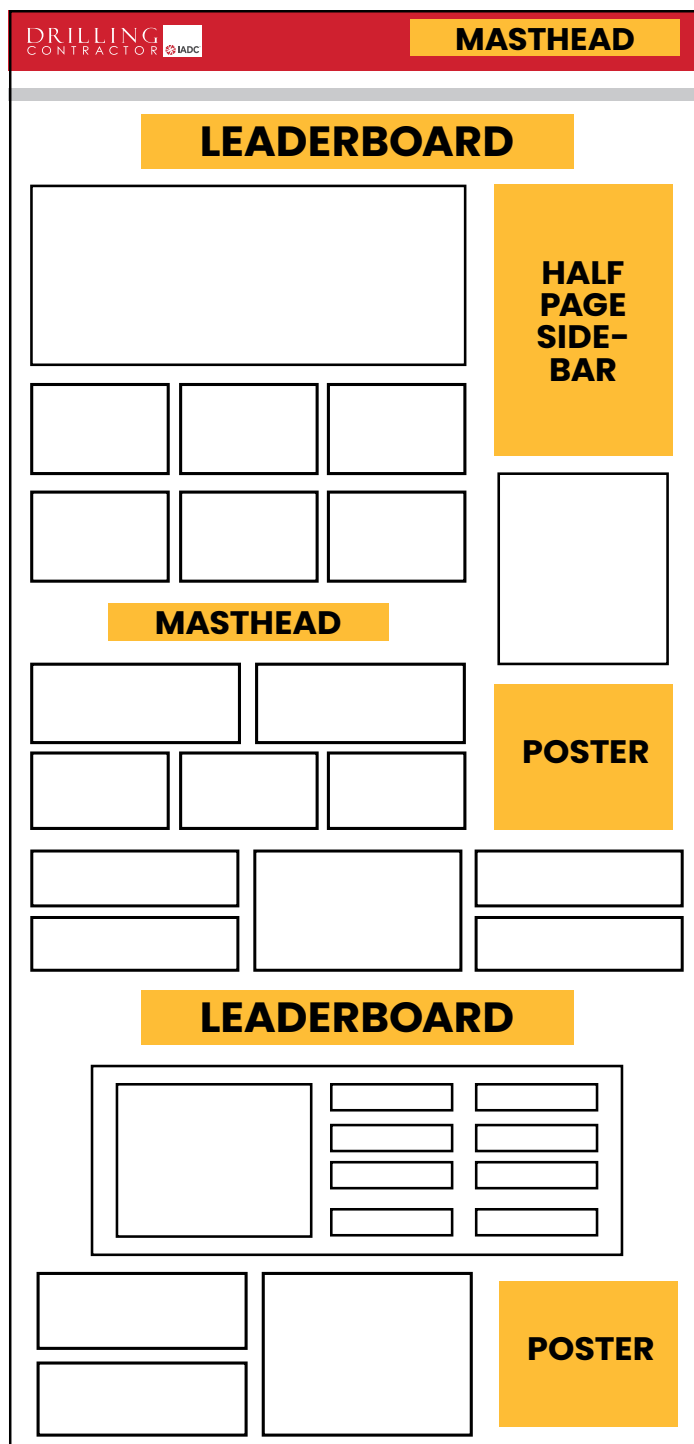
- Sessions: 16,650
- Users: 13,431
- Pageviews: 24,411
- Ad Impressions: 117,838
- Clicks: 66
- Clickthrough Rate: 0.06%

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 for the most up-to-date ad positions.



PREFERRED MATERIALS: Artwork can be supplied in JPG, PNG, or GIF format. 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
29K+



LinkedIn
13K+



YouTube
3.5K+
(2.45 MILLION
VIEWS)



Twitter/X
5.4K+

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, dynamic positioning

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, Havtil, UK HSE

Global & Regional Markets

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

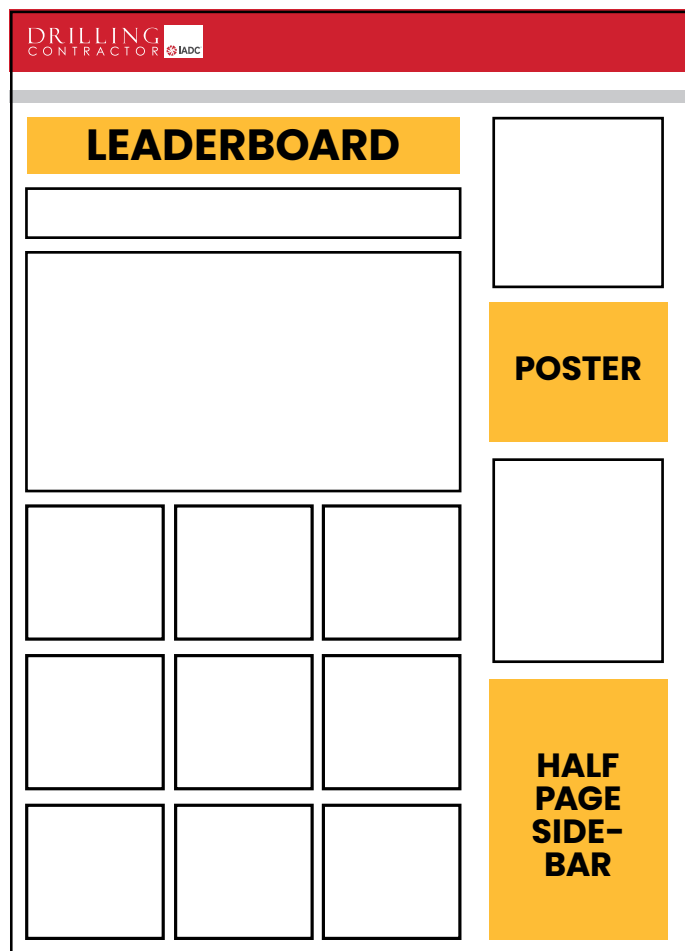
Safety and ESG

ESG, red zone management, 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.



Positions subject to change. Please refer to 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: 5,850+
- Average monthly impressions: 26,400
- Average monthly clickthrough rate: 0.09%

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"> • LEADERBOARD (728X90) • HALF PAGE SIDEBAR (300X600) • POSTER (300X250) 	3,800

* "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: 322

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
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. 2025 eNews coverage Schedule (15 editions):

ENEWS FROM DRILLINGCONTRACTOR.ORG
23 October 2024

LEADERBOARD

EDITORIAL

EDITORIAL

EDITORIAL

POSTER

EDITORIAL

EDITORIAL

EDITORIAL

LEADERBOARD

Footer

29 JANUARY

» Launch of Jan/Feb issue of DC

26 FEBRUARY

- » IADC Drilling Caspian Conference & Exhibition
- » IADC Health, Safety, Environment & Training Conference & Exhibition
- » SPE Hydraulic Fracturing Conference and Exhibition

12 MARCH

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

2 APRIL

- » IADC Geothermal Drilling Conference & Exhibition
- » SPE/ICoTA Well Intervention Conference

30 APRIL

» Launch of May/June issue of DC

14 MAY

» Offshore Technology Conference

28 MAY

» IADC Drilling Onshore Conference & Exhibition

25 JUNE

» IADC World Drilling Conference & Exhibition

16 JULY

» Launch of July/August issue of DC

27 AUGUST

- » IADC Well Control Conference of the Americas & Exhibition
- » Launch of Sept/Oct issue of DC

17 SEPTEMBER

» SPE/IADC Managed Pressure Drilling & Underbalanced Operations Conference & Exhibition

8 OCTOBER

- » IADC Annual General Meeting
- » IADC Advanced Rig Technology Conference & Exhibition

29 OCTOBER

- » IADC Drilling Middle East Conference & Exhibition
- » Launch of Nov/Dec issue of DC

19 NOVEMBER

» ADIPEC

10 DECEMBER

» General news and features

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

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 85,000 ad impressions per month. Impressively, data analytics show that the **Lexicon** topped out at over 1,140,000 ad impressions over the entire year. 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

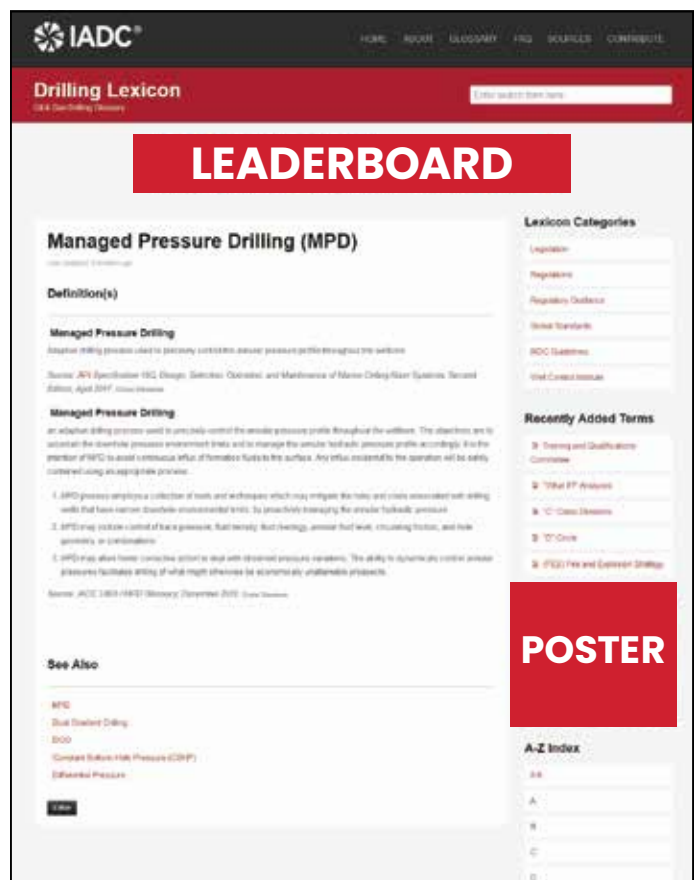
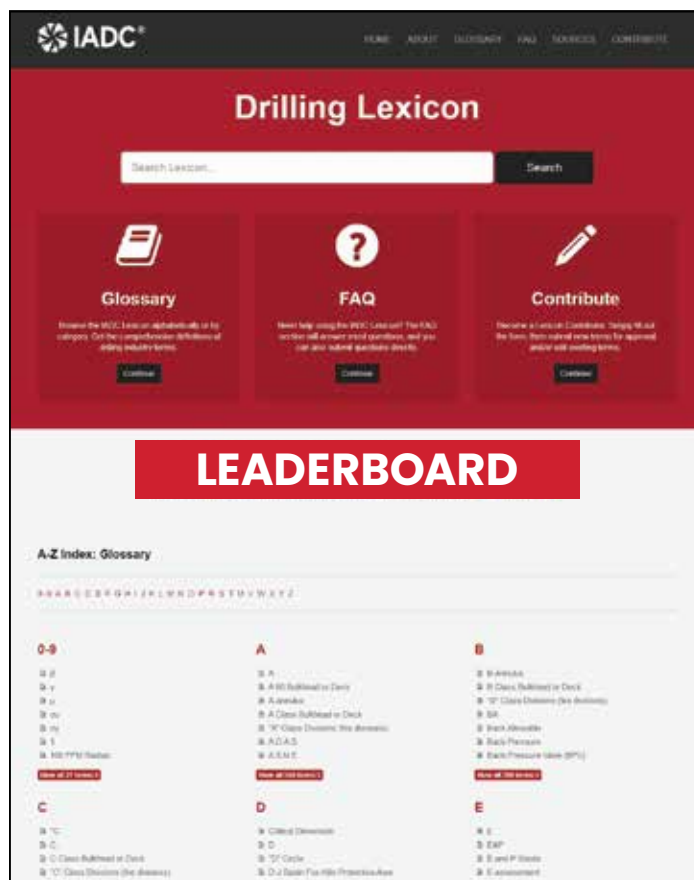
LEXICON CAMPAIGN INCLUDES	RATE (MONTHLY, USD)
<ul style="list-style-type: none"> HOMEPAGE LEADERBOARD (728X90) LEADERBOARD & POSTER (300X250) ADS SITE-WIDE 	1,580

Yearly Ad Stats (2023)

- Ad Impressions: 1,141,317
- Ad Clicks: 924
- Ad CTR: 0.08%

Monthly Ad Stats (June 2024)

- Ad Impressions: 85,780
- Ad Clicks: 96
- Ad CTR: 0.11%



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 18,000+ high-value drilling industry readers. For available advertising positions, see graphic to the right.

Stats from the August 2024 Edition

- Sent: 17,980
- Open Rate: 25.2%
- Ad Impressions: 18,766
- Clicks: 123
- Clickthrough Rate: 0.66%

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

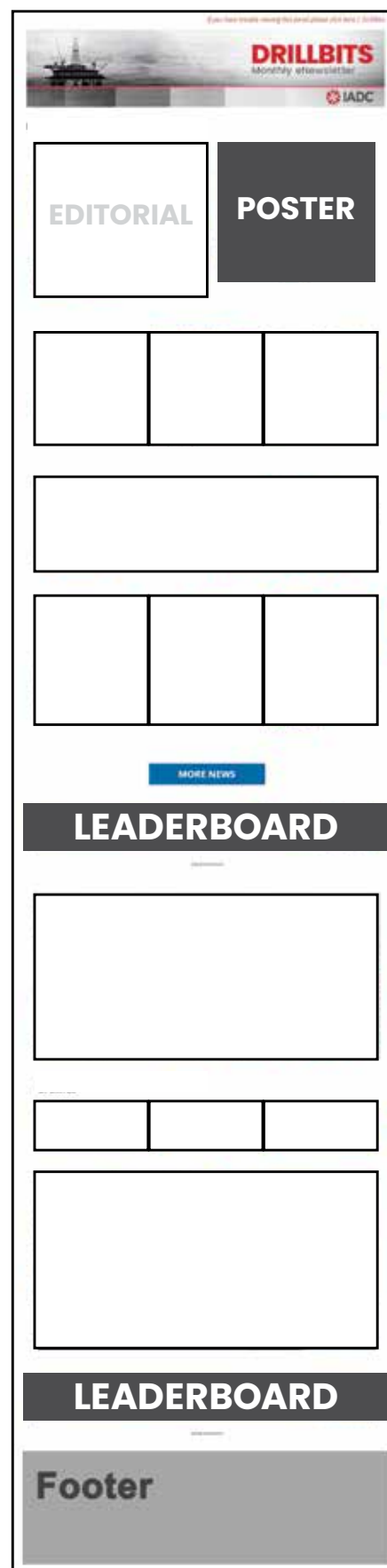
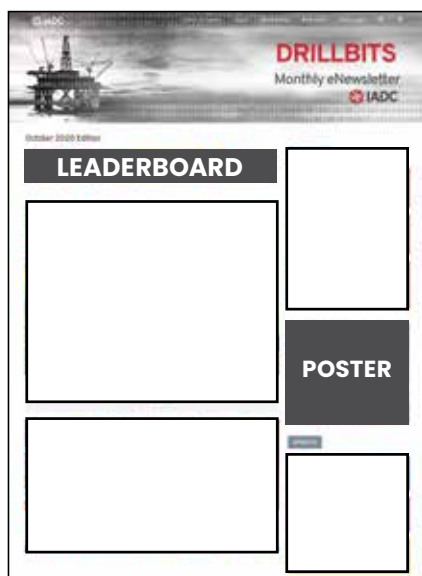
DrillBits Web Pages on IADC.org

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

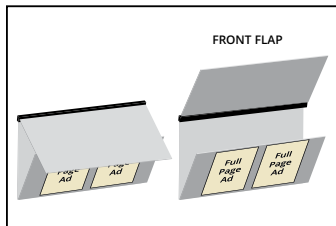


Reach the Drilling Rig with Your Marketing Message

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.

Up to two ad spots are available on the front flap. ([See page 17.](#))

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. 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.

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



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



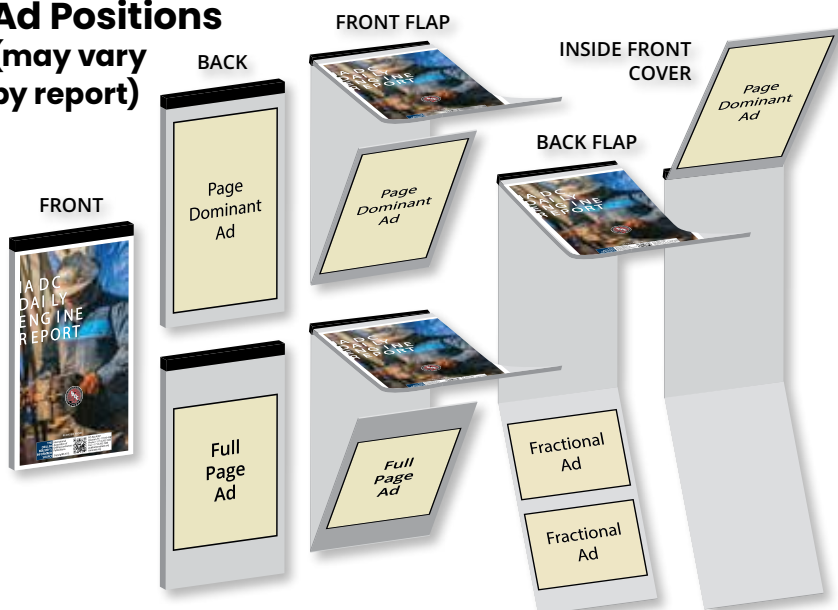
IADC Near-Miss Reports

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

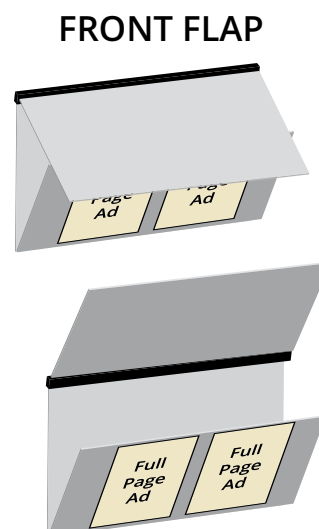
There are two versions – one for Drilling, one for Well Servicing/Workover.

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





Clockwise from top left, photos courtesy of Constellation, Patterson-UTI, Woodside Energy, and Independence Contract Drilling.

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Scan QR code for a complete list of advertising opportunities.



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