

HARTENERGY



**Disseminating  
E&P Technology  
Innovations Worldwide**

**EPMag.com**

**2018  
Editorial Calendar**

# 2018 Editorial Calendar

IN EVERY ISSUE: Industry Pulse • World View • Market Intelligence • Editors' Columns • Digital Solutions • Operator

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSING MATERIALS DUE DATE EDITORIAL DEADLINE	12/1/2017 12/8/2017 11/1/2017	1/5/2018 1/11/2018 12/1/2017	2/2/2018 2/7/2018 1/3/2018	3/3/2018 3/9/2018 2/1/2018	4/4/2018 4/11/2018 3/1/2018	5/2/2018 5/10/2018 4/2/2018
COVER STORY	Hydraulic Fracturing	Subsea	Drilling	Digital Innovations	Offshore	Completions
EXPLORATION	Processing/ Interpretation	Rock Physics	Reservoir Characterization	Land Seismic	Frontier Exploration	Marine Seismic
DRILLING	HP/HT Drilling	Drilling Fluids/ Oilfield Chemicals	Coiled Tubing Drilling & Tools	MPD/UBD	Pressure Control Equipment	Drillpipe Advances
COMPLETIONS	Unconventional Completions Optimization	Proppants	Plugs	Perforating Systems	Offshore Completions Optimization	Sliding Sleeve Advances
PRODUCTION	Produced Water Management	Sand Management	Onshore Well Intervention	Artificial Lift	Flow Assurance	Surface Systems
OFFSHORE	Subsea Processing & Monitoring	SURF Solutions	Deepwater Production Facilities	Subsea Trees & Controls	Spill Response/ Containment	Well Intervention
UNCONVENTIONAL REPORT	Scoop/Stack	Haynesville	Permian: Midland Basin	Argentina	Bakken	Permian: Delaware Basin
PLAYBOOKS, TECHBOOKS & SPECIAL REPORTS	Unconventional Yearbook		Water Management		OTC Show Dailies	Artificial Lift/Automation Techbook EAGE Show Dailies
CONFERENCES	SPE Hydraulic Fracturing Conference	DUG Haynesville DUG Executive Subsea Expo	SPE/IADC Drilling Conference ICoTA	DUG Rockies OTC SPE IOR	DUG Permian Basin OTC AAPG	DUG East EAGE UTC



Solutions • Shale/Offshore Solutions • Tech Watch • International Highlights • Tech Trends • On The Move • Last Word

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
6/8/2018 6/12/2018 5/1/2018	7/6/2018 7/11/2018 6/1/2018	8/4/2018 8/10/2018 7/2/2018	9/4/2018 9/11/2018 8/1/2018	10/5/2018 10/12/2018 9/4/2018	11/2/2018 11/9/2018 10/1/2018	<b>AD CLOSING MATERIALS DUE DATE EDITORIAL DEADLINE</b>
Shale Technologies	Mature Assets	Production	Exploration	Big Data Analytics & Applications	Emerging Technologies	<b>COVER STORY</b>
Emerging Shale Plays	Geomechanics	Potential Fields	Basin Modeling	Presalt/ Subsalt	Petrophysics	<b>EXPLORATION</b>
Drillbits	Multilaterals/ Extended Reach	MWD/LWD	Automation/ Drilling Efficiency	Land Rig Advances	Cementing Advances	<b>DRILLING</b>
Hydraulic Fracturing	Proppant Logistics	Proppants	Fracture Fluid Optimization	Pressure Pumping	Water Treatment	<b>COMPLETIONS</b>
Production Optimization	Artificial Lift	Production Chemicals	Mature Field Life Extension	Emissions Management	Production Tubing Coating/ Liners	<b>PRODUCTION</b>
FPSO Advances	Remote/ Unmanned Well Operations	Deepwater Pipeline Inspection	ROVs & AUVs	Topsides Solutions	Marine Construction	<b>OFFSHORE</b>
Canada	Utica	Marcellus	Eagle Ford	D-J Basin	MidCon	<b>UNCONVENTIONAL REPORT</b>
Permian Basin Map	Hydraulic Fracturing Techbook Oklahoma Map	Oklahoma Playbook	Permian Basin Playbook SEG Show Dailies	Eagle Ford Playbook	Offshore Technology Yearbook	<b>PLAYBOOKS, TECHBOOKS &amp; SPECIAL REPORTS</b>
URTEC	ONS SPE Artificial Lift	DUG Eagle Ford SPE ATCE	SEG	Executive Oil Conference DUG Midcontinent ADIPEC		<b>CONFERENCES</b>

# Print Specifications



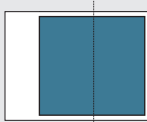
## ADVERTISING SIZES

### COVER FOLD-OUT

**AD SIZE:** 10.5" x 10.5"

(267mm x 267mm)

**BLEED:** 10.625" x 7.375"\*  
(269.9mm x 273mm)

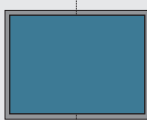


### TWO PAGE SPREAD

**AD SIZE:** 16" x 10.5"

(406.4mm x 266.7mm)

**BLEED:** 16.25" x 10.75"  
(412.8mm x 273mm)

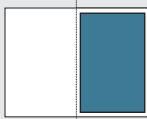


### SINGLE PAGE

**AD SIZE:** 8" x 10.5"

(203.2mm x 266.7mm)

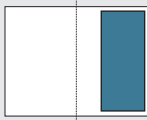
**BLEED:** 8.25" x 10.75"  
(209.6mm x 273mm)



### 2/3 VERTICAL PAGE

**AD SIZE:** 4.5625" x 10"

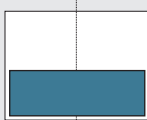
(115.89mm x 254mm)



### 1/2 PAGE SPREAD

**AD SIZE:** 16" x 5.375"

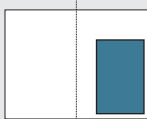
(406.4mm x 136.52mm)



### 1/2 PAGE ISLAND

**AD SIZE:** 4.5625" x 7.375"

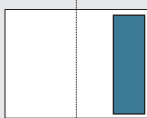
(115.89mm x 187.33mm)



### 1/2 PAGE VERTICAL

**AD SIZE:** 3.375" x 10"

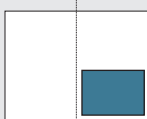
(85.73mm x 254mm)



### 1/2 PAGE HORIZONTAL

**AD SIZE:** 7" x 4.875"

(177.8mm x 123.83mm)



### 1/3 PAGE VERTICAL

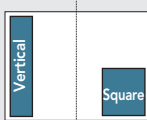
**AD SIZE:** 2.1875" x 10"

(55.56mm x 254mm)

### 1/3 PAGE SQUARE

**AD SIZE:** 4.5625" x 4.875"

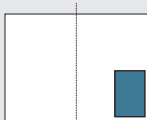
(115.89mm x 123.83mm)



### 1/4 PAGE VERTICAL

**AD SIZE:** 3.375" x 4.875"

(85.73mm x 123.83mm)



\*No bleed on left-hand side.

Fractional ads are listed as non-bleed.

Contact your sales representative for sizing on fractional bleed advertising.

## MECHANICAL SPECIFICATIONS

### MAGAZINE TRIM SIZE: 8" x 10.5"

(203mm x 267mm) All body copy, headings and other text must be at least 0.25" inside the trim size on all sides (live area). If your ad has bleed, then the ad should be sized to 8.25" x 10.75" to allow 0.125" trim on all sides. The final trim size will still be 8" x 10.5." Note: Alignment of type and design is not guaranteed on facing page spreads. Precision folding and trim of all copies is not guaranteed.

**PAPER STOCK:** 80-lb. gloss-coated offset cover, 50-lb coated offset body

**PRINTING METHOD:** CTP Web on Offset

**BINDING:** Perfect Bound

**4-COLOR ADS:** Supply digital files in CMYK plus a color proof. PDF or a printed proof is sufficient.

**MATCHED COLOR:** When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

**FILE PREPARATION:** Preferred format: High-resolution Adobe PDF/X files (distilled at 300 dpi with all fonts embedded). Quark Xpress and Adobe

InDesign files accompanied by collected artwork, logos and all fonts; Adobe Photoshop TIFF or EPS formats, 300-dpi or better resolution; or Adobe Illustrator EPS files also accepted.

**IN-HOUSE PRODUCTION:** The advertiser must submit copy plus high-resolution artwork. Your sales representative will provide a cost quote.

**FTP SITE FOR ADS:** Please upload collected files as zipped archives.

**HOST:** ftp.hartenergy.com

**USER ID:** hepads

**PASSWORD:** ads

**DIRECTORY:** ftp/hep\_ads

## ADVERTISING COORDINATOR

### Carol Nunez

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*E&P prints 100% computer to plate.*

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