## 2018 Editorial Calendar

**IN EVERY ISSUE:** Industry Pulse • World View • Market Intelligence • Editors’ Columns • Digital Solutions • Operator Solutions • Shale/Offshore Solutions • Tech Watch • International Highlights • Tech Trends • On The Move • Last Word

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<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
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### 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 AAGP**
- **DUG East UTC**
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<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
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**Shale Technologies**
- Mature Assets
- Production
- Exploration

**Emerging Shale Plays**
- Geomechanics
- Potential Fields
- Basin Modeling
- Presalt/Subsalt

**Drillbits**
- Multilaterals/Extended Reach
- MWD/LWD
- Automation/Drilling Efficiency
- Land Rig Advances
- Cementing Advances

**Hydraulic Fracturing**
- Proppant Logistics
- Proppants
- Fracture Fluid Optimization
- Pressure Pumping
- Water Treatment

**Production Optimization**
- Artificial Lift
- Production Chemicals
- Mature Field Life Extension
- Emissions Management
- Production Tubing Coating/Liners

**FPSO Advances**
- Remote/Unmanned Well Operations
- Deepwater Pipeline Inspection
- ROVs & AUVs
- Topsides Solutions
- Marine Construction

**Canada**
- Utica
- Marcellus
- Eagle Ford
- D-J Basin
- MidCon

**Permian Basin Map**
- Hydraulic Fracturing Techbook
- Oklahoma Playbook
- Permian Basin Playbook
- Eagle Ford Playbook
- Offshore Technology Yearbook

**URTEC**
- ONS
- SPE Artificial Lift
- SEG
- Executive Oil Conference
- DUG Midcontinent ADIPEC

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**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
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- 8/1/2018
- 10/12/2018
- 9/4/2018
- 10/1/2018

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**COVER STORY**

**EXPLORATION**
**DRILLING**
**COMPLETIONS**
**PRODUCTION**
**OFFSHORE**
**UNCONVENTIONAL REPORT**
**PLAYBOOKS, TECHBOOKS & SPECIAL REPORTS**
**CONFERENCES**
Print Specifications

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

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