

THE OFFICIAL

SEG 2017

SHOW DAILY NEWS

Maximize Your SEG Presence

Hart Energy will publish the official **SEG Show Daily News** for the 2017 Society of Exploration Geophysicists (SEG) International Exposition and 87th Annual Meeting, the geophysical industry's premier event. SEG is where geophysicists, geologists, engineering professionals and students meet and exchange ideas to advance scientific and technical knowledge.

2016 STATISTICS:

- More than 5,790* attendees from 68 countries visited SEG Dallas in 2016
- More than 140 sessions with 1,103 technical presentations
- More than 250 exhibitors representing 84,000 net sq ft of exhibit space
- 85% of delegates attended to encounter new products/services and new technology

Increase your exposure at this year's event, drive traffic to your booth and leave a lasting impression by advertising in the Official **SEG 2017 Show Daily News**.

DISTRIBUTION:

Make sure your message reaches this year's attendees and drives traffic to your exhibit each day of the conference. The official show daily news will have exclusive distribution points in the George R. Brown Convention Center and at the Hart Energy booth.

- Circulated to 10,000-plus SEG annual meeting attendees and members
- Distributed at registration as well as from the Hart Energy and advertisers' booths
- Reaches executives, geophysicists, geologists, earth scientists, researchers and software developers
- Digital edition posted daily at EPmag.com

Advertisers' ads appear in all three days' papers for one rate. Maximize your visibility at the exhibition.

Due to printing restrictions, space is limited and sells out quickly. Ensure maximum exposure for your company's products and services by making your advertising reservation today.

**Attendance data supplied by SEG*



Publishes:
Sept. 25, 26 & 27, 2017

Space Closes:
Sept. 7, 2017

Materials Due:
Sept. 14, 2017

HARTENERGY

**SEG SHOW DAILY SALES
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**INTERNATIONAL EXPOSITION AND 87TH
ANNUAL MEETING
HOUSTON, TEXAS
24-29 SEPTEMBER 2017**

REACH



ATTENDEES

THE OFFICIAL SEG 2017 SHOW DAILY NEWS

Advertising in the official **SEG 2017 Show Daily News** creates optimal exposure for your products and services and brings key people to your booth. Maximize your visibility – reserve your advertising space today.

Choose from a full run (all 3 days of the event) or one-day ads. Rates shown are for **ALL THREE** days.

2017 RATES*	FULL RUN
COVER (IFC, OBC)	\$14,000 net
FRONT PAGE (Junior Tabloid)	\$9,000 net
FULL TABLOID	\$8,000 net
BANNER VERTICAL TABLOID	\$4,000 net
JUNIOR TABLOID	\$6,500 net
QUARTER TABLOID	\$3,500 net

**Prices are net and are listed in US \$.*

ADVERTISING DEADLINES

Space Closes: Sept. 7, 2017

Materials Due: Sept. 14, 2017

HARTENERGY

MEDIA | RESEARCH | DATA

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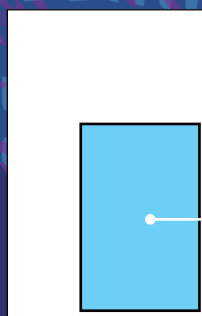
SHOW DAILY AD SIZES



COVER (IFC, OBC) & FULL TABLOID

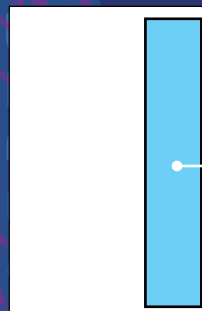
10.75 inches x 16.5 inches

*Add 0.125 inch bleed on all sides



FRONT PAGE (Junior Tabloid) & JUNIOR TABLOID

6.40625 inches x 10 inches



BANNER VERTICAL TABLOID

3.1 inches x 15.375 inches



QUARTER TABLOID

4.5625 inches x 7.75 inches