



HYBRID 2021

The Official
OTC 2021

Show Daily Newspaper

HARTENERGY

ADVERTISE IN THE OFFICIAL OTC SHOW DAILY

The Offshore Technology Conference (OTC) enables energy professionals to exchange ideas and opinions with a shared goal: Advancing scientific and technical knowledge for developing offshore resources and environmental matters. It is arguably the most influential technical event for the oil and gas sector.

Hart Energy will again publish the OTC's official Show Daily Newspaper for 2021. The OTC Show Daily Newspaper will deliver the latest news from the event, including interviews with key industry experts, and keep attendees informed on daily conference activities.

Advertising in the official OTC Show Daily Newspaper creates optimal exposure for your products and services. Maximize results from your participation in OTC by ensuring your company's promotional message reaches 2021 attendees.

NRG Park

Houston, TX USA

16 August – 19 August 2021

OTC SHOW DAILY SALES CONTACT

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OTC 2019 STATISTICS*

- More than 59,000 attendees representing 111+ countries
- The exhibition space totaled 564,000+ sq ft.
- 2,320 companies exhibited representing 47 countries

Increase your exposure at this year's event, drive traffic to your booth and leave a lasting impression by advertising in the official **OTC Show Daily Newspaper**.

DISTRIBUTION

In 2021, the official Show Daily Newspaper will be distributed as a digital product and will go out daily to:

OTC Distribution Channels

- Daily email from OTC to all attendees (*in 2019 the daily was delivered to 36,000 each day*)
- Via the OTC app (*in 2019, the app was downloaded by 16,734 registrants*)
- Posted to 2021.otcnet.org (*which averages 354,461 website visitors*)
- Via OTC social media followers including Facebook (*108,805*), LinkedIn (*122,099*) and Twitter (*26,600*)

Hart Energy Distribution Channels

- Daily email delivered to 100,000+ from the Hart Energy database
- 82,100 E&P Subscribers
- 83,460 via Hart Energy social media followers
- Posted daily on HartEnergy.com

Each advertiser's ad will run all four days for one rate, maximizing their exposure at the exhibition.

**Attendance data supplied by OTC, www.OTCnet.org.*

Reach OTC 2021 ATTENDEES

Rates are for ALL FOUR days of OTC

Advertising in the official OTC Show Daily Newspaper creates optimal exposure for your products and services and brings key people to your booth. Maximize your presence by ensuring your message reaches OTC 2021 attendees.

2021 RATES*

• Tabloid Double-page Spread	\$ 21,395
• Tabloid Page	14,700
• Junior Page Spread	17,850
• Junior Page	9,975
• Junior Half-page	5,828
• Tabloid Banner	5,485

2021 SPECIAL POSITION RATES*

Front Cover

• Earpiece (1/8 Page)	\$ 4,350
• Tabloid Banner Ad (bottom)	11,995

Inside Front Cover

• Tabloid Page	15,435
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Inside Back Cover

• Junior Page	10,700
• Tabloid Banner	6,000

Back Cover

• Tabloid Page	15,435
• Tabloid Banner	6,000

*Prices are net and are listed in US\$

ADVERTISING DEADLINES

Ad Space:	2 August 2021
Materials Due:	6 August 2021

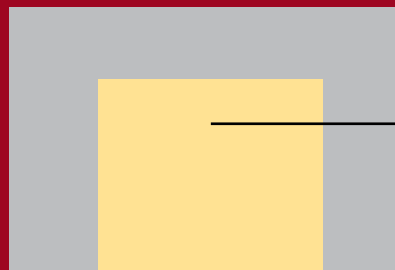


Tabloid Double-page Spread (gutter bleed only)

21.5 in. x 16.75 in.
546.1 mm x 425.45 mm

Tabloid Double-page Spread (bleed)

21.75 in. x 17 in.
552.5 mm x 432 mm



Junior Page Spread

15.5 in. x 10.5 in. – incl gutter
393.7 mm x 266.7 mm

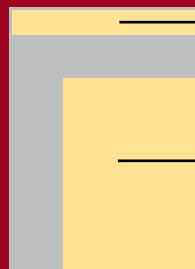


Tabloid Page (non-bleed)

10.75 in. x 16.75 in.
273.05 mm x 425.45 mm

Tabloid Page (bleed)

11 in. x 17 in.
280 mm x 432 mm

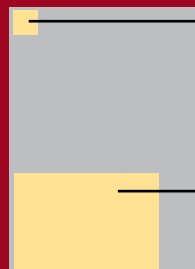


Tabloid Banner

9.75 in. x 2.25 in.
248 mm x 57.15 mm

Junior Page

7.25 in. x 10.5 in.
184.15 mm x 266.7 mm



Earpiece (1/8 Page)

2 in. x 2 in.
50.8 mm x 50.8 mm

Junior Half-page

7.25 in. x 5.125 in.
184.15 mm x 130 mm