

OIL & ENERGY

OILHEAT • PROPANE • DIESEL • BIOFUEL • HVAC



National Energy
& Fuels Institute

2025 Media Card

Print • Online • eNewsletter • Webinars

NEON: NEFI Energy Online News™

OIL & ENERGY

OILHEAT • PROPANE • DIESEL • BIOFUEL • HVAC

THE ENERGY BUSINESS SOURCE FOR INSIGHTS ON BIOFUELS, PROPANE, HVAC, LOGISTICS, TECHNOLOGY AND MORE

Throughout the U.S. Northeast and across the globe, liquid fuel providers deliver reliable energy solutions that heat homes, move fleets, keep the lights on and power economies. For generations, these businesses' owners and leaders have turned to one publication for the expert knowledge and insights that help them make better decisions.

Oil & Energy gives energy marketers and HVAC contractors what they really want...

THE BEST ENVIRONMENT FOR YOUR ADVERTISEMENTS

Ads must be seen to be effective. When you choose *Oil & Energy*, you choose an advertising environment that owners, executives and influencers enjoy and appreciate. They spend time with *Oil & Energy* because it delivers for them.

IF IT MATTERS TO YOUR BUYERS, WE'RE ON IT.

Your audience is our audience. If it matters to them, it matters to us, and we will cover it extensively in print, online, e-newsletters, social media, webinars, podcasts, and any other medium that reaches that audience. We produce valued content on virtually every aspect of retail energy and home comfort marketing:

- Heating Fuel
- Biofuels & RINs
- Propane
- Natural Gas
- Fuel Quality
- Fuel Storage
- Hedging
- Heating and Cooling
- Energy Efficiency
- Boilers & Hydronics
- Furnaces & Airflow
- Ventilation
- Electrification
- Indoor Air Quality
- Supply Chain Strategy
- Burners & Combustion
- Fuel Trucks
- Truck Electronics
- Terminal Equipment
- Operations Efficiency
- Remote Monitoring
- Data Management
- Business Intelligence
- Payment Processing
- Data Security
- Cloud Computing
- Solar & Battery Storage
- Diversification
- CRM Software
- Driver/Tech Staffing
- Home Energy Auditing
- Building Envelope
- Equipment Sales
- Propane Autogas
- Connectivity
- Essential Services
- Advanced Controls
- Biofuel Blending
- Insurance
- Employee Retention
- Marketing
- Mergers & Acquisitions



YOUR ADVERTISING SUPPORTS NEFI

When you advertise in *Oil & Energy*, you support NEFI, the leading advocate for the renewable liquid heating fuels industry, including marketers of heating fuel, biofuels, propane and HVAC. NEFI is the principal voice in Washington for the liquid heating fuel industry, and every issue of *Oil & Energy* contains NEFI's "Front Burner" and "FYI" report with in-depth news from the legislative and regulatory spheres.

TO ADVERTISE, CONTACT ...



David Heiser

email: dheiser@primediany.com

call: 215-681-1772 | fax: 516-222-2357

Online: OilAndEnergyOnline.com

Mailing address:

Oil & Energy, c/o PriMedia, Inc.
401 Franklin Avenue, Suite 310, Garden City, NY 11530

2025 MONTHLY TOPICS

Oil & Energy will publish 10 issues: monthly issues March through October and combined issues for January/February and November/December. **Select issues will receive bonus distribution at trade shows, as indicated below.*** Deadlines: Space reservations due 5th day of the month prior to issue of publication; Materials due 10th day of the month prior to issue of publication.

Subject to change

JANUARY–FEBRUARY

Terminals & Transport | Propane Logistics | Business Strategy

MARCH

Payments & Finance | RINs Trading |
Propane Equipment & Appliances

Bonus Distribution at NPGA Southeastern Convention*

APRIL

Hedging | Data Management | Mergers & Acquisition

MAY

Truck Equipment | Driver/Tech Staffing | Test Equipment

Bonus Distribution at Eastern Energy Expo*

JUNE

Boiler Technology | Succession Planning | Platform Intelligence

Bonus Distribution at Northern New England Energy Conference*

JULY

Biofuel Infrastructure | Propane Storage
& Supplies | Burner Technology

AUGUST

Fuel Delivery & Tank Monitoring | Operational
Efficiency | Net-Zero Fuels

Bonus Distribution at HEAT Show*

SEPTEMBER

Equipment Innovations | Distribution & Warehousing |
Customer Relationship Management

Bonus Distribution at Southern New England Energy Conference*

OCTOBER

Renewable Propane & Diesel | Benefits
& Compensation | Equipment Sales

NOVEMBER–DECEMBER

Fuel Quality | Biofuel Blending | Storage Tanks

**Subject to availability. Bonus distribution schedule subject to change. Reserve now to ensure placement.*



CONTRIBUTING ARTICLES TO OIL & ENERGY

Expert articles are an important part of our coverage, and we encourage companies and individuals to write for us. To contribute an article, please contact Editor Rhonda Gerson at 516-222-2041 or editor@oilandenergymagazine.com. She will help a contributor identify a topic, learn the guidelines, and schedule the submission. Contributed articles must be informative and instructive, so that they deliver value for the readers. Promotional articles will be considered for use as sponsored content.

SPONSORED CONTENT

Sponsored articles may be submitted for inclusion in print and online (details on page 4). The Oil & Energy website will also host sponsored articles, videos, webinars, podcast, blog posts, surveys and more. For details, please contact David Heiser at 215-681-1772 or dheiser@primediany.com.

NEFI'S MEMBERSHIP GUIDE

The Membership Guide is one of the liquid heating fuel market's most trusted resources. Developed for and by heating fuel professionals and the companies that serve them, this directory is kept near at hand all year long, so industry decision-makers can easily and quickly locate the companies which support their bottom line.

**Advertise in both *Oil & Energy* and the Membership Guide, and get additional discounts.
Call your sales representative for details.**

Oil & Energy Sponsored Content Packages

Make news. Make headlines. Make an impact.

With *Oil & Energy* Sponsored Content Packages, you go beyond advertising, to position your company front-and-center in one or more exclusive articles.

This is not an “advertorial” — it’s something much more engaging, a feature story that leverages your professional expertise to provide readers an informed insider perspective!

Content Packages are available in three tiers of editorial engagement.

Headliner (\$6,100): 2 Articles, 2 Blog Posts, E-Newsletter & Social Media Promotion + 20% off optional corresponding ads, ½-pg or larger. (Ads must appear in same issues as articles. Ad positions determined based on available space.)*

Insider (\$3,300): 1 Article, 1 Blog Post, Social Media Promotion + 10% off optional corresponding ad, ½-pg or larger. (Ad must appear in same issue as article. Ad position determined based on available space.)*

Source (\$2,850): 1 Full-Page Article + Social Media Promotion

Sponsored Editorial (\$2,750): 1 Full Page Article – We Write & Edit

Sponsored Article (\$2,575): 1 Full Page Article – You Write, We Edit*

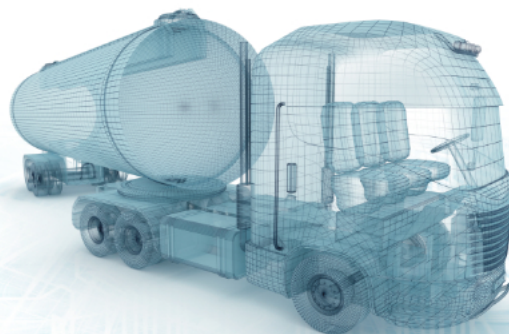
For each of our top four Sponsored Content options, our editor will interview your chosen company representative on your preferred topic. We will then write an article based on that discussion and send it back for your review. Headliner & Insider packages include an edited interview transcript that may be used for a blog post in support of the article.

Sponsored Content availability is limited. Contact Marketing Coordinator David Heiser to discuss rates and secure your placements today.

Call: 215-681-1772 | **Email:** dheiser@primediany.com

Also be sure to ask about our vendor spotlight eblasts, which reach PriMedia’s exclusive proprietary email list of nearly 10,000 industry professionals (details on page 5).

**Some restrictions may apply. See the terms and conditions, and contact Oil & Energy for details.*



Vendor Spotlight Email Blasts

Go beyond e-newsletter advertisements with an industry-wide email blast dedicated exclusively to your company. This far-reaching option is perfect for:

- Company News
- Product Spotlights
- New Hire Introductions
- Help Wanted Solicitations
- Any Major Announcement

Give your voice the attention it deserves. Our in-house staff will tailor your email blast to reach the widest or most specific audience possible. Email assistance can include:

- Copy Writing
- Copy Editing
- Proofreading
- Email Design
- List Consolidation
- Reporting & Analytics
- And More



Webinar-Podcast Partners Program

**Leverage the reach and insight of our multimedia publication
Let our team co-host and produce your webinar or podcast**

- Showcase Products
- Generate Sales Leads
- Increase Brand Awareness
- Educate Decision Makers
- Engage a Captive Audience

Need help developing webinar and podcast content? Our co-publisher PriMedia is here for all your needs. In-house staff will work with your team to:

- Create and Edit a Webinar Presentation
- Formulate Podcast Talking Points
- Record and Edit Final Podcast or Webinar
- Produce Webinar Video or Podcast Audio
- Distribute via Emails, Website and Social Media



*Rates May Vary. Contact Marketing Coordinator David Heiser to Discuss Pricing.
call: 215-681-1772 | email: dheiser@primediany.com.*

OIL & ENERGY & MEMBERSHIP GUIDE

MECHANICAL SPECIFICATIONS

Publication trim size: 8 1/8" x 10 7/8"

| Mechanical Requirements: | Sizes in inches | | |
|-----------------------------|-----------------|----------|---------------|
| | Width | x | Depth |
| Full Page with bleed | 8.625 | x | 11.375 |
| Full page trim | 8.125 | x | 10.875 |
| Safe Area | 7.125 | x | 9.875 |
| 2/3 pg (Vert.) | 4.625 | x | 9.75 |
| 2/3 pg (Horz.) | 7 | x | 6.625 |
| 1/2 pg (Horz.) | 7 | x | 4.875 |
| 1/2 pg (Island) | 4.625 | x | 7.25 |
| 1/3 pg (Vert.) | 2.25 | x | 9.75 |
| 1/3 pg (Square) | 4.625 | x | 4.875 |
| 1/4 pg (Vert.) | 3.5 | x | 4.825 |
| 1/4 pg (Horz.) | 7 | x | 2.5 |
| Mini-Double | 2.25 | x | 4.125 |
| Mini Single | 2.25 | x | 2 |

| Marketplace | Sizes in inches | | |
|-----------------------|-----------------|---|-------|
| Single Square | 2.25 | x | 2 |
| Double Square (Vert.) | 2.25 | x | 4.125 |
| Double Square (Horz.) | 4.625 | x | 2 |

NEFI.com

| | Sizes in pixels | | |
|------------------------|-----------------|---|-----|
| | W | x | H |
| Home Page Rectangle | 300 | x | 100 |
| Interior ROS Rectangle | 300 | x | 100 |

OilAndEnergyOnline.com

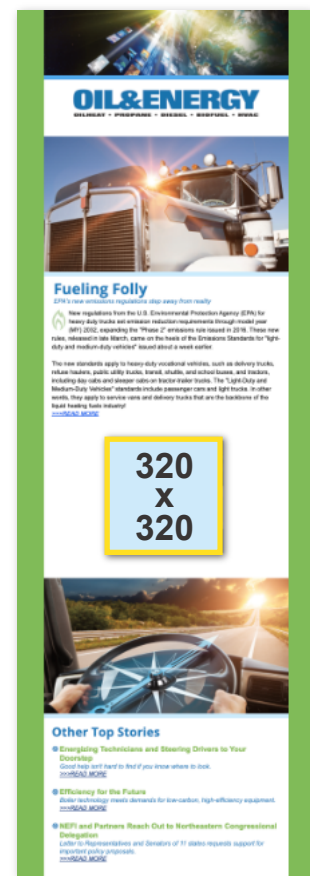
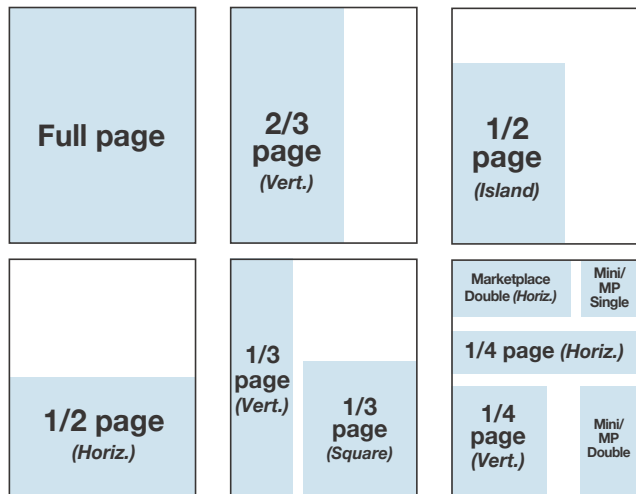
| | Sizes in pixels | | |
|-------------|-----------------|---|-----|
| | W | x | H |
| Leaderboard | 640 | x | 80 |
| Square | 300 | x | 300 |
| Rectangle | 300 | x | 100 |

Oil & Energy E-Newsletter

| | Sizes in pixels | | |
|-----------|-----------------|---|-----|
| | W | x | H |
| Rectangle | 320 | x | 320 |

NEON

| | Sizes in pixels | | |
|-----------|-----------------|---|-----|
| | W | x | H |
| Banner | 650 | x | 120 |
| Rectangle | 185 | x | 185 |



OIL&ENERGY

Color Ads

| UNIT SIZE: | 1X insertion | 4X or more |
|--------------------|--------------|--------------|
| Full Page | \$2575 | \$2445 |
| 2/3 Page | \$2250 | \$2150 |
| 1/2 Page | \$2160 | \$2035 |
| 1/3 Page | \$1810 | \$1750 |
| 1/4 Page | \$1560 | \$1520 |
| Mini-Double* | \$625 | |
| Mini-Single* | \$525 | |

*Mini-ads available in color only. Minimum agreement, 3 months.

CONTRACT PRIORITY FOR FOLLOWING: 10X RATE

(Includes color charges)

| | |
|--|--------|
| Page 2 (Inside Cover) | \$2575 |
| Page 3 (Adjacent to "Front Burner," 1/3 page) | \$1960 |
| Page 5 (Opposite "Table of Contents") | \$2490 |
| Inside Last Page | \$2575 |
| Back Cover (Including Bleed) | \$3140 |
| Other Guaranteed Position: Add 15% to space rate | |

| Marketplace: | Single | Double |
|--------------|-------------------|-------------------|
| Color | \$400/month | \$510/month |
| B&W | \$150/month | \$255/month |

Additional discounts and promotions available for 6 or more placements. Call 215-681-1772 for details.

ADVERTISING RATES

(Effective December 1, 2024)

Rates are per number of insertions in a publication year.

NEFI'S MEMBERSHIP GUIDE

AD RATES

All advertisements in the 2025 Directory will be four-color.

| | |
|------------------------------|---|
| Back Cover Full page | <i>Please call for Premium Position pricing</i> |
| Inside Front Cover Full page | |
| Inside Back Cover Full page | |
| Full page | \$1,999.50 |
| 2/3 pg (Vert.) | \$1,729.50 |
| 2/3 pg (Horz.) | \$1,729.50 |

| | |
|-----------------------|------------|
| 1/2 pg (Horz.) | \$1,279.50 |
| 1/2 pg (Island) | \$1,279.50 |
| 1/3 pg (Vert.) | \$1,019.50 |
| 1/3 pg (Square) | \$1,019.50 |
| 1/4 pg (Vert.) | \$759.50 |
| 1/4 pg (Horz.) | \$759.50 |
| 1/6 pg (Horz.) | \$629.50 |
| Logo w/ Listing | \$100.00 |

ONLINE MARKETING OPPORTUNITIES FOR OIL & ENERGY MAGAZINE AND NEFI.COM

OIL&ENERGY

oilandenergyonline.com

| | |
|----------------------|-------------|
| Leaderboard | \$300/month |
| Premium Square | \$300/month |
| Square | \$250/month |
| Rectangle | \$125/month |

@OIL&ENERGY (monthly e-letter)

| | |
|-----------------------------|-------------|
| Monthly Advertisement | \$250/month |
|-----------------------------|-------------|



NEON: NEFI Energy Online News™

NEFI.com

| | |
|---------------------------|-------------|
| Leaderboard | \$500/month |
| Home Page Rectangle | \$350/month |

NEON (weekly e-letter)

| | |
|---------------------------------------|-------------|
| Premier Sponsorship (Banner) | \$500/month |
| Monthly Sponsorship (Rectangle) | \$250/month |

DeadlinesSpace reservations: 5th day of the month prior to issue of publicationMaterials: 10th day of the month prior to issue of publication

2025 SPACE RESERVATION

Rates Effective Dec. 1, 2024

Please use this form to reserve your space for 2025.

Instructions

1. Choose your ad size*
2. Choose the months for your insertions
3. Calculate your total cost
4. Complete all company and contact information
5. Fax completed form to 516-222-2357 or scan and email to dheiser@primediana.com

*If you are reserving ads in different sizes, please use a separate form for each size.

| Color Rates: | 1X insertion | 4X or more |
|---------------------------------|---------------|-------------------------------------|
| Full Page | \$2575 | \$2445 |
| 2/3 Page | \$2250 | \$2150 |
| 1/2 Page | \$2160 | \$2035 |
| 1/3 Page | \$1810 | \$1750 |
| 1/4 Page | \$1560 | \$1520 |
| Mini-Double | \$625 | (Mini-ads available in color only.) |
| Mini-Single | \$525 | Minimum agreement, 3 months.) |
| MARKETPLACE: | Single | Double |
| (minimum three-month insertion) | Color | \$400/month |
| | B/W | \$150/month |
| | | \$510/month |
| | | \$255/month |

Comments:

Please see 2025 Rate Card for additional information.

Your Order

Advertiser (as they should appear in advertiser listing)
 Company name: _____
 Address: _____
 Phone Number: _____
 Contact: _____
 Website: _____
Advertising Agency (if applicable)
 Company name: _____
 Address: _____
 Phone Number: _____
 Contact: _____
 Website: _____
Your Ad Size (Choose one):*

-
- Full Page
-
- 2/3 Page
-
- 1/2 Page
-
- 1/3 Page
-
- 1/4 Page
-
-
- Mini-Double
-
- Mini-Single
-
- Marketplace Single
-
- Marketplace Double
-
-
- Marketplace Single B/W
-
- Marketplace Double B/W

*If you are ordering ads of different sizes, please use a separate Space Reservation form for each size.

Months Your Ad Will Run:

(Check all that apply)

*Select issues get bonus distribution at trade shows as indicated. Bonus distribution schedule subject to change.

-
- January/February 2025**
-
-
- March 2025***
-
- Bonus Distribution at NPGA Southeastern Convention
-
-
- April 2025**
-
-
- May 2025***
-
- Bonus Distribution at Eastern Energy Expo
-
-
- June 2025***
-
- Bonus Distribution at Northern New England Energy Conference
-
-
- July 2025**
-
-
- August 2025***
-
- Bonus Distribution at HEAT Show
-
-
- September 2025***
-
- Bonus Distribution at Southern New England Energy Conference
-
-
- October 2025**
-
-
- November/December 2025**

Cost: # of months _____ x Rate _____ = _____
Subject to approval by Oil & Energy Magazine

 Bill to: Advertiser Agency Other: Company: _____
 Oil & Energy Account Rep: _____ Address 1: _____
 _____ Address 2: _____
Person Providing Ad Materials City/State/Zip: _____
 Name: _____ Contact Person: _____
 Company: _____ Phone Number: _____
 Phone Number: _____ Fax Number: _____
 E-Mail: _____ E-mail: _____

By signing here, you confirm your company's advertising reservation, agree to pay for the advertising each month, and accept the Terms and Conditions on page 12:

Signature: _____ Date: _____



2025 Space Reservation for NEFI.com, OilAndEnergyOnline.com and the Oil & Energy and NEON Newsletters

Rates Effective Dec. 1, 2024

Please use this form to reserve your space for 2025.

Instructions

1. Choose the online ads that you want
2. Choose the months for your ad reservations
(Sold on a first-come-first-served basis)
3. Calculate your total cost
4. Complete all company and contact information
5. Fax completed form to 516-222-2357 or scan and email to dheiser@primediany.com

NEFI.com Advertising Opportunities and Prices

Choose your ad and your months for 2025

Leaderboard \$500/month

- January February March April May June July
 August September October November December

Number of months x \$500 = _____

Home Page Rectangle \$350/month

- January February March April May June July
 August September October November December

Number of months x \$350 = _____

NEON Newsletter Advertising Opportunities and Prices

Choose your months for 2025. *(Subject to availability)*

Premier Sponsorship (Banner): \$500/month

- January February March April May June July
 August September October November December

Number of months x \$500 = _____

Monthly Sponsorship (Rectangle): \$250/month

- January February March April May June July
 August September October November December

Number of months x \$250 = _____

OilAndEnergyOnline.com Advertising Opportunities and Prices

Choose your ad and your months for 2025

Leaderboard \$300/month

- January February March April May June July
 August September October November December

Number of months x \$300 = _____

Premium Square \$300/month

- January February March April May June July
 August September October November December

Number of months x \$300 = _____

Square \$250/month

- January February March April May June July
 August September October November December

Number of months x \$250 = _____

Rectangle \$125/month

- January February March April May June July
 August September October November December

Number of months x \$125 = _____

@OIL&ENERGY Newsletter Advertising Opportunities and Prices

Choose your months for 2025. *(Subject to availability)*

Rectangle \$250/month

- January February March April May June July
 August September October November December

Number of months x \$250 = _____

NEFI.com Total = _____

OilAndEnergyOnline.com Total = _____

NEON Newsletter Total = _____

@OIL&ENERGY Total = _____

Combined Total = _____

Company and Product to be Advertised:

(as they should appear in advertiser listing)

Company Name: _____

Phone Number: _____

Website: _____

Person Providing Ad Materials:

Name: _____

Company: _____

Phone Number: _____

E-Mail: _____

By signing here, you confirm your company's advertising reservation, agree to pay for the advertising each month, and accept the Terms and Conditions on page 12:

Signature: _____

Date: _____

Send Bills to:

Company: _____

Address 1: _____

Address 2: _____

City/State/Zip: _____

Contact Person: _____

Phone Number: _____

Fax Number: _____

E-mail: _____



2025 NEFI's Membership Guide

Advertising Information

AD RATES & SIZES

Publication trim size: 8 1/8" x 10 7/8"

Mechanical Requirements: *Sizes in inches*

| | Width | x | Depth | Price |
|-------------------------------------|-------|---|--------|--------------------------------|
| Back Cover <i>Full page</i> | 8.125 | x | 10.875 | <i>Please call for Premium</i> |
| Inside Front Cover <i>Full page</i> | 8.125 | x | 10.875 | <i>Position pricing</i> |
| Inside Back Cover <i>Full page</i> | 8.125 | x | 10.875 | \$1,999.50 |
| Full page | 8.125 | x | 10.875 | |
| Safe Area | 7.125 | x | 9.875 | |
| With Bleed | 8.625 | x | 11.375 | |
| 2/3 pg (Vert.) | 4.625 | x | 9.75 | \$1,729.50 |
| 2/3 pg (Horz.) | 7 | x | 6.625 | \$1,729.50 |
| 1/2 pg (Horz.) | 7 | x | 4.875 | \$1,279.50 |
| 1/2 pg (Island) | 4.625 | x | 7.25 | \$1,279.50 |
| 1/3 pg (Vert.) | 2.25 | x | 9.75 | \$1,019.50 |
| 1/3 pg (Square) | 4.625 | x | 4.875 | \$1,019.50 |
| 1/4 pg (Vert.) | 3.5 | x | 4.825 | \$759.50 |
| 1/4 pg (Horz.) | 7 | x | 2.5 | \$759.50 |
| 1/6 pg (Horz.) | 2.25 | x | 4.125 | \$629.50 |

All advertisements in the 2025 Directory will be four-color.

Binding: Saddle stitch

Ad Copy Revision Charges

Only minor revisions (e.g., ZIP/area codes, phone numbers, address changes) are accepted. First revision and supplied proof at no charge. If additional proofs are necessary by reason of publisher error, no charge. Any author's alterations after first revision will incur a charge of \$50 per supplied proof.

If you have any questions, or require further assistance, please call 215-681-1772 or 800-796-3342.

Submitting Materials**

Electronic Files

Please submit ads electronically, on disk or via e-mail. Ads may be submitted in QuarkXPress, InDesign, as stand-alone EPS files (with all images embedded and fonts converted to outlines), TIFF (300 dpi) files or Press Ready PDF files. Macintosh files preferred. Appropriate fonts must be supplied, or the editor will provide substitutes. Illustrations must be TIF or EPS format. Electronic files can be sent by e-mail: nefi@primediany.com.

Camera Ready Artwork**

Any submitted artwork must be 1200 dpi resolution with a line screen of 133.

Production Charges

In the event electronic files or artwork cannot be provided, PriMedia can design and produce any size ad for you. Please call 215-681-1772 or 800-796-3342 for more information.

NEFI 2025 Membership Guide Insertion Order

Your Ad Size (Choose one):* Full Page – \$1,999.50 2/3 Page – \$1,729.50 1/2 Page – \$1,279.50 Logo w/ Listing – \$100.00
Please call for Premium Position availability 1/3 Page – \$1,019.50 1/4 Page – \$759.50 1/6 Page – \$629.50

Company: _____

Address: _____

City/State/ZIP: _____

Phone: _____ Fax: _____

Contact: _____ Title: _____

Bill Advertiser: _____ Bill Agency: _____ Ad Cost: \$ _____

Billing address if different: _____

Bill me later Charge my credit card: _____ Visa _____ Mastercard _____ Discover _____ AMEX
(Payment must be recieved no later than 5/31/25) Card Number: _____ Exp. Date: _____

Name: _____

Signature: _____ Date: _____

Order cannot be accepted if not signed and dated.
Insertion Orders Close: A.S.A.P. Materials Close: A.S.A.P.

Please make check payable to PriMedia, Inc. and send with completed order form to:
PriMedia, Inc. • 401 Franklin Avenue, Suite 310 • Garden City, NY 11530
Fax: (516) 222-2357 • E-mail: nefi@primediany.com

Classified Advertising Prepayment Required.

Use online submittal for classified ads: \$10 per line NET RATE. 4 line minimum (approximately 25 words). Photo or graphic: \$30.00.
SUBMIT AT www.oilandenergyonline.com/classifieds
DISPLAY CLASSIFIED: Contact production office for net rate, pending material and layout by e-mail at advertising@oilandenergymagazine.com or by phone at (800) 79-MEDIA.

Circulation

Rate base per 9,970 distribution to heating oil, propane and Bioheat® Fuel marketers, heating contractors, fuel service providers, fuel wholesalers and related fuel oil equipment and heating service companies. Distributed to owner, management, and technical personnel at above locations.

Rate Card in Effect December 1, 2024

This card supersedes and replaces all prior rate cards. *Oil & Energy* is the official publication of NEFI.

Binding: Saddle stitch.

Advertising Materials (Print): Electronic material only. High-Resolution PDF (300 DPI). Convert fonts to outlines for best results. See information below on how to supply ad materials via FTP.

Advertising Materials (Online): For online ad formats all dimensions are always measured in pixels and the recommended file weight is about 20-40k.

Preprinted Inserts: Base rate of \$1,900 for full circulation. (Full circulation only) Final net rate determined by base rate, insert weight, insertion handling and postage charges. Consult *Oil & Energy* office to determine total net rate. Inserts can be tip-in, bound-in or can accompany publication within polybags. Contact David Heiser well in advance of issue date for mechanical specs at (215) 681-1772. To ship inserts, contact our office for specific instructions.

Closing Date

Published 10 times annually.

Mailed last week of month preceding date of issue. Reservations due the 5th of the month preceding the date of the issue. Art and copy due the 10th of the month preceding date of issue. (Example: Orders for September issue are due by August 5; Copy/art for September issue due by August 10.) Cancellations are due in writing 30 days prior to the 5th of the month preceding date of issue.

Copy Regulations

Advertising copy is subject to approval of the publisher.

Publisher's Copy Protective Clause

Advertisers and their agencies assume liability for all content of advertisements printed and assume responsibility for any claims that may arise from their advertising.

Agency Commission

Commission of 15% of gross space, bleed and color. No commission on mechanical charges. Agency commission will be honored only if net payment due is received by *Oil & Energy* no later than 35 days from date of invoice. Please read agency/advertiser payment liability notice.

Agency/Advertiser Liability

The company, firm, group or individual sponsoring an advertisement shall be responsible for payment if the advertising agency involved does not pay *Oil & Energy* within 35 days from date of invoice even though the advertiser may have compensated the agency for said advertisement. Agency and advertiser are jointly and severally responsible for payment plus any and all expenses incurred for collection of payments due the publisher.

Terms and Conditions

Copy Regulation: All advertisements are accepted and published by the publisher entirely on the representation that the agency and/or the advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that in consideration of the publication of advertisements, the advertiser and/or the agency will indemnify and save the publisher harmless from and against any claims or suit for libel, violation or right of privacy, plagiarism, copyright or trademark infringement and any other claims or suits based on the contents or subject matter of such publication.

The right is reserved to reject any advertising considered objectionable as to wording or appearance, or not in harmony with the best interest of our readers.

Publisher is not responsible for failure to publish any advertisement because of labor disputes, strikes, government action, war, fire, riots, breakdown of equipment, acts of God or other circumstances beyond the publisher's control.

Upon signing orders or contracts, payment for first insertion is required. Credit cards (Visa, MasterCard, American Express and Discover) or checks will be accepted for prepayment.

Rates are based on total number of insertions used within each contractual year. Insertions may be the same or varied sizes. If more or fewer insertions are used within one year than specified in the billing rate, charges will be adjusted to correspond with the earned space rate. Discounts or no-charge placements will be offered at the end of the contract term, and credited at the smallest ad placement within the contract term. Contracts may be cancelled by the advertiser or Publisher on written notice, 30 days in advance of the closing date. The advertiser will be billed for actual space used within the contract year. Advertising copy from most recent insertion will run if copy is not received by specific deadline, or, if there is no previous insertion, client is liable for cost of contracted space not used, and space will be allocated at discretion of publisher.

Publisher reserves the right to insert the word "Advertisement" in ads that simulate the editorial format.

Invoicing will be rendered monthly. Invoices rendered to Advertiser shall be conclusive as to the correctness of the items stated unless Company receives written objection within fifteen (15) days thereof. Non-receipt of invoices or lack of invoicing shall not impact Advertiser's liability hereunder. Any discounts given shall be forfeited/reversed for invoices not paid within sixty (60) days from the date thereof. Invoices shall be due thirty (30) days after the date of invoice and failure to pay within such timeframe shall result in a default hereunder and shall further be deemed a default under any other agreements with Company. Invoices not paid when due shall accrue interest at the rate of one and one-half percent (1.5%) per month (18% annual), or such lesser rate permitted by law. After 30 days, advertising can be withheld until the outstanding balance is paid.

Agency and Advertiser shall be jointly and severally liable for payment of the amounts owed under this Contract.

In the event of default or material breach by Advertiser/Agency, in addition to other remedies available at law, Company may: (a) cancel this Contract without prior notice and demand payments of all amounts remaining due and owing; (b) without terminating this Contract, declare the entire balance of payments to be made hereunder immediately due and payable; (c) remove all of Advertiser's advertisements without limiting Advertiser's liability hereunder; and/or (d) declare Advertiser in default under any other agreement with Company. Waiver by company of any breach by Advertiser/Agency hereunder shall not prejudice the rights of the Company with respect to any breach not specifically waived by Company. Any collection expense will be borne by advertiser including all fees and reasonable legal fees. Should it be necessary for any litigation to take place on this account, including matters of the collection of unpaid bills, cases will be heard in the State of New York, County of Nassau.

No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with the Publisher's stated policies will be binding on the Publisher. This Contract contains the full agreement of the parties, and no prior representation or assurance, verbal or written not contained herein, shall affect or alter the obligation of either party hereto.