

THE OFFICIAL

OTC2016

2016 Offshore Technology Conference

SHOW DAILY NEWSPAPER

Reserve Your Space

2–5 May 2016

NRG Park

Houston, Texas, USA

Hart Energy will again publish the **Official OTC Show Daily Newspaper** for the 2016 Offshore Technology Conference (OTC), the offshore energy industry's premier event. More than 94,700 attendees representing 130 countries visited OTC in 2015.* The sold-out exhibition was the largest in show history at 695,005 sq ft, including outdoor exhibits, up from 680,025 sq ft in 2014. This year's conference also had 2,682 companies exhibiting, up from 2,568 in 2014, representing 37 countries. International companies made up 42% of exhibitors.* Increase your exposure at this year's event, drive traffic to your stand and leave a lasting impression by advertising in the **Official OTC Show Daily Newspaper**.

Make sure your message reaches this year's attendees and drives traffic to your exhibit each day of the conference by advertising. The Official Show Daily Newspaper will have exclusive distribution points in the Reliant Center complex, outside exhibition areas, attendee registration, official hotels and the Hart Energy booth. Advertisers will have their ad in all four days' papers for one rate, maximizing their exposure at the exhibition.

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

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



OTCnet.org

HARTENERGY

HartEnergy.com

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ADVERTISE TO OTC2016 ATTENDEES

THE OFFICIAL OTC 2016 SHOW DAILY NEWSPAPER

RATES ARE FOR **ALL FOUR** DAYS OF THE SHOW

Advertising in the one and only **Official OTC Show Daily Newspaper** creates optimal exposure for your products and services and brings key people to your stand. Due to printing restrictions, space is limited and historically sells out quickly. Ensure your message reaches OTC 2016 attendees and reserve your advertising space today.

2016 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

2015 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: April 1, 2016

Materials Due: April 8, 2016

