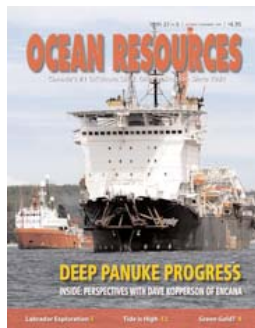
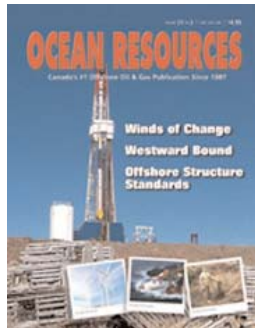
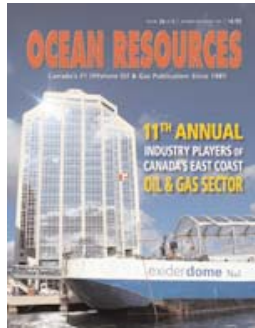
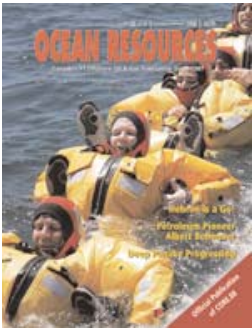


2010 OCEAN RESOURCES

media planner

www.ocean-resources.com



Ocean Resources has been covering East Coast Canada's oil and gas industry for more than 25 years. Through dedication and experience, our magazine has become the source industry leaders look to for up-to-date and topical information on the projects and the people involved, including the region's service and supply community. We examine all the aspects of an industry that continues to evolve in a frontier area known for pushing technological advancements.

RESOURCES

- An agreement to expand Hibernia South with the development of the AA block, which is estimated to hold approximately 48 million barrels of oil.
- EnCana's Deep Panuke natural gas project is progressing on schedule, with first gas slated for 2010.
- An agreement to develop the \$7 billion Hebron heavy oil project, estimated to hold between 400-700 million barrels of oil, has brought renewed optimism to the region's service and supply community.
- The region's burgeoning onshore sector continues to grow with operators targeting the production potential of oil, natural gas, shale gas, and coalbed methane.
- Continued research and development of renewable sources of energy, including Nova Scotia Power and OpenHydro's tidal turbine pilot project in the Bay of Fundy as well as a number of wind power projects around Atlantic Canada.

OCEAN RESOURCES

- Respected as the #1 industry source for information for more than 25 years.
- 8,500 copies per issue, with increased print runs for shows and special events
- Distributed at shows and conferences in Atlantic Canada, Calgary, Edmonton and Houston

DISTRIBUTION

Newfoundland and Labrador: 1,500
 Nova Scotia: 3,450
 Alberta: 800
 Other Canada: 1,250
 International: 250
 Hotels 1,880

OCEAN RESOURCES

www.ocean-resources.com

2010 EDITORIAL LINE-UP

Our goal at *Ocean Resources* is to provide factual, up-to-date information about what's going on in Eastern Canada's energy sector, with a focus on the people and the companies helping to shape the region. Through direct mail and special distribution at industry shows, seminars and events, *Ocean Resources* reaches industry decision-makers from St. John's to Houston and energy centres in between.

THE YEAR AHEAD *Volume 28.1*

What does 2010 have in store for our region? A look at what's on the books from exploration in both the offshore and onshore, to new technology and development of renewable resources.

Advertising Deadline: Friday, February 5

OTC'S PASSPORT TO CANADA'S OFFSHORE *Volume 28.2*

Taking the East Coast industry's message direct to Houston, the site of the largest offshore oil and gas conference in the world (OTC May 3-6). Includes updates on activities throughout the region.

Advertising Deadline: Friday, March 19

Special Distribution: OTC

NOIA CONFERENCE *Volume 28.3*

A look at what's going on in the region with an emphasis on Newfoundland & Labrador. (NOIA Conference June 15-18)

Advertising Deadline: Friday, May 7

Special Distribution: Atlantic Canada Petroleum Show, Calgary's Go-Expo

ONSHORE OIL & GAS *Volume 28.4*

A review of the activities and the companies exploring for oil and gas in the region's emerging onshore petroleum industry.

Advertising Deadline: Friday, July 9

Special Distribution: Western NL Oil and Gas Symposium, Canadian Underwater Conference & Exhibition

CORE CONFERENCE *Volume 28.5*

Ocean Resources will once again be at this important industry event in Halifax where more than 1,500 copies will be placed in the hands of key industry personnel. (CORE October)

Advertising Deadline: Friday, September 10

Special Distribution: CORE, Edmonton's Oil Sands and Trade Show, Exploration, Mining & Petroleum New Brunswick

OFFSHORE PLAYERS *Volume 28.6*

Our annual state-of-the-industry issue, which looks at the projects, the people, and the companies who make up this dynamic industry. An in-depth and thorough reference guide you'll refer to again and again. Find out who's who in the region's energy sector.

Advertising Deadline: Friday, November 26

Special Distribution: Houston's NAPE Expo, Clean Offshore Technology Congress

OCEAN RESOURCES

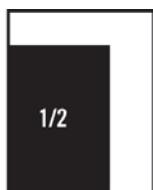
2010 MAGAZINE ADVERTISING RATES

www.ocean-resources.com

BLACK ONLY	X1	X3	X6
Full-Page	\$2,200.00	\$1,964.00	\$1,759.00
1/2-page	\$1,549.00	\$1,418.00	\$1,287.00
1/3-page	\$1,045.00	\$972.00	\$835.00
1/4-page	\$835.00	\$762.00	\$709.00
1/6-page	\$625.00	\$604.00	\$520.00



7.25"x9.75"
9"x11.5" w/bleed



4.75"x7.25"



3.5"x9.75"

EXTRA COLOR

One Additional Colour	\$310
Full Colour (4-colour process)	\$572

COVERS

IFC	\$4,148.00
IBC	\$4,148.00
OBC	\$4,463.00

MECHANICAL REQUIREMENTS (width x height)

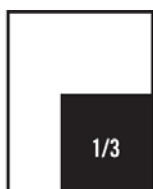
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Full page	9" x 11.5"	Bleed Size
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1/2 page island	4.75" x 7.25"	
1/2 page vert.	3.5" x 9.75"	
1/3 page square	4.75" x 4.75"	
1/4 page horiz.	7.25" x 2.25"	
1/4 page vert.	3.5" x 4.75"	
1/6 page horiz.	4.75" x 2.25"	
1/6 page vert.	2.25" x 4.75"	

OTHER INFORMATION

- *Subject to 13% HST
- *Agency discounts do not apply
- *Pricing is per insertion



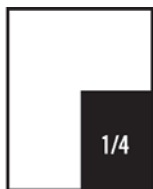
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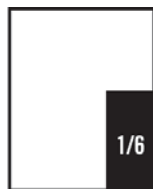
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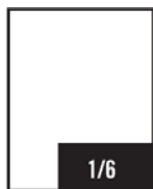
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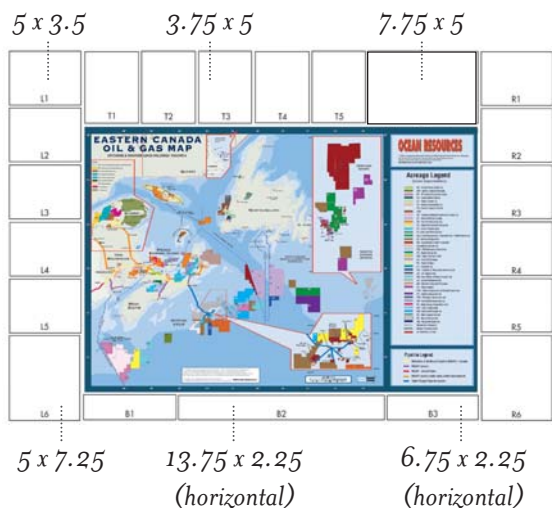
OCEAN RESOURCES

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EASTERN CANADA OIL & GAS MAP

10,000 copies of the Eastern Canada Oil & Gas Map reach the offices of companies and individuals involved in the oil and gas sector. The map is distributed by mail with *Ocean Resources*, as well as at industry conferences in Atlantic Canada and around the world, including events in Houston and Calgary. Each advertiser will receive complimentary copies (flat or folded), as well as a plaque-mounted copy for your office.

The large 39" x 27" map highlights Eastern Canada's oil and gas acreages offshore and onshore in accurate detail. We work with industry and government to ensure that information is accurate and up-to-date.



ADS AVAILABLE IN SINGLE & DOUBLE SIZES

This exclusive wall map is produced in full-colour, surrounded by advertising spaces. This is an excellent opportunity to have your advertising message delivered to the industry's key players and decision makers.

- Single Block \$1,885 - 100 Free Maps
- Single Horizontal Block \$1,103 - 50 Free Maps
- Double Block \$3,360 - 200 Free Maps
- Double Horizontal Block \$2,625 - 100 Free Maps

ADVERTISING DEADLINE: MARCH 5



Average monthly hits: 350,000*

Average monthly visits: 15,996

Average hits per hour: 579

* Based on usage stats generated by Webalizer

OCEAN RESOURCES ONLINE

Ocean Resources Online has become the preferred source for information on Canada's offshore oil and gas industry. Features include industry news, daily E-Newsletter, procurements, industry events, back issues of *Ocean Resources* magazine, the interactive Eastern Canada Oil and Gas Map, and more. Ocean Resources Online offers a solid platform for your company's message.

EXCLUSIVE BANNER ADVERTISING PROGRAM

Premier exposure for companies looking to make an impression on the industry. Secure high-profile space for your company's message on the most prominent pages of the Ocean Resources web site.

BANNER ADS AVAILABLE IN TWO SIZES:

- Top Banner - 300 x 100 pixels
- Side Banner - 125 x 394 pixels
- Top - \$788 for 3 months
- \$2,625 for 12 months
- Side - \$525 for 3 months
- \$1,575 for 12 months



www.ocean-resources.com

DIGITAL FILE FORMATS

WE ACCEPT DIGITAL FILES IN THE FOLLOWING FORMATS

Adobe Photoshop CS2
Adobe Illustrator CS2
Adobe Indesign CS2
QuarkXpress 6.5

EXPORTED FILE FORMATS

EPS-Fonts must be converted to outlines.
TIFF and JPEG-Must be 300dpi, CMYK images.
PDF-300dpi, fonts must be converted to outlines.

All submissions must include fonts and embedded images.

A paper or PDF proof should accompany all submissions.

Advocate Media Inc. will not be responsible for the quality of any film or digital file supplied without a colour proof or match print.

SENDING FILES

Via courier or mail
Ocean Resources
162 Trider Crescent
Dartmouth, Nova Scotia
B3B 1R6

Via FTP
HOST: 24.222.18.35
username: advgraph
password: YuJd1NWb (case sensitive)

Via E-mail (Maximum file size 5MB)
Kimberely Wills, Production/Creative
902.422.4990 ext 232
kimw@advocatemediainc.com

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