



Advertising

Opportunities with the Professional Petroleum Data Management Association

Be In Front Of The Data Management Community

Keeping the data management community strong is an essential part of the Professional Petroleum Data Management (PPDM) Association's mandate. Integral elements of this mandate are PPDM's annual global events, our website and our *Foundations* Journal. These community building items are specifically designed to facilitate collaboration, connect producers and consumers of products and services, promote knowledge sharing and encourage data management as a career destination.

Our website, www.ppdm.org, is accessible to both the public and PPDM members. This popular website is filled with information on standards, events, training opportunities, best practices, certification and much more. We are excited to announce new advertising opportunities on both front and inside pages on www.ppdm.org.

Foundations: The Journal of the Professional Petroleum Data Management Association, our printed and digital publication, features articles, profiles and technical updates providing excellent insight into key issues and initiatives in the E & P data management industry. Combined with industry news, event updates and Q&A with industry leaders, *Foundations* is a valuable reference resource for best practices and sharing knowledge in our industry. This popular Journal is made possible by advertisers, community authors and our volunteer-based Foundations Editorial Team.

About PPDM

The Professional Petroleum Data Management (PPDM) Association is the global, not-for-profit society within the petroleum industry that provides leadership for the professionalization of petroleum data management through the development and dissemination of best practices and standards, education programs, certification programs and professional development opportunities. PPDM represents and supports the needs of operating companies, regulators, software vendors, data vendors, consulting companies and data management professionals around the globe. Learn more at www.ppdm.org.

For more information about any of these opportunities, please contact communications@ppdm.org.



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Foundations Distribution

Foundations is distributed to PPDM members, with printed copies available at both industry and PPDM events. In addition to the **1,250 printed copies**, the full digital version is emailed to nearly 7,000 individuals around the world, and is also available on the PPDM website, www.ppdm.org. This provides an extended reach and additional exposure for your advertising message.

The online and print readership of PPDM members, and event attendees, is comprised of key decision makers and influencers in E&P companies worldwide. This unique and extensive range of data management professionals includes executives, senior managers and directors, data/information architects, IT managers and senior analysts.

2019 Advertisement Sizes and Rates (\$USD)

Ad Type	Size	Non-Member Price		Member Price	
		Single Ad	Multiple Ads (4 or more)	Single Ad	Multiple Ads (4 or more)
Outside Back Cover <i>Currently held by Sponsor</i>	8.125" x 10.75"	\$2,500	\$2,000	\$2,000	\$1,500
Inside Cover (Inside Back available) <i>Inside front cover currently held by a Sponsor</i>	8.125" x 10.75"	\$2,000	\$1,750	\$1,750	\$1,250
Full Page	8.125" x 10.75"	\$1,750	\$1,500	\$1,500	\$1,000
Half Page Horizontal	7.0625" x 4.625"	\$1,000	\$750	\$750	\$500
Half Page Vertical	3.4375" x 9.5"				

All rates are NET

For more information please email foundations@ppdm.org





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Website Ads

New in 2019, PPDM will be introducing the opportunity to advertise on our website, including the front page (www.ppdm.org). The advertiser has the ability to select a one month or to purchase multiple ads at once. The order and location for the ads is at the discretion of PPDM. PPDM reserves the right to review and veto the content as necessary.

The image below showcases PPDM.ORG's monthly visitors from around the world, with an average of 23,081 to date in 2019.

More information on the advertisement options, including pricing, is available on the following page.





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2019 Website Sizes and Rates (\$USD)

Ad Type	Size	Price	
		1 Month	4 or more consecutive ads
Carousel Advertisement <i>Place an ad on the carousel at the top of the front page of the website. Currently only available to Platinum Sponsors, max of two advertisers on the carousel.</i>	951 x 346 pixels	\$300	\$250/ad
Sponsored Story – Front page <i>Post a news story on the front and news pages.</i>	Thumbnail image and up to 250 words content, with link	\$300	n/a
Sponsored Story – Inside page <i>Post a news story on a specific inside page of the website, such as a standards page.</i>	Thumbnail image and up to 250 words content, with link	\$200	n/a
Front Page – Side Banner Ads <i>Banner ads along the side of the front page.</i>	200x400 pixels	\$250	\$200/ad
Inside Pages – Side Banner Ads <i>Banner ads along the side of an inside page.</i>	200x400 pixels	\$200	\$150/ad
Application Pages – Side Banner Ads <i>Banner ads along the side of the application front page, such as What Is A Well or the Rules Application.</i>	200x400 pixels	\$200	\$150/ad
Newsfeed Update – Inside page <i>Place a link to a website on an inside page newsfeed.</i>	15 words and a link	\$100	n/a
Sponsored Content & Documents <i>Includes sponsored white papers, videos and more.</i>	Contact PPDM for more information	Contact PPDM	Contact PPDM
Ad Designs <i>PPDM staff can design an ad to fit one of the above categories.</i>		\$95/hour Min 3 hours	