



Indian Infrastructure **Oil & Gas** Directory and Yearbook 2014

The most comprehensive and up-to-date directory and yearbook on the Indian oil and gas sector

Contents

The Yearbook section will present the latest information on the various segments of the Indian oil and gas industry including reserves, exploration and production, imports, consumption, storage, transmission and distribution of crude oil, petroleum products and natural gas. The section will also provide the latest developments in policy and regulations. Rich in data and statistics, it will consist of at least 50 pages and will appear in the front.

The Directory will provide key up-to-date information on all leading oil and gas organisations – their areas of business, key operating units, subsidiaries and joint ventures. It will also list the top managers and officials. The information will be classified in distinct sections like:

- ❖ Ministries
- ❖ Other key government/regulatory agencies
- ❖ Oil and gas exploration and production companies
- ❖ Refining companies
- ❖ Petroleum products/lubes marketing companies
- ❖ Oil and gas pipeline companies
- ❖ Gas distribution companies
- ❖ EPC and other contractors
- ❖ LNG-related companies
- ❖ Equipment and technology providers
- ❖ Banks and financial institutions
- ❖ Consulting organisations
- ❖ Industry associations
- ❖ R&D organisations and training institutes

Closing date: January 31, 2014

Circulation and Readership

The circulation will exceed 3,000, with a total readership of over 30,000. In addition to paid subscriptions, the directory will be mailed with the compliments of *Power Line/Indian Infrastructure* to the top decision makers and influencers in the Indian oil and gas sector, the government, oil and gas exploration, production and distribution companies, industry associations, etc. A special effort will be made to market the directory to leading equipment manufacturers, technology providers, EPC firms, financial institutions, etc. The publication will be heavily promoted in *Power Line* and *Indian Infrastructure* magazines and at important industry events.

The Directory will be of tremendous reference value and will have a shelf life of at least one year. The printing, production and paper quality will be of the highest standard. It will provide an excellent environment for oil and gas sector organisations to showcase their products and services or to highlight their achievements and contribution to the sector.

Advertising Rates

The key ad rates are as follows:

Ad position	Rate (Rs)	Rate (USD)
Full page	1,10,000	2,640
Right-side page	1,21,000	2,904
Back cover	2,20,000	5,280
Inside front/back covers	1,65,000	3,960
Double spread	2,20,000	5,280
Special positions (First 50 pages)	1,32,000	3,168
Full page plus bookmark (2 positions)	1,65,000	3,960

The positions will be offered on a first-come, first-served basis.

Technical Specifications for Advertisements

Final size of the Directory (finished size) : 210mm x 273mm

Non-bleed ad size (within the print area) : 190mm x 253mm

Bleed size (3 mm extra from all sides

over and above the finished size) : 216mm x 279mm

Artwork Preference: Print-ready .pdf format – “CMYK”, or Tiff file minimum 350 dpi, .eps/vector/.cdr (version 12.0), closed files with all fonts embedded, colour proofs of the artwork and progressives needed for print reference.

Contact

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