

Arab Oil & Gas

Special Report • April 21, 2015

The Arab Oil & Gas Show (OGS) 2015 serves as a platform for the global energy industry to showcase their products and solutions, and provides an excellent networking opportunity for industry leaders. OGS, the Middle East's longest running international energy event will take place from April 21 to 23 2015, at the Dubai International Convention and Exhibition Center.

Launched in 1984, OGS has established itself as one of the region's key networking and B2B industry events where global oil and gas experts get to network with their Arab and Middle Eastern counterparts. Held under the patronage of the Supreme Council of Energy, and supported by the Government of Dubai and Dubai Water and Electricity Authority (DEWA), the show will run in conjunction with WETEX 2015. The co-location of both exhibitions will open up considerable business opportunities for oil, gas and energy companies, enabling them to look forward to sustainable energy solutions. Special features of OGS will include the Energy Lab, Recruitment and Training sessions as well as Trade Buyer Programmes.

The oil and gas sector's downstream industries in the region are experiencing a robust growth, enabling the GCC states to continue to diversify their economies. The UAE is planning to increase its oil production from the current 2.8 million barrels to 3.5 million barrels per day by 2017. Saudi Arabia, with the world's largest conventional crude oil reserves under its possession and the capacity to produce 12.5 million barrels per day of oil, has drawn strategies to reinforce its downstream operation to drive industrial diversification. The UAE, on the other hand, has undertaken multi-billion dollar downstream expansion projects with an aim to cement its position at the top of the global refining and petrochemical industry.

To highlight the importance of the oil and gas industry in the region, *Gulf News* will publish a special report in Berliner format on April 21, 2015.

The *GN Focus* report will cover:

- Highlights of the 19th Arab Oil & Gas Show
- Overview of the UAE's oil and gas sector and;
- Trends in analytical technology and instrumentation.

“GN Publishing is the official media partner for Arab Oil & Gas Show 2015. The special report will be distributed along with the main newspaper to our subscriber base of 109950 across the UAE with an additional distribution at the event venue.

The content will be driven by interviews with key industry players and decision makers, as well as research into major trends. With the largest circulation, the widest coverage and the highest readership, it is the perfect platform to promote your company, brand and product or service, and stay ahead of your competition.”

ADVERTISING DETAILS

TITLE Arab Oil & Gas
DATE OF PUBLICATION 21.04.2015
FORMAT BERLINER

<u>AD SIZES</u>	<u>DIMENSIONS(WxH)</u>	<u>Rate (incl. colour) AED</u>
Double Page Spread	610 mm x 440 mm	88,660
Double Half Page Spread	610 mm x 204.611 mm	60,800
Full Page	295 mm x 440 mm	50,660
4 col x 3M (Solus)	195 mm x 310.472 mm	38,000
Quarter Page (Double Page Spread)	610 mm x 98.778 mm	35,380
Half Page - (Vertical)	145 mm x 416.306 mm	33,440
Half Page - (Horizontal)	295 mm x 204.611mm	33,440
3 col x 3M	145 mm x 310.472 mm	23,310
4 col x 2M	195 mm x 204.611 mm	20,780
2 col x 4M	95 mm x 416.306 mm	20,780
Quarter Page (Regular)	145 mm x 204.611mm	16,720
Quarter Page (Horizontal)	295 mm x 98.778 mm	16,720
2 col x 3M	95 mm x 310.472 mm	16,720
2 col x 2M	95 mm x 204.611 mm	10,140
4 col x 1M	195 mm x 98.778 mm	10,140
3 col x 1M	145 mm x 98.78 mm	7,600
2 col x 1M	95 mm x 98.778 mm	5,190

POSITION LOADINGS

Front page	120%
Back page	100%
Inside Back page	60%
Page 2	70%
Page 3	50%
Specified pages	40%

GNP LOADINGS

Size	%
2 col x 1M to 2 col x 1.5M / 6 col x 0.5M /	
3 col x 1M	75%
2 col x 2M / 4 col x 1M to 3 col x 3M	50%
Half Pg +	25%

<u>Deadlines</u>	Booking: 05.04.2015	Ad Material: 12.04.2015
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Advertisement Material requirement

Format: BERLINER

MATERIAL FORMAT

PDF file Version 1.3, 1.4, and 1.5 only

Please visit http://addesk.gulfnews.com/resource/PDF_Settings.htm for PDF setting files for Illustrator, QuarkXpress, InDesign and Acrobat Distiller.

Please Note: If white space is required in an advertisement without a border, create system generated crop marks. Note that the crop marks should exactly define the Booking Size.

PDF Specifications

- Resolution: 300dpi.
- Mode: CMYK.
- All Fonts Embedded.
- All Transparencies should be flattened
- The PDF file should match the exact booking size without any extra white space.
- PDF files should not have crop marks, trim marks, document header or any other information.
- The dimensions of the PDF file for Bleed artworks should match the exact bleed size without crop marks or extra information.
- Information regarding crop marks, trim marks, document header or any other information can be provided only in the printout and not in the PDF file.

File naming:

Please do not use any special characters (e.g. / : ! .. % etc) in the filename.

Overprint Attributes:

Only Black text can be 'overprint' on colour ground. Colour text should be 'knockout'.

Not accepted at any stage:

- DCS, Multitone, Multichannel (more than 4 channel i.e. CMYK), Duotone Images.
- Advertisements fully done in Photoshop containing text with only raster data.
- Advertisements with RGB Images or RGB Workspace or SPOT colours.
- Advertisements with Outline Text.

BLEED ADVERTISEMENTS

Keep live matter 10mm from trim edges-head, face, foot and scuff. Additionally, for double page spread bleed advertisements, keep live matter 5mm from the spine.

COLOURS

- All colours must be built from process colours (CMYK). Spot colour advertisements, two and three colour advertisements should be built from CMYK.
- For information on Al Nisr Group Color Profiles, please visit http://addesk.gulfnews.com/resource/PDF_Setting.htm.