

jwnmaps&charts

An industry-specific
collection of

MAPS CHARTS



distributed exclusively with
CANADA'S
FOUR leading
OIL AND GAS
PUBLICATIONS:

OILWEEK

Canada's oil and gas authority

OIL & GAS INQUIRER

Keeping readers regionally informed

OILSANDS REVIEW

The unconventional oil authority

NEW TECHNOLOGY MAGAZINE

The first word on oilpatch innovation

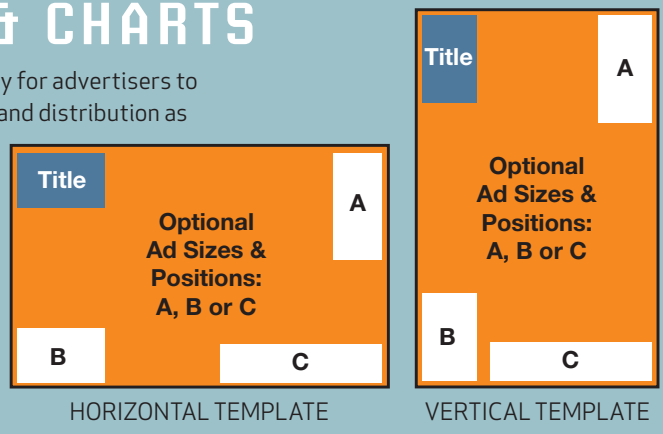
*JWN Maps & Charts are targeted to a qualified oil and gas industry audience.
They are a cost-effective advertising vehicle reaching a broad cross-section of industry insiders.*

2011 MEDIA GUIDE

SOLE SPONSORED MAPS & CHARTS

Four of our 20 maps and charts for 2011 will offer a unique opportunity for advertisers to become sole sponsors. Sole sponsorship offers the same circulation and distribution as any of our other maps and charts with an additional 500 copies printed and delivered directly to the advertiser. Starting at \$18,500, advertisers can feature their name on one of four select maps and charts, choose their optimum month for distribution* and choose one of three different ad sizes to appear as the sole ad on the map or chart of choice.

*Availability of month will depend on other maps and charts or inserts already booked. Availability subject to a "first booked" basis.



HORIZONTAL TEMPLATE

VERTICAL TEMPLATE

SOLE SPONSORSHIP OPTIONS

CAPITAL EXPENDITURES CHART

Template: Vertical

Our annual listing of oil and gas producer capital spending from 2010 together with budgets for the current year. Also featured will be key oilsands capital spending.

CANADIAN OIL AND GAS RESERVES

Template: Vertical

This is the definitive source of information on Canada's oil and gas reserves. This much-anticipated chart is published each spring and provides comprehensive reserves data for senior oil and gas producers, juniors, trusts and oilsands operators. Information is also presented on the top companies adding, buying and selling reserves, as well as which companies are growing their reserves the fastest.

OILSANDS LEASE MAP — COLD LAKE AND PEACE RIVER

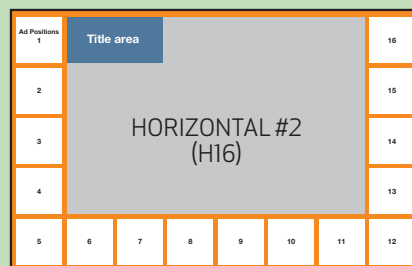
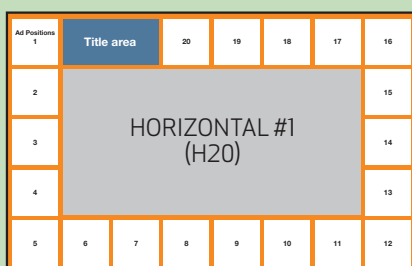
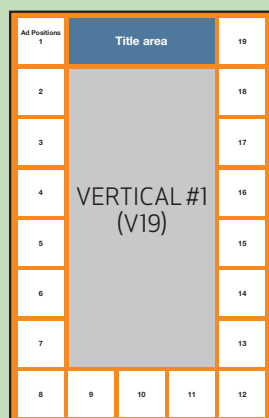
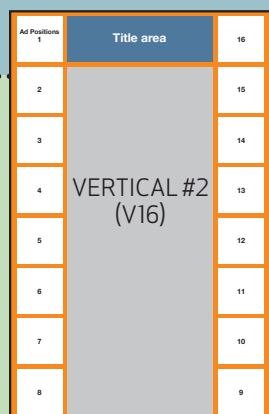
Template: Vertical

A detailed look at lease holdings in the second- and third-largest Canadian oilsands deposits, respectively. This map of the Cold Lake and Peace River areas showcases all of the primary oilsands leaseholders, lists the numerous in situ projects in the regions, and outlines the recovery methods and geological formations of these operations.

TOP OPERATORS CHART

Template: Horizontal

A comprehensive analysis of well drilling by operators in 2011, this chart includes the busiest operators (by well count and by metres drilled), oil versus gas drilling, deep drillers, most active explorers, most active in each province and busiest in each PSAC region, as well as oilsands activity and horizontal drilling.



MAPS & CHARTS TEMPLATES

All of our scheduled maps and charts featured in this media kit will be printed on one of five custom templates, three horizontal and two vertical, chosen to best reflect the subject matter of the selected map or chart. In addition, two sole-sponsorship templates, one horizontal and one vertical, provide a motivated advertiser the opportunity to select one of three varied ad sizes to best showcase its company or product.

ABOUT JWN MAPS & CHARTS

Long recognized in the oil and gas industry for its specialized wall charts and maps, JuneWarren-Nickle's Energy Group is again set to deliver a comprehensive suite of maps and charts to subscribers of our four top oil and gas magazines. The 2011 set of maps and charts is available to paid subscribers of *Oilweek*, *Oilsands Review*, *New Technology Magazine* and *Oil & Gas Inquirer*, providing a value-added offering

to those interested in enhancing their oil and gas reading. JWN Maps & Charts further illuminate the content featured in our oil and gas publications, providing readers the opportunity to delve deeper into relevant and timely oil and gas subject matter. These information-rich materials are referenced by those operating in the industry and are often seen gracing the walls of both corporate and field offices alike.

2011 MAPS & CHARTS

Offering timely and relevant content as it becomes available, 16 maps and charts on a variety of subject matter ranging from pressure vessel specifications to maps of the Industrial Heartland will be offered for the 2011 calendar year. Four additional maps will also be available for sole sponsorship and, as such, distribution will be advertiser-dependent.

CIRCULATION AND DISTRIBUTION



Oil & Gas Inquirer. In addition, each map and chart will also be sent to a targeted audience of specialists, selected based on their interest in each respective map and/or chart.

The presence of JuneWarren-Nickle's Energy Group at numerous oil and gas trade shows and conferences throughout the year will even further extend the

reach of these products. In total, over 6,000 copies of each map and chart will be printed, delivering in-depth oil and gas information to individuals across Canada and internationally.

Our full suite of maps and charts for 2011 will be distributed monthly, one or two per month, to paid subscribers of *Oilweek*, *Oilsands Review*, *New Technology Magazine* and

6,000+

2011 MAPS & CHARTS SCHEDULE

TRADE SHOW AND CONFERENCE DISTRIBUTION

JANUARY

Ad Close:

November 10, 2010

Ad Material Due Date:

November 16, 2010

OILSANDS RECOVERY TECHNIQUES FEATURING STEAM ASSISTED GRAVITY DRAINAGE CHART

Template: H16

Steam assisted gravity drainage (SAGD) is the foremost method of choice for shallower in situ oilsands production. The SAGD Chart will detail how SAGD wells are drilled, along with an explanation of the technologies used. Also included are SAGD production schematics explaining the processes and technologies used through this method of recovery.

- 19th Annual Western Canadian Construction Superconference, *Calgary, AB*
- 7th Annual Shale Gas Symposium, *Calgary, AB*

FEBRUARY

Ad Close:

December 8, 2010

Ad Material Due Date:

December 14, 2010

BRITISH COLUMBIA INDUSTRY RESOURCE MAP

Template: V19

This industry map of British Columbia details all gas plants, major oil and gas fields and pipelines, landing strips, mills, mines, permanent work camps, main roads, truck trails, and other pertinent information for the oil and gas industry operating in that province. Also included will be insets of resources in place and remaining undiscovered resources.

SASKATCHEWAN INDUSTRY RESOURCE MAP

(legacy *Oil & Gas Inquirer*)

Template: V19

A map of Saskatchewan, showing the province's oilfields with information boxes outlining initial resources in place, remaining undiscovered resources, marketable reserves and more. Also included is a stratigraphic chart detailing geological formations for the above. An information box of pools, fields and resource data rounds out this product offering.

- 8th Annual Canadian Oil Sands Summit, *Calgary, AB*



MARCH

Ad Close:

January 12, 2011

Ad Material Due Date:

January 18, 2011

WCSB HORIZONTAL DRILLING CHART

Template: H16

In our look at horizontal drilling in the Western Canadian Sedimentary Basin (WCSB), the Horizontal Drilling Chart will outline the most popular technologies, including multi-stage fracturing, being used to drill and complete horizontal wells in the WCSB.

- Arctic Gas Symposium, *Calgary, AB*
- World Heavy Oil Congress, *Edmonton, AB*
- Buildex Edmonton, *Edmonton, AB*
- Chinese International Petroleum & Petrochemical Technology and Equipment Exhibition, *Beijing, China*

APRIL

Ad Close:

February 9, 2011

Ad Material Due Date:

February 15, 2011

UPGRADING AND REFINING MAP

Template: V19

The Upgrading and Refining Map will detail the upgrading and refining processes, as well as showcase North American upgraders and refineries, and existing and planned pipelines. An associated information box will provide additional details and information about featured upgraders and refineries, their existing coking capacities (where applicable), and planned expansions.

- 19th Annual CHOA "Slugging it Out" Conference, *Calgary, AB*
- 9th Annual Canadian School of Hydrocarbon Measurement, *Calgary, AB*
- PSAC Spring Conference, *Red Deer, AB*
- ISA Calgary 2011, *Calgary, AB*

2011 MAPS & CHARTS SCHEDULE

TRADE SHOW AND
CONFERENCE DISTRIBUTION

MAY

Ad Close:
March 9, 2011

Ad Material Due Date:
March 15, 2011

WCSB CONVENTIONAL OIL RESOURCE MAP INCLUDING ENHANCED OIL RECOVERY

(New!)

Template: H16

This map of the WCSB shows the major oilfields in the province, outlining initial resources in place, remaining undiscovered resources, marketable reserves, etc. Also included is a stratigraphic chart detailing geological formation for the above. An information box of pools, fields and enhanced oil recovery techniques utilized to exploit these resources rounds out this product offering.

- CADE/CAODC Annual Drilling Conference, *Calgary, AB*
- CSPG-CSEG-CWLS Annual Convention, *Calgary, AB*
- Petroleum Safety Show, *Banff, AB*
- 19th Annual Williston Basin Petroleum Conference and Prospect Expo, *Regina, SK*
- Offshore Technology Conference (OTC), *Houston, TX*
- Peace Region Petroleum Show, *Grande Prairie, AB*

JUNE

Ad Close:
April 13, 2011

Ad Material Due Date:
April 19, 2011

DRILL BIT CHART

(*legacy Oil & Gas Inquirer*)

Template: H20

This drill bit chart shows mill tooth, insert and PDC technical manufacturers' specifications on drill bits used in Canada. The chart provides a comprehensive listing of all bit manufacturers with operations in Canada.

- 12th Annual BC Natural Gas Symposium (Canadian Institute), *Calgary, AB*
- CAPP Oil and Gas Investment Symposium, *Calgary, AB*
- PSAC Investment Symposium, *Calgary, AB*
- SEPAC Spring Investor Showcase, *Calgary, AB*
- Saskatchewan Oil and Gas Show, *Weyburn, SK*
- GO-Expo 2011, *Calgary, AB*

JULY

Ad Close:
May 11, 2011

Ad Material Due Date:
May 17, 2011

DRILLING FLUIDS CHART

(*legacy Oilweek*)

Template: V19

Acting as a guide to the drilling fluids industry, this chart details the various products used to comprise drilling fluids. This chart details products and their manufacturers in each of 20 major functional groups including defoamers, emulsifiers, filtrate reducers, lubricants, etc.

- Oil Sands and Heavy Oil Technologies Conference (OSHOT), *Calgary, AB*

AUGUST

Ad Close:
June 8, 2011

Ad Material Due Date:
June 14, 2011

PRESSURE VESSEL CHART

Template: H16

This very popular chart features pressure vessel specifications and codes essential for anyone involved in this sector of the industry. Content to include (but not limited to): pressure vessel composition, material identification, preheat requirements, acceptance criteria and post-weld heat treatment requirements.

OILSANDS PRODUCTION MAP — ATHABASCA AND COLD LAKE (*legacy Oilweek*)

Template: H20 (double-sided)

This double-sided map, featuring Athabasca on one side and Cold Lake on the other, will pinpoint the numerous mining and in situ projects in each of these two regions. Also, listed by operator, are the fields, geological formations, recovery methods and existing production capacities. The project name and respective status for each operator rounds out this double header of a product offering.

- No scheduled trade show/ conference distribution for this month



2011 MAPS & CHARTS SCHEDULE

TRADE SHOW AND
CONFERENCE DISTRIBUTION

SEPTEMBER

Ad Close:
July 6, 2011

Ad Material Due Date:
July 12, 2011

OILSANDS LEASE MAP — ATHABASCA

(Supersized!)

Template: H28

One of *Oilweek's* most popular maps, the Oilsands Lease Map shows all of the primary leaseholders of lands in the Athabasca area, as well as details the numerous mining and in situ projects in the region.

- Oil Sands Trade Show and Conference, Fort McMurray, AB



OCTOBER

Ad Close:
August 10, 2011

Ad Material Due Date:
August 16, 2011

ALBERTA'S INDUSTRIAL HEARTLAND MAP

Template: V19

This map is comprised of four areas in central Alberta — the City of Fort Saskatchewan, Lamont County, Sturgeon County and Strathcona County — and showcases the refineries and existing and proposed upgrader sites in the Alberta Industrial Heartland area.

- International Thermal Operations and Heavy Oil Symposium (ITOHOS), Calgary, AB

**SHALE GAS IN THE WCSB MAP**

Template: H16

Shale gas is the emerging unconventional gas source that in the near future is set to surmount even coalbed methane. Our Shale Gas Map will show the shale resource in place across the WCSB, along with current shale exploration and development activity.

- Energy Services Summit, Edmonton, AB
- SPE/CSUG Canadian Unconventional Resources Conference (CURC), Calgary, AB
- SEPAC Fall Investor Showcase, Calgary, AB
- Buildex Calgary, Calgary, AB

NOVEMBER

Ad Close:
September 14, 2011

Ad Material Due Date:
September 20, 2011

IN SITU OILSANDS MAP

Template: H20

Approximately 80 per cent of the hydrocarbons in Canada's oilsands will be produced using in situ techniques. This map shows the operators, locations, statuses and production histories of all active, in-development and planned in situ projects in Canada.

DECEMBER

Ad Close:
October 12, 2011

Ad Material Due Date:
October 18, 2011

2011 OIL AND GAS CALENDAR

Template: H20

An annual calendar pinpointing key oil and gas industry events and conferences occurring in 2011.

- No scheduled trade show/ conference distribution for this month

NORTH AMERICAN PIPELINE MAP

(legacy *Oilweek*)

Template: H16

A map of North America that shows all of the major oil and gas pipelines, both existing and proposed, identified by pipeline company. Also included is a listing of North American existing, approved and proposed liquefied natural gas terminals, gas storage facilities and refineries, including existing and planned capacities. An inset map will illustrate the routes of the two proposed arctic pipelines.



JWN Maps & Charts schedule for 2011 is subject to change. Actual delivery is dependent upon publication. Trade show and conference distribution is subject to change.

AGENCY COMMISSION & CASH DISCOUNTS

15% of gross billing allowed on standard ad pricing, advertorials and guaranteed position charges to recognized agencies only.

Cash discount:

3% of the net.

Cash discount date:

15 days after date of invoice.

AD SUBMISSION & SPECIFICATIONS

JuneWarren-Nickle's Energy Group uses AdDesk to meet the needs of an increasing number of advertisers who prefer to conduct their business online. With the click of a mouse, advertisers can upload, proof and approve ads on this easy-to-use website designed especially for advertisers.

Visit addesk.junewarren.com and log in to find full advertising file specifications or to upload your ad or ad material. To receive your log-in information or for assistance with file delivery, please contact the Ad Traffic Coordinator at 780.944.9333 (toll free 1.800.563.2946) or atc@junewarren-nickles.com.

DESIGN SERVICES

Advertising design and proofing services are complimentary up to 3.5 hours, with revisions limited to two per advertising order. All additional design and proofing time is charged at a rate of \$125 per hour. *Please note:* Our Display Advertising Guidelines are available for download at junewarren-nickles.com/displayads/.

RATE CARD

Rates effective September 1, 2010, for advertising in 2011.

SIZE	1x	3x	6x	9x	12x
Single	\$2,860	\$2,720	\$2,580	\$2,455	\$2,330
Double	5,150	4,895	4,645	4,415	4,190
Triple	6,865	6,520	6,195	5,885	5,590

Prices include process colour.

AVAILABLE AD SIZES

Ads are placed along the perimeter of our maps and charts. Double and triple ads are available in either vertical or horizontal orientation.

EDMONTON

6111 - 91 Street NW
Edmonton, AB T6E 6V6
tel: 780.944.9333 | fax: 780.944.9500
toll free: 1.800.563.2946

CALGARY

2nd Floor, 816 - 55 Avenue NE
Calgary, AB T2E 6Y4
tel: 403.209.3500 | fax: 403.245.8666
toll free: 1.800.387.2446



www.junewarren-nickles.com

JuneWarren-Nickle's Energy Group is owned by Glacier Media Inc.

In order to receive our full complement of JWN Maps & Charts you must be a subscriber to one of our four oil and gas magazines. For subscription information, call **1.866.543.7888**, or visit junewarren-nickles.com and click the Subscribe button.

www.junewarren-nickles.com



For a complete look at JuneWarren-Nickle's Energy Group **Product Catalogue**, visit junewarren-nickles.com/productcatalogue