

# CANADIAN OILFIELD SERVICE & SUPPLY DIRECTORY

THE **buyer's guide** TO CANADA'S OIL & GAS INDUSTRY

CONNECT  
WITH  
YOUR  
CUSTOMERS

6

DIFFERENT  
WAYS!

## BLACKBERRY®

We are now able to take the best features of the COSSD and deliver them to you in real-time for your BlackBerry® device.

## IPHONE®

Now available on the mobile device of the decade! Anywhere you are, you can access the COSSD and maybe even listen to your favourite song at the same time.



## GARMIN® GPS

Navigating the Canadian oil and gas industry just got a whole lot easier. The COSSD is now available for free download on **cosssd.com**. Your customers can find all of

the COSSD's comprehensive oil and gas listings on their Garmin GPS, and use it to navigate to your location.

## WEBSITE

Users looking for immediate access to regularly updated oil and gas listings can turn to **cosssd.com**. The online version of the directory continues to expand and offer innovative features, including videos, microsites, mapping and more. Easy to search and always available, **cosssd.com** gives you a world of information with just a click of a button.

## DVD

The contents of the COSSD are also available on DVD, allowing you to download the directory right to your desktop. Combining convenience with a straightforward design, the DVD makes it easy for users to search the directory for the information they need. As an added benefit, all email and web addresses are hyperlinked. Connecting buyers and sellers from across the industry has never been so simple.

## BOOK

The original, and still the fan favourite\*. The book has been a staple of trucks and boardrooms across the Canadian oil and gas industry for over 30 years. With more than 40,000 listings in over 1,300 specialized categories, the numbers don't lie—the COSSD is the most comprehensive and reliable oilfield directory available today.

\*In an independent 2009 COSSD Focus Group conducted by Leger Marketing, 100 per cent of respondents cited the book as their preferred choice of delivery for the COSSD.

# 2012 MEDIA GUIDE

## The COSSD on the web

Updated regularly, this directory is known for its accurate and current information, searchable by category, keyword, company name or location. **COSSD.com** works for you 24 hours a day, 7 days a week, 365 days a year, keeping your ads at the fingertips of buyers when they are making purchasing decisions. **COSSD.com** averages over 55,000 unique visitors per year! It offers quick and convenient access to the entire directory, from computers, smart phones like the BlackBerry® and iPhone®, or browser devices like the iPad®. It delivers detailed product and contact information, through search results and an interactive map, on:

- Service and Supply Companies
- Manufacturers
- Drilling Contractors
- Pipeline Operators and Contractors
- Refineries, Gas Processors and Petrochemical Companies
- Consultants and Engineers
- Governments and Associations
- Environmental and Waste Management Companies

You can expand your marketing presence with little additional cost by upgrading to include keywords, videos or microsities (a web brochure sales tool). For more information, visit **cosssd.com**, or contact us today to list. Stay current and connected through **cosssd.com**—the ultimate buyer's guide of the Canadian oil and gas industry.

### WEB ADVERTISING INCLUDES:

#### Search Results Screen

- Bold company name
- Town and phone number

#### Company Details Screen

- Display advertisement or logo, if purchased in Orange, Green or Yellow sections.

#### If listings purchased in the COSSD:

- Bold company name
- City, province, address, phone, fax/toll free
- Branch listings—extra lines under the same category in the COSSD

### AVAILABLE FOR ADDITIONAL PURCHASE:

1-Page Microsite	\$1,056
1-Page Microsite Hosting	\$186
2-Page Microsite	\$1,586
2-Page Microsite Hosting	\$270
3-Page Microsite	\$2,116
3-Page Microsite Hosting	\$398
Video (3 minutes)	\$5,296
Video Hosting	\$526
Keyword Search**	\$238

\*One hour of complimentary design services is offered for changes to your microsite after initial posting. JuneWarren-Nickle's Energy Group reserves the right to charge an additional \$125/hour for design changes over and above this allotment.

\*\*Keywords purchased will not represent full categories. To add additional categories please contact your sales representative for availability.

## The COSSD is comprised of six main sections

Not only do we offer the most oil and gas listings, but we offer them to users the way that you want them. By category, alphabetically or by town—searching is made easy. Users simply flip to the colour-coded tab that meets their needs.



#### WHITE SECTION

Advertisers, associations, oil and gas companies, and industry-related firms listed alphabetically

#### GREY SECTION

Advertisers, associations, oil and gas companies and industry-related firms listed by town

#### BLUE SECTION

Oil and gas company head and field offices and gas plants listed alphabetically, by town and by facility

#### ORANGE SECTION

Hotels and motels listed alphabetically by town

#### GREEN SECTION

Environmental service and supply companies listed alphabetically in more than 160 specialized categories

#### YELLOW SECTION

Advertisers and service and supply companies listed alphabetically in more than 1,200 specialized oilfield categories

# 1

Rates in Canadian dollars, effective July 1, 2011

## PREMIUM ADVERTISING, includes leaderboard ad on cossd.com

### PREFERRED AND SPECIAL PLACEMENT

Outside Back Cover	\$25,440
Inside Front Cover	\$18,020
Inside Back Cover	\$14,840
Full-Page Tab	\$10,600

- Tab pages and covers include four-colour process on glossy stock. Cover positions are non-cancellable.

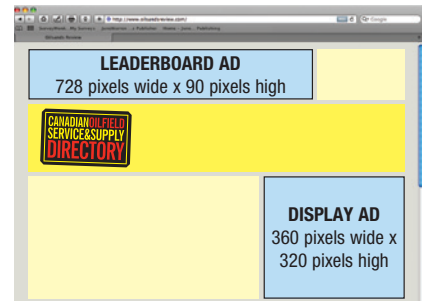
### COVER

Trim	6.75" x 8.75"
Bleed	7.25" x 9.25"
Live	5.875" x 7.875"

### FULL-PAGE TAB

Trim	6.75" x 8.75"
Bleed	7.25" x 9.25"
Live	5.875" x 7.875"

### ONLINE



File format for online ads: gif, jpg or swf\*

Maximum file size: 100 kb

\*Restrictions apply for Adobe Flash ads. Ask for details.

# 2

- Display advertising purchased in the Yellow, Green, and Orange sections includes a display ad on **cossd.com**. Ads purchased in the White and Grey sections do not include display advertising on **cossd.com**.

Rates in Canadian dollars, effective July 1, 2011

## DISPLAY ADVERTISING, includes web link on cossd.com

FREQUENCY		BLACK		HOUSE COLOUR		FULL COLOUR	
		1st	2nd	1st	2nd	1st	2nd
Double page spread	DPS	\$ 9,538	\$ 4,769	\$ 11,922	\$ 5,961	\$ 16,692	\$ 8,346
Full page	FP	5,086	2,543	6,358	3,179	8,900	4,450
2/3 vertical	DCV	4,026	2,013	5,032	2,516	7,044	3,522
1/2 horizontal	HP	3,178	1,589	3,972	1,986	5,560	2,780
1/3 square	DHC	2,330	1,165	2,912	1,456	4,076	2,038
1/3 vertical	1CV	2,330	1,165	2,912	1,456	4,076	2,038
1/4 horizontal	TQC	2,118	1,059	2,646	1,323	3,706	1,853
1/6 horizontal	DQCH	1,906	953	2,384	1,192	3,334	1,667
1/6 vertical	DQCV	1,906	953	2,384	1,192	3,334	1,667
1/12 square	QC	1,482	741	1,852	926	2,592	1,296
<b>WHITE &amp; GREY SECTIONS ONLY*</b>		<i>* Full page (FP), 1/2 horizontal (HP) and 1/4 horizontal (TQC) ads are also available at the same pricing as the Yellow Section.</i>					
1/2 vertical	HPV	\$3,178	1,589	3,972	1,986	5,560	2,780
1/4 vertical	QPV	2,330	1,165	2,912	1,456	4,076	2,038
1/8 horizontal	EPH	1,694	847	2,116	1,058	2,964	1,482

- All ads purchased in the Yellow, Green and Orange sections include placement in smart phone apps (BlackBerry, iPhone and Android devices), Garmin GPS, website, DVD and directory.
- Please note: placement in website and directory is based on ad size and seniority per category.



Rates in Canadian dollars, effective July 1, 2011

### AGENCY COMMISSION & CASH DISCOUNTS

Recognized agencies receive a 15% discount on gross advertising and colour costs. Complete artwork and full payment must be received within 30 days to qualify.

A cash discount of 5% applies to ads over \$400 that are fully paid at the time of sale.

### ADVERTISING DESIGN SPECIFICATIONS & SERVICES

For advertising design specifications, visit [cossd.com](http://cossd.com) or contact the Ad Traffic Coordinator at 780.944.9333, toll free at 1.800.563.2946, or email [production@junewarren-nickles.com](mailto:production@junewarren-nickles.com).

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.

## IN-COLUMN LISTINGS, includes web link on [cossd.com](http://cossd.com)

FREQUENCY		BLACK		HOUSE COLOUR	
		1st	2nd	1st	2nd
Trademark Custom (6 lines)	TMC	\$ 1,482	\$ 741	\$ 1,852	\$ 926
Trademark	TM	1,058	529	1,322	661
Informational (3 lines)	IF	846	423	1,056	528
Trade Name	TN	634	317	792	396
Extra Bold Listing	XB	580	290	724	362
Bold Listing	BL	474	237	n/a	n/a
Regular Purchased	RP	262	131	n/a	n/a

WHITE & GREY SECTIONS ONLY		HIGHLIGHTED IN YELLOW			
		1st	2nd		
Trademark Feature	TMS	\$ 1,322	\$ 661	n/a	n/a
Extra Bold Feature	XBS	724	362	n/a	n/a

- Listings purchased in the Yellow Section will also appear in the White Section (*Alphabetical*). Grey Section (*By Town*) listings include complimentary phone number only.

## AD SUBMISSION & SPECIFICATIONS, for display advertising

### AD SIZES

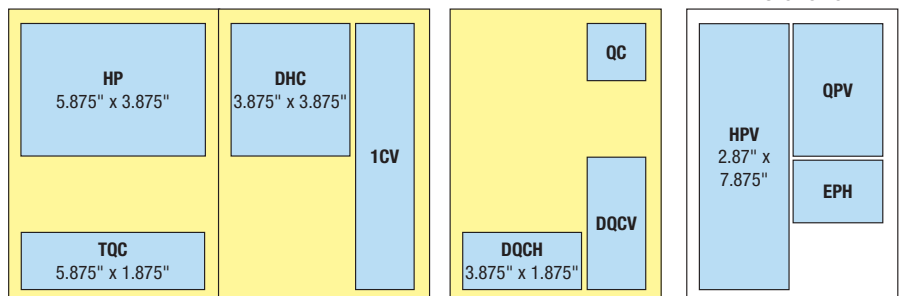
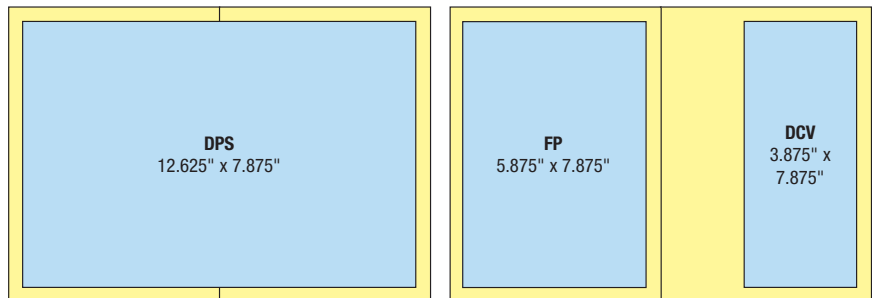
		width x height
Double page spread	DPS	12.625" x 7.875"
Full page	FP	5.875" x 7.875"
2/3 vertical	DCV	3.875" x 7.875"
1/2 horizontal	HP	5.875" x 3.875"
1/3 square	DHC	3.875" x 3.875"
1/3 vertical	1CV	1.875" x 7.875"
1/4 horizontal	TQC	5.875" x 1.875"
1/6 horizontal	DQCH	3.875" x 1.875"
1/6 vertical	DQCV	1.875" x 3.875"
1/12 square	QC	1.875" x 1.875"

### AD SIZES FOR WHITE & GREY SECTIONS ONLY

1/2 vertical	HPV	2.87" x 7.875"
1/4 vertical	QPV	2.87" x 3.875"
1/8 horizontal	EPH	2.87" x 1.875"

### AD SIZES ON COSSD.COM

Leaderboard ad	728 pixels x 90 pixels
Display ad	360 pixels x 320 pixels



**TRADEMARK CUSTOM**

Company name set in bold, all-caps. Town, phone and fax numbers in bold. Centred logo, and six lines of information, bordered on three sides. Call line included. House colours (red, blue and green) available.

**CANADIAN OILFIELD SERVICE AND SUPPLY DIRECTORY**



**SERVING THE OILFIELD INDUSTRY**  
**24 HOURS A DAY**  
**7 DAYS A WEEK**  
**365 DAYS A YEAR**

**AT YOUR FINGERTIPS**

*"FOR INFORMATION CALL"*

**CANADIAN OILFIELD SERVICE AND SUPPLY DIRECTORY**

2nd Floor-816 55 Ave NE  
**Calgary AB T2E 6Y4** ..... **(403) 209-3500**  
 Website..... [www.cosssd.com](http://www.cosssd.com)

**TRADEMARK**

Company name set in bold, all-caps. Town, phone and fax numbers in bold. Centred logo, bordered on three sides. Call line included. House colours (red, blue and green) available.

**CANADIAN OILFIELD SERVICE AND SUPPLY DIRECTORY**



*"FOR INFORMATION CALL"*

**CANADIAN OILFIELD SERVICE AND SUPPLY DIRECTORY**

2nd Floor-816 55 Ave NE  
**Calgary AB T2E 6Y4** ..... **(403) 209-3500**  
 Toll Free..... **(800) 387-2446**

**INFORMATIONAL**

Company name set in bold, all-caps. Town, phone and fax numbers in bold. Enclosed in a box containing three lines of information. House colours (red, blue and green) available.

**CANADIAN OILFIELD SERVICE AND SUPPLY DIRECTORY**

**COMPREHENSIVE - ORGANIZED**  
**ACCURATE - PERTINENT**  
**INFORMATION**

6111 91 St NW  
**Edmonton AB T6E 6V6** ..... **(780) 944-9333**  
 Website..... [www.cosssd.com](http://www.cosssd.com)

**TRADE NAME**

Trade name set in bold, all-caps, with a border above and below the listing. Call line included, followed by company name, town, phone and fax numbers. House colours (red, blue or green) available.

**CANADIAN OILFIELD SERVICE AND SUPPLY DIRECTORY**

*"AUTHORIZED DISTRIBUTOR"*

**JUNEWARREN-NICKLE'S ENERGY GROUP**  
 6111 91 St NW  
**Edmonton AB T6E 6V6** ..... **(780) 944-9333**  
 Fax..... **(780) 944-9500**

**EXTRA BOLD LISTING**

Company name set in large size, bold, all-caps. Large phone and fax numbers. Bordered by a bold line above and below. House colours (red, blue or green) available.

**CANADIAN OILFIELD SERVICE AND SUPPLY DIRECTORY**

6111 91 St NW  
**Edmonton AB T6E 6V6** ... **(780) 944-9333**  
 Fax..... **(780) 944-9500**

**BOLD LISTING**

Company name set in bold, all-caps. Town, phone and fax numbers in bold. Town listed in red.

**CANADIAN OILFIELD SERVICE AND SUPPLY DIRECTORY**

2nd Floor-816 55 Ave NE  
**Calgary AB T2E 6Y4** ..... **(403) 265-3700**  
 Fax..... **(403) 245-8666**

**REGULAR PURCHASED**

Company name set in bold, mixed case. Town in bold.

**Canadian Oilfield Service and Supply Directory**  
 6111 91 St NW **Edmonton AB T6E 6V6** ..... **(780) 944-9333**

**TRADEMARK FEATURE**

Company name set in large size, bold, all-caps. Town, phone and fax numbers in bold. Bordered by a bold line above and below. Highlighted in yellow. Includes a centred logo.

**CANADIAN OILFIELD SERVICE AND SUPPLY DIRECTORY**



**Calgary AB**  
 2nd Floor-816 55 Ave NE T2E 6Y4 ..... **(403) 209-3500**  
 Fax..... **(403) 245-8666**

- Trademark listing also available. Please contact your sales representative for more information.

**EXTRA BOLD FEATURE**

Company name set in large size, bold, all-caps. Town, phone and fax numbers in bold. Bordered by a bold line above and below. Highlighted in yellow.

**CANADIAN OILFIELD SERVICE AND SUPPLY DIRECTORY**

**Edmonton AB**  
 6111 91 St NW T6E 6V6 ..... **(780) 944-9333**  
 Fax..... **(780) 944-9500**

**CUSTOMIZED IN-COLUMN LISTINGS**

- Customize your advertising presence with add-ons. Ask your sales representative for details.

**LISTING ADD-ONS**

Big Town Name	BT	\$ 132
Corporate Identifier	CI	\$ 132
Company Name	CN	\$ 132
Extra Lines	el	\$ 85

- Trademark Custom (TMC) and Trademark (TM) ads placed in the Yellow, Green and Orange sections include logo placement on **cosssd.com**. Ask your sales representative for details.

- Trademark (TM) ads in the White and Grey sections do not include a logo on **cosssd.com**. Ask your sales representative for details.



# WHY THE

# COSSD

# WORKS FOR YOU:

Call it what you will, but whether you refer to it as the oilfield directory, the big yellow book, the oilpatch bible or simply the COSSD, the **Canadian Oilfield Service & Supply Directory** remains the oil and gas directory of choice for our over 400,000\* users. With more than 40,000 listings in over 1,300 categories, we more than double the nearest competition in qualified oil and gas industry listings.

\* Publisher's own data based on pass-along rates of four per book plus BlackBerry, iPhone, Garmin, website and DVD users.

#### WHAT OUR ADVERTISERS SAY...

*"The COSSD for us is our silent salesman. It puts our face out there on a 24/7 basis, and gets to the people who actually run the companies and drive the trucks."*

**Michael R. (Rick) Soyka**, President  
Tax Back Ltd.

We distribute over 100,000 copies of the COSSD annually. Every year, approximately 50,000 copies are hand-delivered by our dedicated sales force directly to the oil and gas community, with additional distribution at over 25 trade shows annually. Ensure that you remain a supplier of choice by advertising in the COSSD, the definitive buyer's guide for Canada's oilpatch.

smart phone  
optimized



cosssd.com

#### EDMONTON

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

#### CALGARY

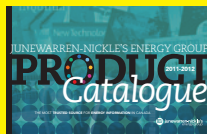
2nd Floor, 816 – 55 Avenue NE  
Calgary, AB T2E 6Y4  
tel: 403.209.3500 | fax: 403.245.8666  
toll free: 1.800.387.2446



[www.junewarren-nickles.com](http://www.junewarren-nickles.com)

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

# www.cosssd.com



Information about the COSSD, and all JuneWarren-Nickle's Energy Group products, is found in our 2011-2012 Product Catalogue. Visit [junewarren-nickles.com/productcatalogue](http://junewarren-nickles.com/productcatalogue) to view it online.