

GO BEYOND THE BOOK WITH COSSD.COM

CANADIAN OILFIELD SERVICE & SUPPLY DIRECTORY



Reach a growing number of buyers who rely on **cosssd.com** to make better buying decisions. Our numbers speak for themselves, and now with 6 ways for users to access the **Canadian Oilfield Service & Supply Directory**, sourcing suppliers has never been so easy.

1 OVERALL USAGE, per month

MONTHLY AVERAGE	
Visits	6,751
Unique Visitors	4,328
Page Views	23,472
Avg. time spent on cosssd.com per visit	3 minutes

2 USERS BY REGION, per month

	UNIQUE VISITS	NEW VISITS
Alberta	3,753	60%
British Columbia	681	11%
Ontario	405	6%
Saskatchewan	280	4%
Quebec	82	1%
U.S.	99	2%
Other – International	925	16%
TOTALS PER MONTH	6,225	100%

3 USERS BY CITY, per month

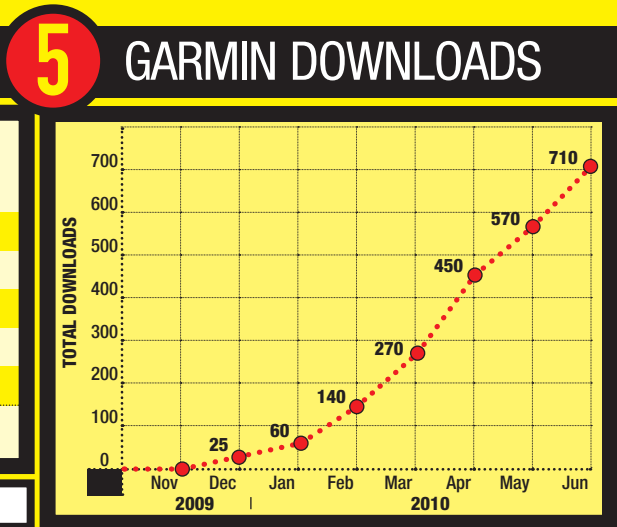
	VISITS	NEW VISITS
Edmonton	2,549	31%
Calgary	2,261	27%
Grande Prairie	357	4%
Red Deer	345	4%
Vancouver	220	3%
Saskatoon	185	2%
Medicine Hat	83	1%
Other	2,228	28%
TOTALS PER MONTH	8,228	100%

For tables 1 to 3, monthly averages calculated using statistics from January 1, 2010 – June 29, 2010

4 USERS BY MOBILE DEVICE

	VISITS	PAGES/VISIT	PAGE VIEWS	TIME ON SITE	NEW VISITS
iPhone	354	1.86	658	0:01:11	74%
BlackBerry	92	2.09	192	0:02:18	79%
iPad	28	2.93	82	0:04:04	43%
iPod	27	1.89	51	0:00:37	85%
Android	17	2	34	0:00:51	82%
Other	14	2.5	35	0:03:28	86%
TOTALS	532	2.2 AVG	1,052	0:02:05 AVG	75% AVG

Numbers represent total users since Q1/2010 launch of mobile ready COSSD site. All **cosssd.com** statistics provided by Google Analytics.



THE 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 almost 1,200 pages of listings in over 1,900 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.*

THE GPS

Navigating the Canadian oil and gas industry just got a whole lot easier. The COSSD is now available for free download on **cossd.com**. It also comes bundled with PatchMap, an easy-to-use GPS-based oilfield map from Skybase Geomatics. 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.

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 8V3
tel: 403.265.3700 | fax: 403.265.3706
toll free: 1.888.563.2946

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energy group

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cossd.com

THE WEB

Users looking for immediate access to regularly updated oil and gas listings can turn to **cossd.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, **cossd.com** gives you a world of information with just a click of a button.

6 WAYS TO GET THE COSSD



THE 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.

NEW!



BlackBerry® Mobile Ready

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



iPhone® Optimized*

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

**Available fall 2010*

