Who can you reach on Rigzone?
Oil and gas professionals who are...

9,500+ new members added each month

Active Job Seekers
- Actively looking for a new job
- Typically use Rigzone frequently
- Search / apply for jobs; maintain updated resume

Career Managers
- Happy in their role, but open to new opportunities
- Read industry news and content
- Look at relevant / interesting jobs

85% are actively looking for a job or managing their career*

4.36+ million global members
1.26+ million average monthly site visits
1.9+ million active profiles

AUDIENCE BY REGION

<table>
<thead>
<tr>
<th>Region</th>
<th>% of Total Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>56%</td>
</tr>
<tr>
<td>Europe/Africa</td>
<td>23%</td>
</tr>
<tr>
<td>Middle East</td>
<td>12%</td>
</tr>
<tr>
<td>APAC</td>
<td>9%</td>
</tr>
</tbody>
</table>

Sources: Rigzone Employer Brand Survey, 2016 | Candidate database and Google Analytics, Q2 2020
Experienced industry experts within all sectors

Well-balanced by gender and age:

- **24%** Female
- **76%** Male

Profiles by skill:

- Business, IT, HR, Admin: 800,000
- Engineering & Science: 700,000
- Procurement & Supply: 600,000
- Trades & Technicians: 500,000
- HSE: 400,000
- Drilling & Rig: 300,000
- Oilfield Services: 200,000
- Production: 100,000
- Maritime: 50,000
- Geosciences: 25,000
- Refining & Petrochem: 10,000

Highly experienced:

- 0 - 2 yrs: 25%
- 3 - 4 yrs: 20%
- 5 - 7 yrs: 15%
- 8 - 10 yrs: 10%
- 11 - 14 yrs: 5%
- 15+ yrs: 25%

Mid- and Downstream:

- **29%** of Rigzone candidates work in Mid- and Downstream vs. 17% in overall industry***

Sources: Google Analytics, Q2 2020 | Rigzone Database December 2019 | *** US only, Rigzone Employer Brand Survey, 2016 vs. IHS Economics
Why advertise on Rigzone?
Your reputation matters to professionals

More than 80% of O&G pros think a company’s reputation matters a lot

85% of job seekers would even take a pay cut to work for a desired employer

85% of O&G professionals are always looking for a new/better opportunity

Branding & Recruitment Success

Find talent & customers
Source/Attract

Build a pipeline
Promote/Source

Advertise your brand
Promote

Niche career sites like Rigzone are the #1 resource for credible information about potential employers.*

*Source: Rigzone Employer Brand Survey, 2016
Advertising is the foundation for success

1. **Promote** - Advertise your recruitment and brand message
   - **TARGETED DISPLAY ADS**: Drive site traffic from the right professionals
   - **TARGETED EMAILS**: Get your message directly to inboxes
   - **NEWSLETTER ADS**: Stay top of mind with engaged professionals
   - **FEATURED EMPLOYER PAGE**: Position your brand with a dedicated webpage
   - **SPONSORED CONTENT**: Blend seamlessly with Rigzone articles

2. **Attract** - Post jobs to attract the right talent
   - Job Postings, Branded Job Postings, AutoPost

3. **Source** - Find quality professionals to fill your pipeline
   - Candidate Database, Managed Services
Display Advertising
Raise brand awareness + drive relevant traffic to your site

Geographic Targeting
- Target people in your priority geographical regions
- Make more impact as you drill down by region, country or state

Advanced Targeting
- Reach relevant professionals using category & skillset targeting
- Target active job seekers that have shown interest in your company, or your competitors
- Reach O&G Professionals during the job application journey

Placement Targeting
- Homepage = prime visibility and higher share of voice
- Pages by relevant audience = Energy News; Jobs; Training; Events; Marketplace or run of site placements

Monthly reporting on impressions, clicks and click-through rates (CTR)
Rigzone Sponsorship
Maximize exposure with our premium 1-month advertising package

SUPER LEADERBOARD

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Size (Width X Height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Medium Rectangle</td>
<td>300 X 250</td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970 X 90</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320 X 50</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 X 600</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 X 250</td>
</tr>
</tbody>
</table>
Jobs Sponsorship
Reach active candidates searching for new opportunities

SUPER LEADERBOARD 970 X 90

MOBILE BANNER AD 320 X 50

Medium Rectangle 300 X 250

Half Page Banner AD 300 X 600

Super Leaderboard 970 X 90

Medium Rectangle 300 x 250

Half Page Banner Ad 300 x 600

Mobile Banner Ad 320 x 50

Jobs Homepage Banner 758 x 150
### Site Section Sponsorships
Reach the audience most relevant to your message

<table>
<thead>
<tr>
<th>Training Sponsorship</th>
<th>Events Sponsorship</th>
<th>Equipment Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Leaderboard (970x90)*</td>
<td>Super Leaderboard (970x90)</td>
<td>Super Leaderboard (970x90)*</td>
</tr>
<tr>
<td>Half Page (300x600)*</td>
<td>Second Leaderboard (728x90)</td>
<td>Half Page on Equipment pages (300x600)*</td>
</tr>
<tr>
<td>Custom Featured Training Profile*</td>
<td>Featured Event Listing with logo (150x150)</td>
<td>Featured Company Profile with logo (150x150)*</td>
</tr>
<tr>
<td>Featured Events x15 with logo (150x150)*</td>
<td></td>
<td>Equipment Listings*</td>
</tr>
</tbody>
</table>

*Training section only

*Equipment section only
Homepage and Site Banner Bundles

Targeting Capabilities

- Strengths – by category & skillset
- Brand Intenders – those who have searched jobs at your company or your competitors
- Geo – region, country or state
- Relevant section – ‘Energy News’ or ‘Jobs’

Super Leaderboard

- Exclusive homepage or highly visible ROS
- 100% above fold; reach visitors upon arrival

Medium Rectangle

- Prime ROS visibility across entire site
- Homepage only w/ Rigzone Sponsorship

Half Page

- Key homepage position next to career news, or ROS available
- Cost effective
Takeover

Takeover Breakdown

- Exclusive to your company
- Visitors will engage with your banners on the first page they land on Rigzone.com
- Seven day run-time
- One takeover view per unique visit per 24 hours

Your brand will benefit from:

- Cost-effective brand advertising
- Exclusive homepage or highly visible ROS (super leaderboard)
- 100% above fold advertising, targeting visitors upon arrival (super leaderboard)
- Key homepage position next to career news or ROS available (half page banner)
- Prime ROS visibility across Rigzone.com
- Homepage only w/ Rigzone Sponsorship (medium rectangle)
Newsletter Advertising
Stay top of mind with our range of newsletter ad options

Why advertise in Rigzone newsletters?
• Engaged users
• Regular opted-in readership
• Broad reach through varied topics

<table>
<thead>
<tr>
<th>Available Newsletters</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily industry news</td>
<td>723K subscribers</td>
</tr>
<tr>
<td>Weekly news summary</td>
<td>228K subscribers</td>
</tr>
<tr>
<td>Daily downstream news</td>
<td>44K subscribers</td>
</tr>
<tr>
<td>Weekly downstream summary</td>
<td>37K subscribers</td>
</tr>
<tr>
<td>Weekly job register</td>
<td>563K subscribers</td>
</tr>
<tr>
<td>What’s next in events?</td>
<td>163K subscribers</td>
</tr>
<tr>
<td>Rigzone equipment update</td>
<td>128K subscribers</td>
</tr>
<tr>
<td>Oil Price Daily Digest</td>
<td>102K subscribers</td>
</tr>
</tbody>
</table>

*Available placements vary by newsletter

Source: Candidate database and Google Analytics, Q2 2020
Targeted Emails
Broadcast your exclusive message to a captive oil & gas audience, directly to their inboxes

Choose from 1.98+ million email subscribers
Options to reach 5K, 7.5K or 10K contacts
Your message and design goes straight to Rigzone members – you provide customized content in HTML format

Select your audience by location and skill category
Tangible results – reporting on Send Count and Opens, Open Rate, Link Clicks

Source: Rigzone database, Q2 2020
Featured Employer Page
Position and promote your brand with a dedicated page on Rigzone

- Prominent logo placement with option to takeover display ads on page
- Interactive page with photo, audio, video, and social integration options
- Includes all your listed jobs in one convenient place

Pair with banner ads or job postings as a hub for company info
Sponsored Content
Tell your story with a custom article that blends seamlessly into Rigzone

Why is content powerful?

**Trustworthy**
Readers are increasingly receptive to in-feed sponsored content if it is relevant, authoritative and trustworthy.

**Engaging**
Content is able to “tell a story” to develop emotional engagement with its audience in way that traditional advertising cannot.

**Innovative**
Adopt an innovative marketing approach to promote your brand and capture social engagement via multiple platforms.

**Amplification**
Communicate through social media and professional networks to reach the widest audience and get the best return on investment for your content.

Engage existing audiences | Engage new audiences

**Editorial expertise**
Our global editorial team features regional experts who published more than 2,000 articles last year ranging from industry news to career advice.
Sponsored Content
Readers see your article on Rigzone website and social channels

1.26+ million
global monthly
site visits

1.98+ million
email subscribers

Engagement through networks

Our global engagement team will amplify content through a range of email and social media channels to reach the widest relevant audience.

Source: Rigzone database, Q2 2020 | Social Media Official Channels
Sponsored Content
Your impact is measured through campaign reporting

Total and average time on page
How much time did a reader spend engaging with your content?

Social engagement
How many people liked, shared, commented, and tweeted about your content?

Total page views and engagement rate (%)
How many people looked at your content?

Audience insight
We’ve been communicating with our audience since 2009. We understand what interests them and, ultimately, which topics could generate the most engagement.
## How Sponsored Content works

1. **Define the objective and theme of the campaign**
   - Shape your themes and build articles with our expert content team

2. **Article approved by you**

3. **Article is published on Rigzone.com**

4. **Shared through Rigzone & client networks**
   - Audience reads, shares, likes and comments

5. **Generate engagement with your brand**

### Features

<table>
<thead>
<tr>
<th>Overview</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td>Tailored articles written by Rigzone staff to specifically engage your target audience and achieve your messaging objectives</td>
</tr>
<tr>
<td><strong>Campaign Duration</strong></td>
<td>4 weeks highlighted as a sponsored article</td>
</tr>
<tr>
<td><strong>Client Content Control</strong></td>
<td>Final sign off on topic, headline, article copy and images</td>
</tr>
<tr>
<td><strong>Label</strong></td>
<td>Sponsored Content</td>
</tr>
<tr>
<td><strong>Byline</strong></td>
<td>Client name</td>
</tr>
<tr>
<td><strong>Amplification of Content, Social Networks</strong></td>
<td>4 weeks of amplification</td>
</tr>
<tr>
<td><strong>Locations</strong></td>
<td>Geo-targeted</td>
</tr>
</tbody>
</table>
| **Companion Banner Ads to Wrap Article** | Super Leaderboard 970x90  
Medium Rectangle 300x250  
Footer Banner 728 x 90  
PNG, JPG, GIF | File size >80KB |
| **Measurement & Reporting** | Total page views, average time on page, social engagement               |