



Advertising Media Kit

2020



Who can you reach on Rigzone?

Oil and gas professionals who are...

7,500+ new members added each month

85%

are actively looking for a job or managing their career*

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



4.24+ million
global members



1.2+ million
average monthly
site visits



1.9+ million
active profiles

AUDIENCE BY REGION

*% of Total Visits

56%
Americas

24%
Europe/Africa

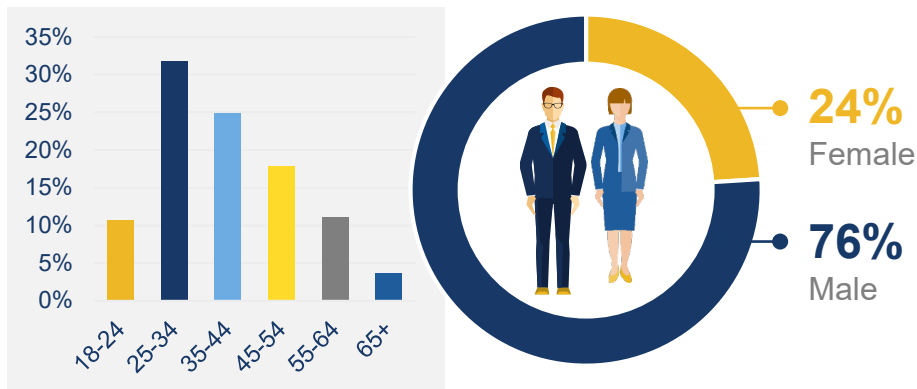
12%
Middle East

8%
APAC

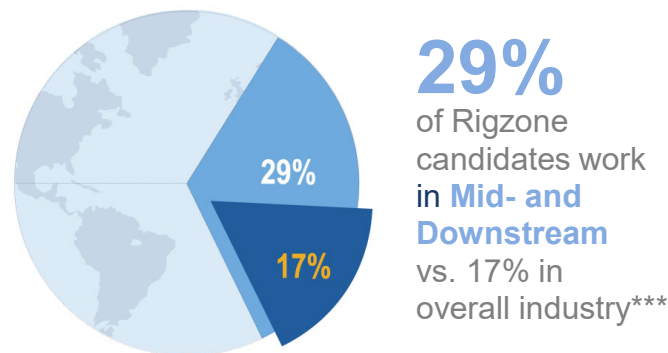


Experienced industry experts within all sectors

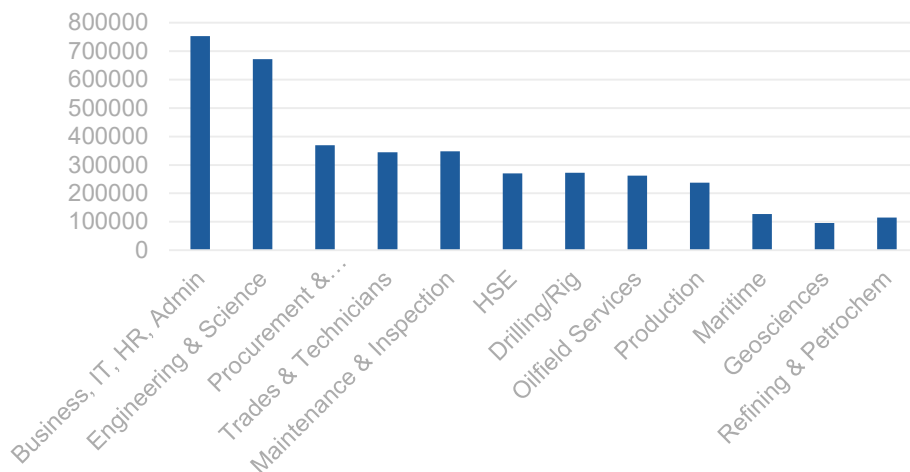
Well-balanced by gender and age:



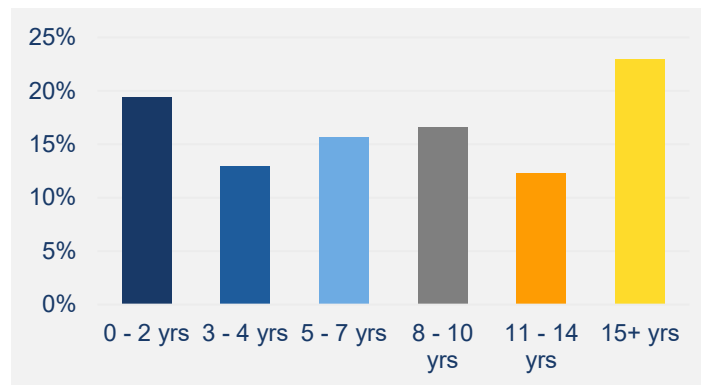
Mid- and Downstream:



Profiles by skill:



Highly experienced:





Why advertise on Rigzone?

Your reputation matters to professionals

More than 80%

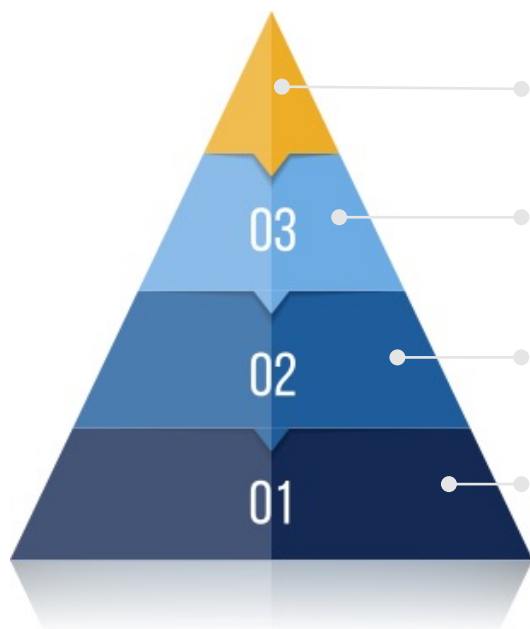
of O&G pros think **a company's reputation matters a lot**

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

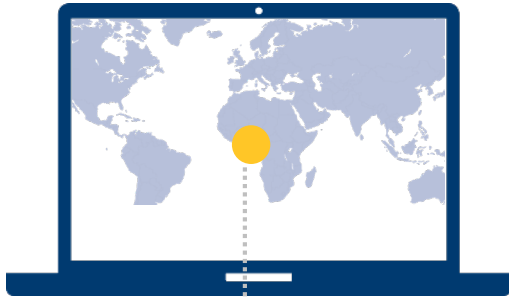
3. Source - Find quality professionals to fill your pipeline

- 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

The screenshot displays the Rigzone homepage with several advertising spots highlighted. At the top is a dark blue navigation bar with the 'RIGZONE' logo, links for 'Oil & Gas Jobs', 'Oil & Gas News', 'Equipment', 'Training', and 'Events', and a 'Create Profile' button. Below this is a light gray bar with a 'SEARCH JOBS >>' button, 'Login', 'Recruiters', and 'Advertise' links. The main content area features a large banner with a 'JOB SEARCH' input field and a 'JOBS BY CATEGORY' button. Below the banner is a 'FEATURED NEWS' section with three articles: 'EIA Further Cuts Oil Price Forecast' (with a globe image), 'Oil Down as Swelling US Stockpiles Add to Trade Woes' (with a red line graph), and 'Warren's Fracking Proposal Has Shale Investors Weighing Risk' (with a 'FRACKING' sign). A 'MEDIUM RECTANGLE' ad spot is shown on the right side of the page.

HALF PAGE BANNER

MEDIUM RECTANGLE

Homepage Medium Rectangle

300 X 250

Super Leaderboard

970 X 90

Mobile Banner

320 X 50

Half Page

300 X 600

Medium Rectangle

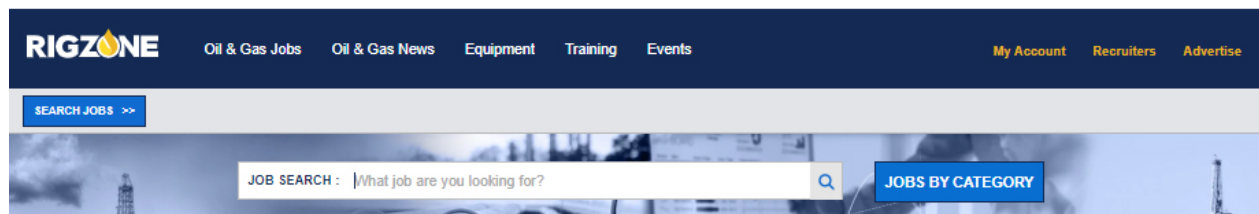
300 X 250



Jobs Sponsorship

Reach active candidates searching for new opportunities

SUPER LEADERBOARD 970 X 90



MEDIUM
RECTANGLE
300 X 250

Analyst II, IT Applications

Transocean Featured Employer
Houston, TX, United States

: Business Analysis for ERP & Business Intelligence Understand and document user requirements, design and test functionality and reports. Verify accuracy, adequacy and user friendliness of the reports. Develop ...

3 + Years Experience

IT - Analysis & Management

Posted: December 31, 2019

Senior Analyst - IT Applications

Transocean Featured Employer
Houston, TX, United States

Business Analysis for ERP & Business Intelligence Understand and document user requirements, design and test functionality and reports. Verify accuracy, adequacy and user friendliness of the reports. Develop ...

5 + Years Experience

IT - Analysis & Management

Posted: December 31, 2019

IT Specialist

Baker Hughes Featured Employer
BAKU, Azerbaijan

Under general supervision, responds to and diagnoses moderately complex hardware software, and network problems varying in difficulty through discussions with end-users or through hands-on support for ...

3 + Years Experience

IT - Sys Admin & Support

Posted: November 18, 2019

HALF PAGE
BANNER AD
300 X 600

MOBILE BANNER AD 320 X 50

SUBSCRIBE TO OUR NEWSLETTER
Join 700k Members Daily!

Enter your email address

SUBSCRIBE

[Our Privacy Pledge](#)

Super Leaderboard

970 x 90

Medium Rectangle

300 x 250

Half Page Banner Ad

300 x 600

Mobile Banner Ad

320 x 50

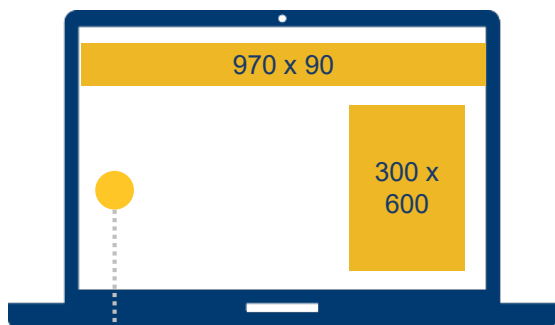
Jobs Homepage Banner

758 x 150



Site Section Sponsorships

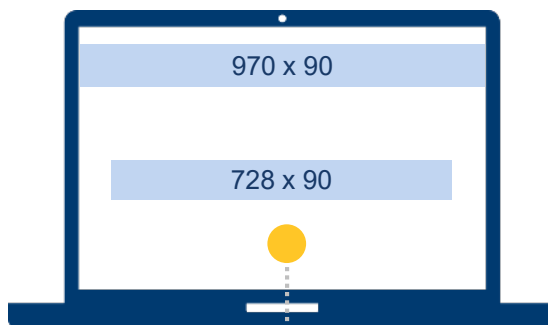
Reach the audience most relevant to your message



Training Sponsorship

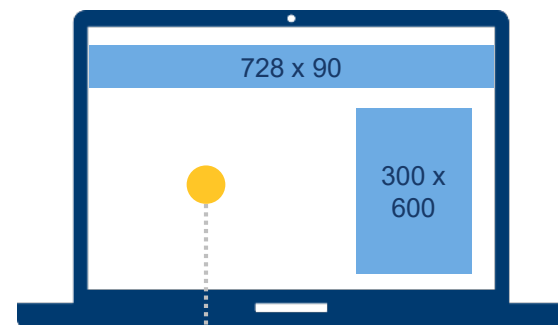
- ✓ Super Leaderboard (970x90)*
- ✓ Half Page (300x600)*
- ✓ Custom Featured Training Profile*
- ✓ Featured Events x15 with logo (150x150)*

*Training section only



Events Sponsorship

- ✓ Super Leaderboard (970x90)
- ✓ Second Leaderboard (728x90)
- ✓ Featured Event Listing with logo (150x150)



Equipment Sponsorship

- ✓ Super Leaderboard (970x90)*
- ✓ Half Page on Equipment pages (300x600)*
- ✓ Featured Company Profile with logo (150x150)*
- ✓ Equipment Listings*

*Equipment section only

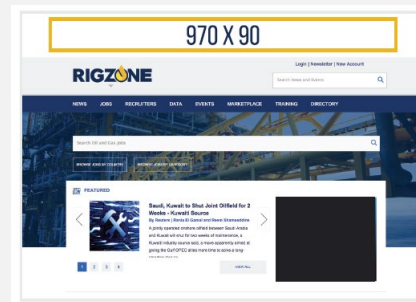


Homepage and Site Banner Bundles

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’

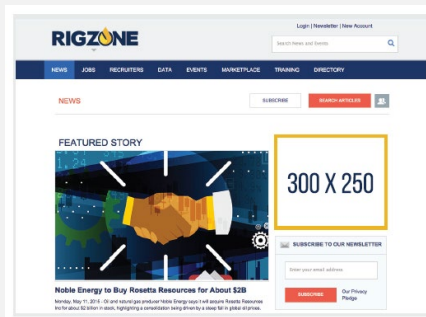
Super Leaderboard



- 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

- Super Leaderboard Banner
- Half Page Banner
- Medium Rectangle Banner
- Footer Banner
- 758 x 150 Banner

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)



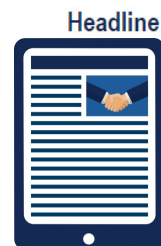
Newsletter Advertising

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

Available Newsletters	Details
Daily industry news	717K subscribers Sent 7 days/week
Weekly news summary	225K subscribers Sent every Fri
Daily downstream news	45K subscribers Sent Mon-Fri
Weekly downstream summary	38K subscribers Sent every Fri
Weekly job register	556K subscribers Sent every Sat
What's next in events?	163K subscribers Sent every first Thurs
Rigzone equipment update	128K subscribers Sent every Fri
Oil Price Daily Digest	102K subscribers Sent Mon-Fri



Headline

maximus gravida. Sed egestas magna non ipsum
aximus metus scel erisque. Donec purus erat,
us ac, ullamcorper auctor nibh.

[Read More](#)

Ad Banner 1C

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Lorem ipsum Lorem ipsum
dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet. Consectetur
adipiscing elit. Donec tincidunt pellentes.

[Read More](#)

300 x 250

*Available placements vary by newsletter



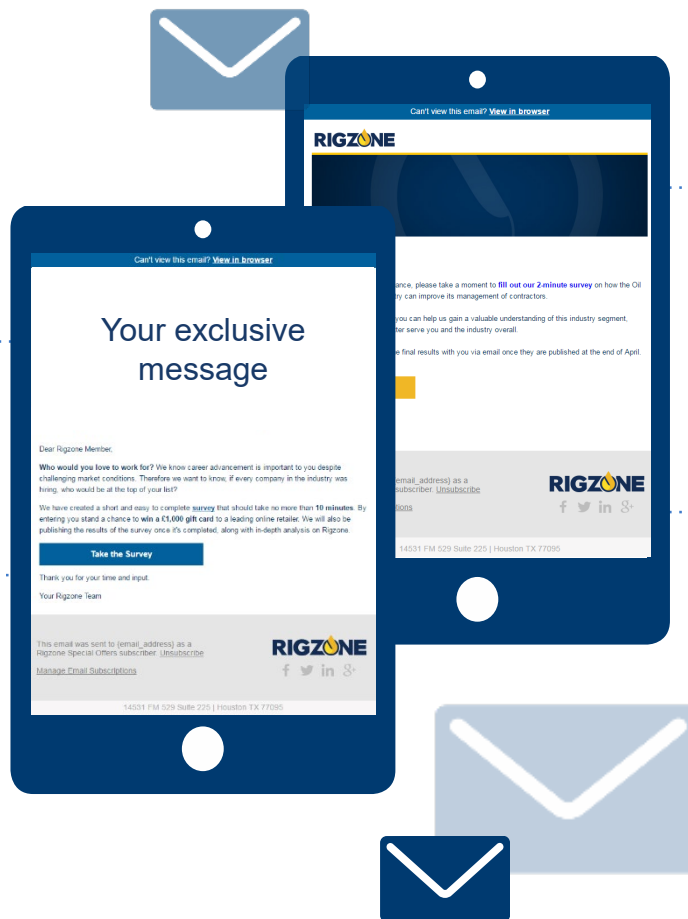
Targeted Emails

Broadcast your exclusive message to a captive oil & gas audience, directly to their inboxes

Choose from
1.9+ 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



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



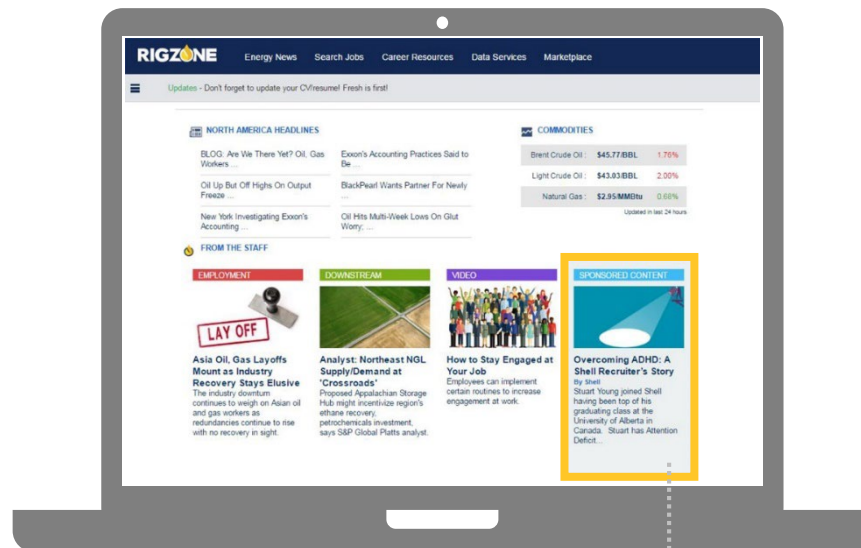
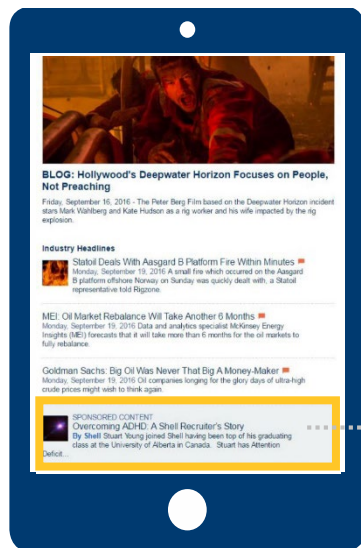
Editorial expertise

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



1.2+ million
global monthly
site visits

1.98+ million
email subscribers



Sponsored Content Article



185k+
page likes



16.7K+
followers



100K+
followers



231k+
followers



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.



Sponsored Content

Your impact is measured through campaign reporting

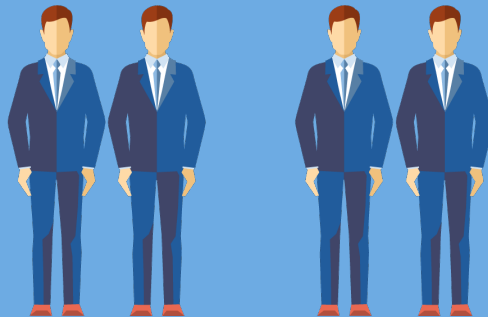
Total and average time on page

How much time did a reader spend engaging with your content?



Total page views and engagement rate (%)

How many people looked at your content?



Social engagement

How many people liked, shared, commented, and tweeted about 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



2

Shape your themes and build articles with our expert content team



3 Article approved by you

4

Article is published on Rigzone.com



5 Shared through Rigzone & client networks

Audience reads, shares, likes and comments



6

7 Generate engagement with your brand



Features

Overview	Details
Content	Tailored articles written by Rigzone staff to specifically engage your target audience and achieve your messaging objectives
Campaign Duration	4 weeks highlighted as a sponsored article
Client Content Control	Final sign off on topic, headline, article copy and images
Label	Sponsored Content
Byline	Client name
Amplification of Content, Social Networks	4 weeks of amplification
Locations	Geo-targeted
Companion Banner Ads to Wrap Article Artwork provided by client	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