

2021 MEDIA PLANNER

CAODC is the trade association for the drilling and well servicing sector in Canada from coast to coast to coast. Our members provide contract drilling, directional drilling, and well servicing for explorers and producers on land and offshore.



Engage with
Canada's most
respected trade
association
and take the
guesswork out
of advertising.

About the CAODC



As one of the most influential trade associations in Canada, CAODC represents land, directional, and offshore drilling, and well servicing contractors from coast to coast to coast. The CAODC is a trusted source for all things drilling and well servicing, and provides a targeted audience and exceptional value to advertisers through our website, E-Newsletter, Rig Directory, and online magazine, The Hitch.

CAODC members are key oilfield service sector decision makers. Let us help you build relationships by effectively delivering your company's message to an exclusive audience across a variety of engaging platforms.

Advertising with the CAODC is a great way to get your company noticed while supporting your industry and Association at the same time! From field employees to senior management and executives, to post-secondary trade students, to government officials, the CAODC reaches people who are invested in the oil and gas sector.

YOUR TARGET AUDIENCE

With over 300 members companies, and in one of the country's most important industries, the CAODC's audience consists of:

- Drilling Contractors
- Directional Drilling Contractors
- Service Rig Contractors
- Exploration & Production Companies
- Suppliers
- Engineering Firms
- Financial Analysts
- Insurance Companies
- Post-Secondary Schools
- Key Government Officials/Ministries

250+ Member Companies

2,580+ Facebook Likes

2,500+ Twitter Followers

570+ Instagram Followers

5,500+ LinkedIn Followers



CAODC.CA Digital Advertising



The CAODC website receives over 20,000 unique page views per month!

HOME PAGE AD
This space gets over 2,000 visits per month.

DRILLING REPORT PAGES
CAODC's drilling and service rig report pages generate thousands of views each month.

These rig reports are broken into two categories: public facing pages and members-only.

- Public Facing:**
- **Rig Reports Page:** features sample RigData reports as well as active drilling and service rig counts and daily utilization numbers, and averages over 4,000 pageviews each month.
 - **Drilling Forecast Page:** features CAODC's annual drilling forecast, and averages over 900 pageviews per month.

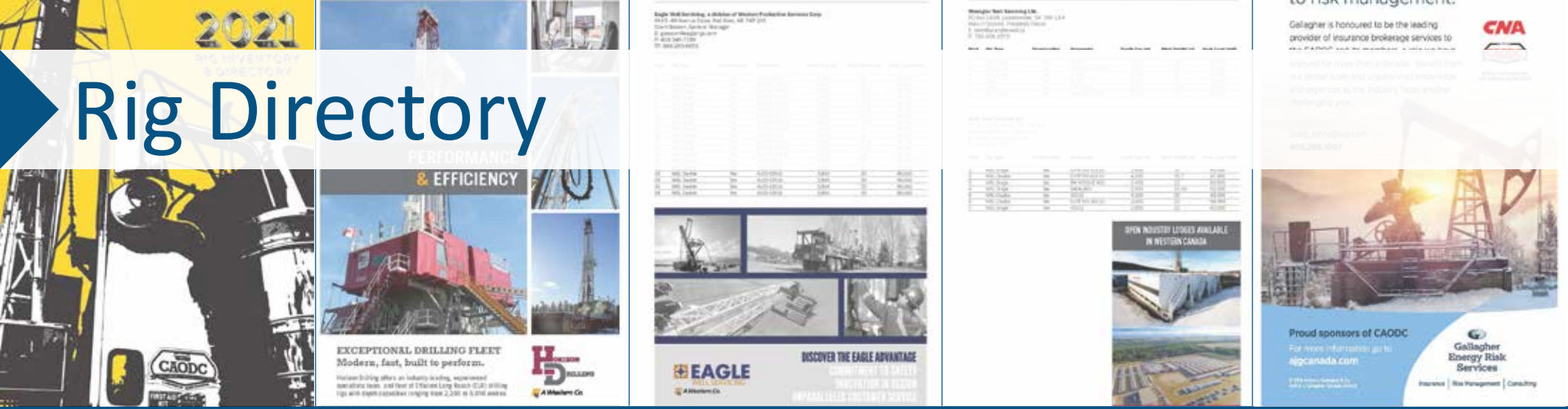
Members-Only (these pages are available to CAODC Drilling, Directional Drilling, Service Rig, Offshore, and Associate Plus members only):

- **Weekly Drilling Report**
- **Monthly Drilling Report**
- **Monthly Service Rig Report**
- **Canadian Drilling Market Share Report**
- **Operating Days by Depth**
- **Fleet Breakdown**
- **ASK US ABOUT PACKAGES!**

- WEBSITE DEMOGRAPHICS**
- 70% of users are from Canada
 - 21% of users are from the US
 - 68% of Canadian users are from Alberta
 - 77% of users are male
 - 23% of users are female
 - 65% of users are between the ages of 25-44

Ad Type (quarterly)	Rates	Specs
Home Page	\$999.00	1920 px X 486 px @ 150 ppi
Rig Reports Landing Page	\$599.00	391 px X 279 px @ 150 ppi
Drilling Forecast Page	\$599.00	768 px x 144 px @ 150 ppi
Weekly Drilling Report	\$599.00	768 px X 144 px @ 150 ppi
Monthly Drilling Report	\$499.00	768 px X 144 px @ 150 ppi
Monthly Service Rig Report	\$399.00	768 px X 144 px @ 150 ppi
Canadian Drilling Market Share	\$399.00	768 px X 144 px @ 150 ppi
Operating Days by Depth	\$399.00	768 px X 144 px @ 150 ppi
Fleet Breakdown	\$399.00	768 px X 144 px @ 150 ppi
Monthly E-Newsletter	\$599.00	512 px X 315 px @ 150 ppi

Rig Directory



RIG DIRECTORY AD RATES

Published once a year and delivered to all CAODC members, the Rig Inventory and Directory lists CAODC members by division. Purchase an advertisement spot, or enhance your company's listing with a logo placement.

CAODC's Rig Inventory & Directory is considered by those in the industry as the "must have" reference guide for drilling and well servicing, and sits on the desktops of operators who use it throughout the year. Member information is listed in categories, and an index to advertisers is located at the back of the publication.

NEW: CAODC.CA: ENHANCED ONLINE MEMBER DIRECTORY

Published annually and free-of-charge to all CAODC members and the public, the Rig Inventory & Directory lists CAODC members by division and includes important fleet information such as rig type, depth capacity, and drawworks.

Ad Type	Rates	Specs
Outside back cover / Tab page	\$1,639.00	6.25" X 8.75"
Inside Front Cover / Inside Back Cover	\$1,639.00	6.25" X 8.75"
Double page spread	\$1,839.00	12.50" X 8.75"
Full Page	\$1,439.00	4.75" X 7.75"
1/2 Horizontal	\$939.00	4.75" X 3.79"
1/2 Vertical	\$939.00	2.28" X 7.75"
1/4 Banner	\$539.00	4.75" X 1.18"
1/4 Vertical	\$539.00	2.28" X 3.79"
1/8 Horizontal (Business Card)	\$339.00	2.28" X 1.81"
Logo Enhancement Renewal	\$99.00	
Fleet Listing Ad	\$199.00	175 px X 367 px @ 150 ppi
Logo Enhancement Renewal Package 1 (logo enhancement for 2022 and Fleet ad for 2021-2022)	\$250.00	175 px X 367 px @ 150 ppi
Logo Enhancement Renewal Package 2 (logo enhancement 2021-2022 and Fleet ad for 2021-2022)	\$350.00	175 px X 367 px @ 150 ppi



The Hitch Online



The Hitch online has more than 16,600 pageviews per year, over 10,000 unique visitors per year, and a quarterly online readership of 4,100. Articles on The Hitch are posted on social media channels with exposure to an audience of over 10,000 followers.

HOME PAGE BANNER

The Hitch Home Page showcases the latest Hitch stories. The four banner ads displayed here are visible when a user visits the website.

ADVERTORIAL

An advertorial includes content provided by the advertiser. The advertorial is included on The Hitch homepage as a “Feature Article” and is promoted on social media. The article remains on The Hitch.

FEATURE ARTICLE SPONSORSHIP

The Hitch Feature Article sponsorship includes

a full-length ad next to a featured article. Each quarter there are 4 feature articles and the full-length ad remains beside the article for it’s entirety. Hundreds of people are directed to the feature article from the CAODC website, social media, and The Hitch homepage.

MEMBER DIRECTORY PAGE

The Member Directory page includes a flip-book version of the member directory and offers 3 advertising spots.

IN-ARTICLE ADVERTISEMENT

A more economical option for having a presence is to purchase an in-article advertisement on a feature article.

SPONSOR BAND

A more economical option for having a Hitch presence is to have your brand included in our bottom Sponsor Band.

Ad Type (quarterly)	Rates	Specs
Home Page Banner	\$699.00	391 px X 279 px @ 150 ppi
Advertorial	\$1299.50	350 px X 250 px @ 150 ppi
Feature Article Sponsorship	\$1499.00	391 px X 1116 px @ 150 ppi
Member Directory Page	\$699.00	391 px X 279 px @ 150 ppi
In-Article Advertisement	\$349.00	400 px X 267 px @ 150 ppi
Sponsor Band	\$99.00	375 px X 250 px @ 150 ppi
Magazine Archive Pages	\$499.00	391 px X 279 px @ 150 ppi
Article Archive Pages	\$199.00	391 px X 279 px @ 150 ppi

Dates/Contact Information



PUBLISHING DATES

Issue	Material Due	Publish
2022 Rig Inventory & Directory	December 17, 2021	January 2022

For additional advertising information, contact

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CAODC hosts various events throughout the year with sponsorship opportunities to increase visibility and brand awareness.

For sponsorships, contact

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