



The Explorers

Oil & gas
companies
investing in
Alaska's future

The Explorers, an annual
publication from Petroleum News

Advertising Rates & Specifications

The Explorers 2025 is a full color, slick magazine.

Size	Price	Width	Height
Full page bleed	\$2,975	8 1/4"	10 3/4"
Full page	\$2,975	7 1/2"	9 1/2"
1/2 page vert.	\$2,195	3 5/8"	9 1/2"
1/2 page hz.	\$2,195	7 1/2"	4 11/16"
1/2 page isl.	\$2,195	4 15/16"	7 1/8"
1/3 page hz.	\$1,670	7 1/2"	3 3/16"
1/3 page sq.	\$1,670	4 15/16"	4 13/16"
1/4 page	\$1,385	3 5/8"	4 11/16"
1/6 page sq.	\$1,270	3 5/8"	3 1/16"
1/6 page hz.	\$1,270	4 15/16"	2 3/8"
1/8 page	\$1,120	3 5/8"	2 1/4"
1/12 page	\$924	1 3/4"	3 1/16"

DEADLINE: Ad placement due April 24, 2025;
Camera ready May 2, 2025

NON-PROFIT ADS: 30% off open rates

PRODUCTION SPECIFICATIONS: Ads should be submitted electronically. Files must be at least 300 dpi. The image should be the same size as the space reserved. We prefer PDFs but we'll also accept EPS files with fonts outlined, JPEG and TIFF files. All layers and transparencies must be flattened in submitted material. We'll also accept Quark and InDesign files as long as all art and fonts are included.

PRODUCTION CHARGES:
(for ads that are not camera-ready) \$40 flat rate

GENERAL INFORMATION: We reserve the right to reject any advertising that we deem misleading or objectionable. Approved advertising agencies will be granted a 15% commission.

The above rates are for full color ads. Deduct \$400 for black and white ads and \$200 per single processed color.
The trim size for full page bleed is 8" x 10.5".



Explorers featured in the 2025 edition are 88 Energy, ConocoPhillips, Hilcorp, Jade, Lagniappe (Armstrong), Pantheon Great Bear and Savant (Glacier Oil & Gas)

The magazine will be released in the June 8, 2025, issue and at the Alaska Oil & Gas Association's Conference and Trade Show on August 26, 2025, at the Denaina Convention Center in Anchorage, AK. It will be distributed to several conferences, as well as sent to all Petroleum News subscribers (including lawmakers).

To advertise in The Explorers 2025 edition, please contact:

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