



Industry Knowledge On Demand



2011 MEDIAKIT

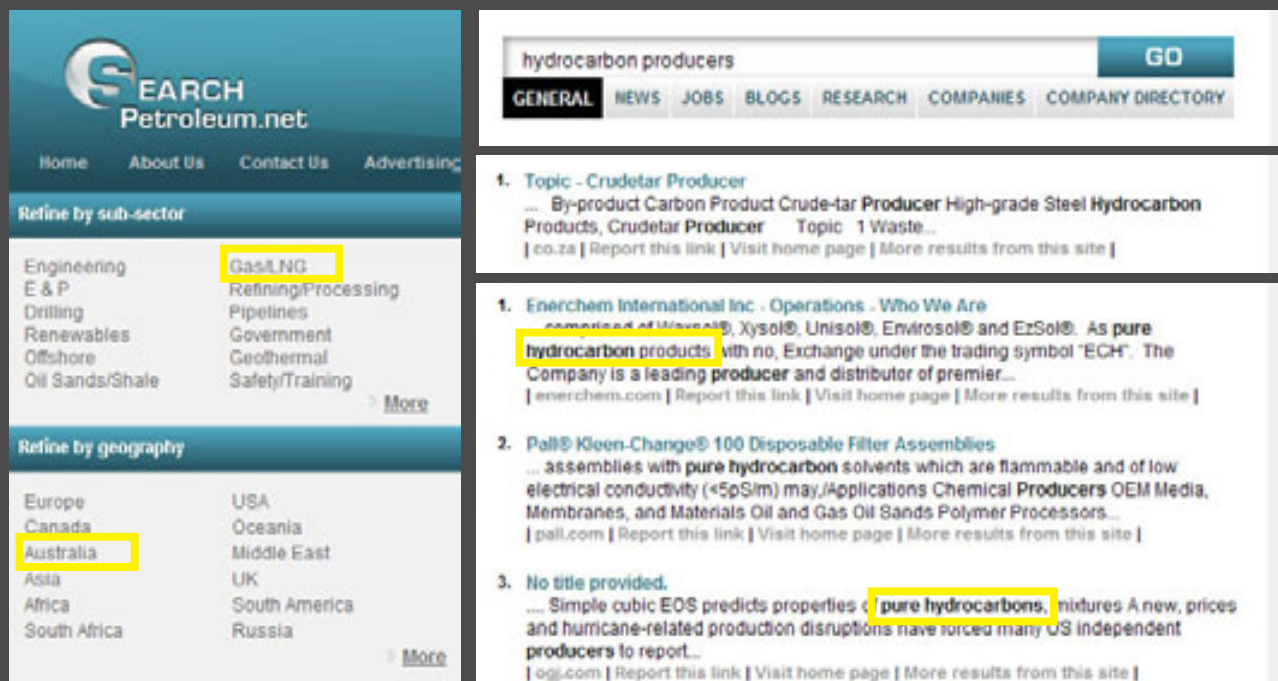
WHAT IS SEARCHPETROLEUM.NET?

SearchPetroleum.net is a free vertical search engine dedicated to the oil and gas industry. By only indexing websites that are related to oil and gas, **SearchPetroleum.net** ensures users receive quick and relevant results each and every time they search.

The engine uses unique semantic technology, which interprets the meaning of the word being searched in an industry-related context. This means that search results are more intuitive and reflective of the user's intentions.

SearchPetroleum.net is more than just a search engine. It is a faster and more efficient means of searching for information.

Semantic technology results:



The screenshot displays the Search Petroleum.net search engine interface. The search bar contains the text "hydrocarbon producers" and a "GO" button. Below the search bar are navigation tabs: GENERAL, NEWS, JOBS, BLOGS, RESEARCH, COMPANIES, and COMPANY DIRECTORY. The search results are displayed in a list format. The first result is titled "1. Topic - Crudetar Producer" and includes a snippet: "... By-product Carbon Product Crude-tar Producer High-grade Steel Hydrocarbon Products, Crudetar Producer Topic 1 Waste...". The second result is titled "1. Enerchem International Inc - Operations - Who We Are" and includes a snippet: "... As pure hydrocarbon products with no Exchange under the trading symbol 'ECH'. The Company is a leading producer and distributor of premier...". The third result is titled "2. Pall® Klean-Change® 100 Disposable Filter Assemblies" and includes a snippet: "... assemblies with pure hydrocarbon solvents which are flammable and of low electrical conductivity (<SpSim) may/Applications Chemical Producers OEM Media, Membranes, and Materials Oil and Gas Oil Sands Polymer Processors...". The fourth result is titled "3. No title provided." and includes a snippet: "... Simple cubic EOS predicts properties of pure hydrocarbons, mixtures A new, prices and hurricane-related production disruptions have forced many US independent producers to report...".

THE DIFFERENCE

General search engines index billions of pages from millions of websites and return an incredibly large number of search results and information overload. Vertical search solves this problem by dissecting the web of topic-relevant content, indexing only those pages and providing fast, accurate and well-refined information to specialised online communities, in particular business professionals.

E-consulting reported that the ability to find information quickly is the main advantage of vertical search engines from the perspective of business users.¹ Around two-thirds of survey respondents saw the following as the major benefits of vertical search:

- Quicker to find desired information (67%)
- Top results more relevant (65%)
- Focus on specific business interests and workflow (64%)

General search, typified by Google and Yahoo, return results that are keyword relevant but can be contextually meaningless. In fact the average general search failure rate is 31.9%

Source: Richard Chuck. *Vertical Search Delivers What Big Search Engines Miss*. Outsell Inc.



cbm

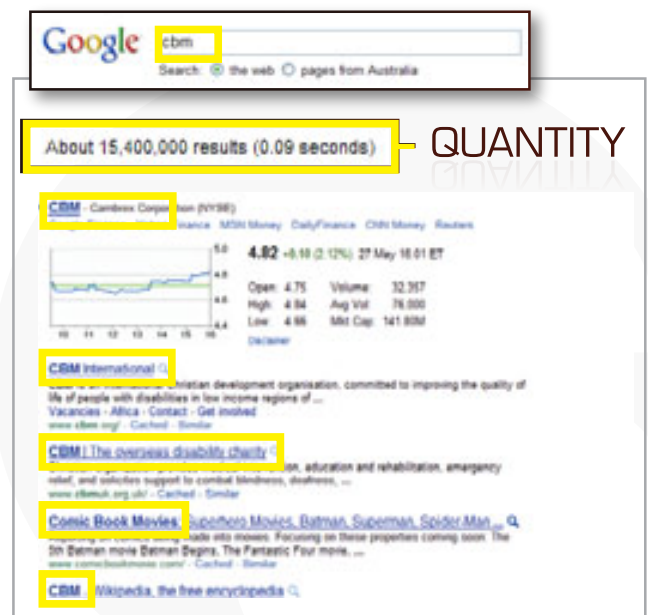
SEARCH NEWS JOBS BLOGS RESEARCH COMPANIES COMPANY DIRECTORY

GO

Results for "cbm" - 1 thru 10 of about 34806

1 2 3 4 5 6 7 8 9 10 Next

- 1. CBM Overview**
... Coaled Methane CBM Action Alerts CBM Overview Clear Creek/Support Featured News CBM Overview Coaled Methane Development in Wyoming...
[ponderinvestor.com] Report this link Visit home page More results from this site
- 2. CBM Overview**
[tekete.com] Report this link Visit home page More results from this site
- 3. ALBERTA'S CBM**
... ALBERTA'S CBM The development of coaled methane (CBM) in Canada centers in Alberta, and this year, promises to be the province's busiest yet in this expanding source of gas. At year-end 2003, some 730 CBM...
[colandresinvestor.com] Report this link Visit home page More results from this site
- 4. CBM Drilling & CBM Production | Ember Resources**
...Webcasts Stock Quote Analyst Coverage Coaled Methane FAQ on CBM, coaled methane and CBM drilling What is coaled methane or CBM? The main component of natural gas is...
[emberresources.com] Report this link Visit home page More results from this site

Google

cbm

Search the web pages from Australia

About 15,400,000 results (0.09 seconds) QUANTITY

CBM - Cambrex Corporation (NYSE)
... Cambrex Corporation (NYSE) ...
4.82 +0.10 (2.12%) 27 May 18:01 ET
Open: 4.75 Volume: 32,357
High: 4.94 Aug Vol: 78,000
Low: 4.55 Mkt Cap: 141,838
Options

CBM International
... international development organisation, committed to improving the quality of life of people with disabilities in low income regions of ...
Vacancies - Africa - Contact - Get involved
www.cbmi.org/ Cached Similar

CBM | The overseas disability charity
... and collects support to combat blindness, deafness, ...
www.cbmi.org.uk/ Cached Similar

Comic Book Movies ...superhero movies, Batman, Superman, Spider-Man...
... into movies. Focusing on these properties coming soon: The
[on Batman movie Batman Begins, The Fantastic Four movie, ...
www.cbmi.com/movies/ Cached Similar

CBM Wikipedia, the free encyclopedia

WHY ADVERTISE ON SEARCHPETROLEUM.NET?

TARGETED MARKETING CAPABILITY

SearchPetroleum.net provides a unique opportunity for advertisers to reach high-spend, mining industry decision-makers around the globe. With search-based advertising, companies can direct their message right at their most relevant eyeball and right at the point that they are looking to buy or find. Gartner reports that 85% of business executives use search engines as their place of choice when they want to find out more about a product or service.²

RETURN ON INVESTMENT

As **SearchPetroleum.net** delivers your message to a targeted, qualified and captive audience, you can be assured of click-through rates that exceed all other forms of online marketing PLUS the potential for immediate, as well as ongoing sales. One of the great benefits of search engine marketing is measurability. You are able to see exactly how many conversions (online leads or sales) you've received, along with the revenue generated and your ROI. It's every marketer's dream!

INCREASED BRAND VISIBILITY

There's no question that conversions are critical and, fortunately, it's easy for search advertisers to measure the conversions they've generated. It's important to remember, however, that search affects brand-building throughout the buying cycle and it is likely to have an even greater impact on a company's brand, and business as a whole, than can ever be measured.

The positive impact that search has on a brand is increasingly being recognised and valued by advertisers. Companies are now more likely to use search marketing for increasing brand awareness (63%) than for selling directly online (61%) or generating leads (56%).³



BOOK NOW. LOCK OUT YOUR COMPETITORS AND HIT YOUR KEY TARGET AUDIENCE TODAY.

SearchPetroleum.net is extensively promoted on leading news site *PetroleumNews.net*, association websites such as Society of Petroleum Engineers, and through a range of other leading industry publications and events. This ensures traffic is directed to the site and, more importantly, to your products and services.

Footnotes:

¹ eConsultancy, Vertical Search Report 2008

² Gartner 2007, Survey uncovers heightening reliance on search across business purchasing

³ SEMPO's annual survey of SEM agencies and advertisers, Feb. 09

ADVERTISING OPTIONS

COMMODITIES TABLE

Located on the left side of the home and results page – Sole Occupancy Sponsorship.



SITE SPONSOR TOP BANNER

Located in a prime position near the top of the page appearing on all site pages in rotation.

KEYWORD BUNDLE SPONSORED LINK

Reserve up to 15 keywords. When your selected keywords are used in a search, your company's message appears at the top of the results page as a sponsored link.

SQUARE BUTTON

Key location next to the search results.

ADVERTISING RATES

	3 months	6 months	12 months
Button	\$2,995	\$5,090	\$8,990
Keywords	\$1,490	\$2,490	\$4,990
Banner	\$3,490	\$5,890	\$9,990
Commodities Table	\$3,490	\$5,890	\$9,990
SP.net Search Box Sponsorship (ENB/ENP)	—	\$16,000	\$30,000

All above prices are in US dollars.

CONTACT US

Contact us on +61 8 6263 9100 or advertising@searchpetroleum.net

Cancellation Fees:

- A cancellation fee of 25% will apply if your online booking is cancelled 30 days prior to the "go live" date (loading of ad) for the online advertising.
- A cancellation fee of 25% will apply if your print booking is cancelled 14 days or less before the scheduled booking deadline (refer note 1).
- A cancellation fee of 50% will apply if your print booking is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1).
- A cancellation fee of 100% will apply if your print booking is cancelled after the scheduled production deadline (refer note 1).
- For the Aspermont Full Terms & Conditions, please see the 'Advertise' Tab on the website or call your Sales Executive.

Note 1 - All scheduled booking and production deadlines as supplied by your Aspermont Sales Executive. Please feel free to contact your representative for further information and clarification.