

2023 MEDIA PLANNER

The Canadian Association of Energy Contractors (CAOEC) represents Canada's energy service contractors operating close to the wellhead.

Working together, our members identify where collaboration can contribute to the continuous development of our industry as we maintain our position as the best in the world.



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

About the CAOEC

As one of the most influential trade associations in Canada, CAOEC represents energy service contractors operating close to the wellhead from coast to coast to coast. The CAOEC 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.

CAOEC 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 CAOEC 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 CAOEC 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 CAOEC'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

CAOEC Membership includes 100% of the Canadian drilling industry and 98% of the Canadian service rig industry!

300+ MEMBERS

3,400+ FACEBOOK FOLLOWERS

2,765+ TWITTER FOLLOWERS

760+ INSTAGRAM FOLLOWERS

6,760+ LINKEDIN FOLLOWERS

CAOEC.ca Advertising

The CAOEC website gets over 27,000 unique page views per month!

ASK US ABOUT CUSTOM PACKAGES!

HOME PAGE AD

The home page gets over 3,800 unique visits per month.

DRILLING RIG MAP

The Drilling Rig Map gets over 2,800 unique visits per month.

JOBS PAGE

The jobs landing page is a great place to advertise your company to prospective candidates searching for jobs in the energy services sector. This page gets over 2,000 unique visits per month from job seekers.

DRILLING REPORTS

CAOEC's drilling and service rig report pages generate thousands of views each month.

Public Facing:

- **Rig Reports Page:** features sample RigData reports as well as active drilling and service rig counts and daily utilization numbers.
- **Drilling Forecast Page:** features CAOEC's annual drilling forecast.

Members-Only (these pages are available to CAOEC 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**

MONTHLY E-NEWS

CAOEC's E-Newsletter is sent out to 1,000+ members each month. Open rates are consistently above 30%.

Ad Type (6 month term)	Rate	Specs
Home Page (top rotator)	\$3,500.00	1500 X 475 px @ 72 ppi
Home Page (banner x 2)	\$2,599.00	728 X 90 px @ 72 ppi
Home Page (sidebar)	\$2,399.00	300 X 250 px @ 72 ppi
Home Page (sponsor rotator)	\$599.00	PNG Logo
Drilling Rig Map (banner + sidebar)	\$3,500.00	728 X 90 px @ 72 ppi + 250 X 250 px @ 72 ppi
Jobs Landing Page	\$1,559.00	728 X 90 px @ 72 ppi + 250 X 250 px @ 72 ppi
Rig Reports Landing Page (banner + sidebar)	\$1,559.00	728 X 90 px @ 72 ppi + 250 X 250 px @ 72 ppi
Drilling Forecast Page (banner + sidebar)	\$1,559.00	728 X 90 px @ 72 ppi + 250 X 250 px @ 72 ppi
Weekly Drilling Report (banner + sidebar)	\$1,559.00	728 X 90 px @ 72 ppi + 250 X 250 px @ 72 ppi
Monthly Drilling Report (banner + sidebar)	\$1,299.00	728 X 90 px @ 72 ppi + 250 X 250 px @ 72 ppi
Monthly Service Rig Report (banner + sidebar)	\$1,039.00	728 X 90 px @ 72 ppi + 250 X 250 px @ 72 ppi
Canadian Drilling Market Share (banner + sidebar)	\$1,039.00	728 X 90 px @ 72 ppi + 250 X 250 px @ 72 ppi
Operating Days by Depth (banner + sidebar)	\$1,039.00	728 X 90 px @ 72 ppi + 250 X 250 px @ 72 ppi
Fleet Breakdown (banner + sidebar)	\$1,039.00	728 X 90 px @ 72 ppi + 250 X 250 px @ 72 ppi
Member Directory Landing Page (banner)	\$1,199.00	768 X 144 px @ 72 ppi
Online Fleet Listing (sidebar)	\$119.00	175 X 367 px @ 72 ppi
Workforce Information (banner + sidebar)	\$799.00	728 X 90 px @ 72 ppi + 250 X 250 px @ 72 ppi
Monthly E-Newsletter	\$1,559.00	1000 X 500 px @ 72 ppi

Rig Directory

RIG DIRECTORY AD RATES

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

CAOEC'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.

ONLINE MEMBER DIRECTORY

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

Ad Type	Rate	Specs
Outside Back Cover	\$1,969.00	6" X 8.5"
Tab Page	\$1,969.00	5.5" X 8.5"
Inside Front Cover / Inside Back Cover	\$1,969.00	6" X 8.5"
Double Page Spread	\$2,219.00	11" X 8.5"
Full Page	\$1,729.00	5.5" X 8.5"
1/2 Horizontal	\$1,129.00	4.75" X 3.88"
1/2 Vertical	\$1,129.00	2.38" X 7.75"
1/4 Banner	\$649.00	4.75" X 1.94"
1/4 Vertical	\$649.00	2.38" X 3.88"
1/8 Horizontal (Business Card)	\$409.00	2.38" X 1.94"
Logo Enhancement Renewal	\$199.00	

The Hitch Online

The Hitch online receives more than 14,500 pageviews per year and a quarterly online readership of 3,625. Articles on The Hitch are posted on social media channels with exposure to an audience of over 13,500 followers.

HOME PAGE

The Hitch home page showcases the latest energy news stories. The home page skyscraper is prominent when visitors search the website.

ADVERTORIAL

An Advertorial includes content provided by the advertiser. The advertorial is included on The Hitch home page as a “Feature Article” and is promoted to thousands of CAOEC followers on social media and is linked on the CAOEC home page banner and included in CAOEC’s E-Newsletter. The article remains on The Hitch perpetually.

MEMBER DIRECTORY PAGE

The Member Directory page is a popular spot where members of the public can search CAOEC’s flip-book version of the Rig Inventory & Directory. Place your ad either beside or below the flip-book!

ARTICLES PAGE

The Articles page provides a list of our entire article archive and is a popular spot visitors check out when they reach the home page.

SPONSOR BAND

Another great option for having a Hitch presence is to have your brand included in our home page Sponsor Band for only \$259.

Ad Type (6 month term)	Rate	Specs
Home Page (skyscraper)	\$1,999.00	391 X 1116 px @ 72 ppi
Advertorial	\$1,499.00	678 X 381 px @ 72 ppi
Member Directory Page (skyscraper)	\$1,679.00	391 X 837 px @ 72 ppi
Member Directory Page (lower banner)	\$999.00	1600 X 300 px @ 72 ppi
Articles Page (skyscraper)	\$1,199.00	391 X 1116 px @ 72 ppi
Sponsor Band	\$259.00	375 X 250 px @ 72 ppi

Dates/Contact Information

PUBLISHING DATES

Issue	Material Due	Publish
2024 Rig Inventory & Directory	December 20, 2023	February 2024

For additional advertising information, contact:

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

For sponsorships, contact:

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