

2025 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 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. CAOEC is a trusted source for all things drilling and well servicing, and provides a targeted audience and exceptional value to advertisers through our Rig Directory.

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.

Advertising with 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, CAOEC reaches people who are invested in the oil and gas sector.

YOUR TARGET AUDIENCE

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

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

300+ MEMBERS

3,700+ FACEBOOK FOLLOWERS

2,700+ X FOLLOWERS

1,000+ INSTAGRAM FOLLOWERS

8,100+ LINKEDIN FOLLOWERS

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	\$2,249.00	6" X 8.5"
Tab Page	\$2,249.00	5.5" X 8.5"
Inside Front Cover / Inside Back Cover	\$2,249.00	6" X 8.5"
Double Page Spread	\$2,499.00	11" X 8.5"
Full Page	\$1,999.00	5.5" X 8.5"
1/2 Horizontal	\$1,299.00	4.75" X 3.88"
1/2 Vertical	\$1,299.00	2.38" X 7.75"
1/4 Banner	\$749.00	4.75" X 1.94"
1/4 Vertical	\$749.00	2.38" X 3.88"
1/8 Horizontal (Business Card)	\$469.00	2.38" X 1.94"
Logo Enhancement Renewal	\$249.00	

Dates/Contact Information

PUBLISHING DATES

Issue	Material Due	Publish
2026 Rig Inventory & Directory	December 19, 2025	February 2026

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

For information regarding sponsorship and advertising, contact:

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