



**DECOM**  
North Sea

**MEDIA**  
**OPPORTUNITIES**

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# ARE YOU LOOKING TO RAISE YOUR COMPANY PROFILE TO KEY PLAYERS IN THE LATE LIFE AND DECOMMISSIONING SECTOR?

“ This quarterly publication is growing with each edition and is becoming known as the publication to showcase the supply chain's expertise ”

## Advertising opportunities available in Decom North Sea's quarterly publication, Decom News.

Decom News is a high quality publication focusing on updates from the late life and decommissioning sector, centred around feature articles, the latest news from Decom North Sea members and a highlight of forthcoming events.

This quarterly publication is growing with each edition and is becoming known as the publication to showcase the supply chain's capabilities, expertise and experience of the decommissioning sector.

## Why advertise in Decom News?

- Printed copies sent to 370 + Decom North Sea members.
- Distributed at major UK and international exhibitions and conferences.
- Electronic copies sent to a growing database of over 2,400 key industry contacts with an interest in decommissioning.
- Available to be downloaded from the Decom North Sea website.

## Rate Card

\*Cost per edition

Advert size	1 edition	2 editions + 10% discount*	3 editions + 15% discount*	4 editions + 20% discount*	Non-member rate*
1/4 page	£400	£360	£340	£320	£800
1/2 page	£600	£540	£510	£480	£1200
Full page	£800	£720	£680	£640	£1600
Inside front	£900	£810	£765	£720	£1800
Back page	£975	£880	£830	£780	£1950

## Artwork Specifications

### Full page

267mm deep x 180mm across or 297mm deep x 210mm across with 3mm bleed.

### 1/4 page

128mm deep x 88mm across.

### 1/2 page

128mm deep x 180mm across.

**Please supply artwork as a high resolution 300dpi pdf.**

Advertisements are subject to approval

# WHY ADVERTISE ONLINE AT DECOMNORTHSEA.COM?

The Decom North Sea website is widely regarded as the hub for information, news and events about the offshore decommissioning industry. With over 48,000 visits every year, advertising on the Decom North Sea website is sure to get your company noticed.

Figures correct at  
October 2017

- Over 81,000 views each year, ensuring the Decom North Sea website provides a great platform to get your company noticed.
- With a continued growth in website traffic, there has never been a better time to advertise on the Decom North Sea website.

## Placement

- **Option 1 – Homepage**  
1 Position at top of page above toolbar
- **Option 2 – News and Events Sections**  
1 Position at top of page above toolbar
- **Option 3 – News and Events Sections**  
1 Position on right hand column next to main content

## Rate Card

	Option 1 (M/NM)	Option 2 (M/NM)	Option 3 (M/NM)
One month	£1100 / £2200	£550 / £1100	£225 / £500
3 months	£2500 / £5000	£1250 / £2500	£625 / £1250
6 months	£4000 / £8000	£2000 / £4000	£1000 / £2000
Annual	£8000 / £16000	£4000 / £8000	£2000 / £4000

## Advert Specifications

### Option 1 and Option 2

The ad space is standard leaderboard size (728x90px), we can also accommodate standard banner size (468x60px). Please contact us if your artwork is a different size.

### Option 3

The ad space is 262 x 150px.

### All Options

- Please note that your artwork can in no way use Decom North sea branding and must not look like it is appearing to form part of the website.
- Advertisements are subject to approval.
- Artwork must be submitted at least 3 days prior to launch date to allow for approval and testing. We require the target URL of the ad submitted at the same time.
- The click-through rate (CTR) of your ad is dependent on the creativity of the banner content. Ads with engaging content always outperform their rivals.
- Maximum file size for jpg image banners is 60k We do not accept flash banners at this time.
- Animated gif banners can loop and have a maximum file size of 60k.