

2012 Space Reservation

Rates Effective Dec. 1, 2011

Please use this form to reserve your space in 2012.

Instructions

1. Choose your ad size.*
2. Choose color or black-and-white
3. Choose the months for your insertions
4. Calculate your total cost
5. Complete all company and contact information
6. Fax completed form to John MacKenna at 857-241-3721

**If you are reserving ads in different sizes, please use a separate form for each size.*

Deadlines

Space reservations: 5th day of the month prior to issue of publication

Materials: 10th day of the month prior to issue of publication

RATES:	1X insertion	4X or more
Full Page	\$1765	\$1635
2/3 Page	\$1440	\$1340
1/2 Page	\$1350	\$1225
1/3 Page	\$1000	\$940
1/6 Page	\$630	\$585
1/12 Page	\$370	\$355

COLOR RATES:

Four-color ad (all sizes): \$810

One flat color (all sizes): \$315

MARKETPLACE: (minimum three-month insertion)

	Single	Double
B/W	\$150/month	\$255/month
Color	\$320/month	\$535/month
Premium	\$530/month	\$800/month

Please see 2012 Rate Card for additional information.

Your order

Advertiser (as they should appear in advertiser listing)

Company name: _____

Address: _____

Phone Number: _____

Contact: _____

Website: _____

Advertising Agency (if applicable)

Company name: _____

Address: _____

Phone Number: _____

Contact: _____

Website: _____

Your Ad Size (Choose one):* Full Page 2/3 Page 1/2 Page 1/3 Page 1/6 Page 1/12 Page

**If you are ordering ads of different sizes, please use a separate Space Reservation form for each size.*
 Marketplace Single

 Marketplace Double

Your Color Choice: Four-color ad (\$810 per insertion) One flat color (\$315 per insertion) Black & white

Months Your Ad Will Run:

(Check all that apply)

(April, June and August issues get bonus distribution at trade shows, as indicated)
 January 2012

 February 2012

 March 2012

 April 2012 (Atlantic Region Energy Expo)

 May 2012

 June 2012 (Oil & Energy Service Professionals Convention)

 July 2012

 August 2012 (Oilheat Visions Conference)

 September 2012

 October 2012

 November 2012

 December 2012

Cost: # of months _____ x Rate _____ = _____
 (Space + Colors) *Subject to approval by Oil & Energy Magazine*

 Bill to: Advertiser Agency Other:

Company: _____

Address 1: _____

Address 2: _____

City/State/Zip: _____

Person Providing Ad Materials

Name: _____

Contact Person: _____

Company: _____

Phone Number: _____

Phone Number: _____

Fax Number: _____

E-Mail: _____

E-mail: _____

By signing here, you confirm your company's advertising reservation, agree to pay for the advertising each month, and accept the Terms and Conditions on page 3:

Signature: _____ Date: _____

2012 Space Reservation for NEFI.com and the NEON Newsletter

Rates Effective Dec. 1, 2011

Please use this form to reserve your space in 2012.

Instructions

1. Choose the online ads that you want.
2. Choose the months for your ad reservations.
(Sold on a first-come-first-served basis)
3. Calculate your total cost
4. Complete all company and contact information
5. Fax completed form to John MacKenna at 857-241-3721

NEFI.com Advertising Opportunities and Prices

Choose your ad and your months for 2012

Home Page Corner Peel Exclusive \$750/month

- January February March April May June July
 August September October November December

Number of months x \$750 = _____

Home Page Leaderboard Exclusive \$600/month

- January February March April May June July
 August September October November December

Number of months x \$600 = _____

Home Page Rectangle \$350/month

- January February March April May June July
 August September October November December

Number of months x \$350 = _____

Interior Run-of-Site Leaderboard \$350/month

- January February March April May June July
 August September October November December

Number of months x \$350 = _____

Interior Run-of-Site Rectangle \$150/month

- January February March April May June July
 August September October November December

Number of months x \$150 = _____



NEON Newsletter Advertising Opportunities and Prices

Choose your months for 2012.

(Subject to availability)

Monthly sponsorship \$250/month

- January February March April
 May June July August
 September October November December

Number of months x \$250 = _____

NEFI.com Total: _____

NEON Newsletter Total: _____

Combined Total: _____

Pending confirmation of availability and pricing by publisher.

<p>Company and Product to be Advertised: <i>(as they should appear in advertiser listing)</i></p> <p>Company Name: _____</p> <p>Phone Number: _____</p> <p>Website: _____</p> <p>Person Providing Ad Materials:</p> <p>Name: _____</p> <p>Company: _____</p> <p>Phone Number: _____</p> <p>E-Mail: _____</p> <p>By signing here, you confirm your company's advertising reservation, agree to pay for the advertising each month, and accept the Terms and Conditions on page 3:</p>	<p>Send Bills to:</p> <p>Company: _____</p> <p>Address 1: _____</p> <p>Address 2: _____</p> <p>City/State/Zip: _____</p> <p>Contact Person: _____</p> <p>Phone Number: _____</p> <p>Fax Number: _____</p> <p>E-mail: _____</p> <p>Signature: _____</p> <p>Date: _____</p>
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Terms and Conditions

Copy Regulation: All advertisements are accepted and published by the publisher entirely on the representation that the agency and/or the advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that in consideration of the publication of advertisements, the advertiser and/or the agency will indemnify and save the publisher harmless from and against any claims or suit for libel, violation or right of privacy, plagiarism, copyright or trademark infringement and any other claims or suits based on the contents or subject matter of such publication.

The right is reserved to reject any advertising considered objectionable as to wording or appearance, or not in harmony with the best interest of our readers.

Publisher is not responsible for failure to publish any advertisement because of labor disputes, strikes, government action, war, fire, riots, breakdown of equipment, acts of God or other circumstances beyond the publisher's control.

Upon signing orders or contracts, payment for first insertion is required. Credit cards (Visa, MasterCard, American Express) or checks will be accepted for prepayment.

Rates are based on total number of insertions used within each contractual year. Insertions may be the same or varied sizes. If more or fewer insertions are used within one year than specified in the billing rate, charges will be adjusted to correspond with the earned space rate. Discounts or no-charge placements will be offered at the end of the contract term, and credited at the smallest ad placement within the contract term. Contracts may be cancelled by the advertiser or Publisher on written notice, 30 days in advance of the closing date. The advertiser will be billed for actual space used within the contract year. Advertising copy from most recent insertion will run if copy is not received by specific deadline, or, if there is no previous insertion, client is liable for cost of contracted space not used, and space will be allocated at discretion of publisher.

Publisher reserves the right to insert the word "Advertisement" in ads that simulate the editorial format.

Invoicing will be rendered monthly. Invoices rendered to Advertiser shall be conclusive as to the correctness of the items stated unless Company receives written objection within fifteen (15) days thereof. Non-receipt of invoices or lack of invoicing shall not impact Advertiser's liability hereunder. Any discounts given shall be forfeited/reversed for invoices not paid within sixty (60) days from the date thereof. Invoices shall be due thirty (30) days after the date of invoice and failure to pay within such timeframe shall result in a default hereunder and shall further be deemed a default under any other agreements with Company. Invoices not paid when due shall accrue interest at the rate of one and one-half percent (1.5%) per month (18% annual), or such lesser rate permitted by law. After 30 days, advertising can be withheld until the outstanding balance is paid.

Agency and Advertiser shall be jointly and severally liable for payment of the amounts owed under this Contract. In the event of default or material breach by Advertiser/Agency, in addition to other remedies available at law, Company may: (a) cancel this Contract without prior notice and demand payments of all amounts remaining due and owing; (b) without terminating this Contract, declare the entire balance of payments to be made hereunder immediately due and payable; (c) remove all of Advertiser's advertisements without limiting Advertiser's liability hereunder; and/or (d) declare Advertiser in default under any other agreement with Company. Waiver by company of any breach by Advertiser/Agency hereunder shall not prejudice the rights of the Company with respect to any breach not specifically waived by Company. Any collection expense will be borne by advertiser including all fees and reasonable legal fees. Should it be necessary for any litigation to take place on this account, including matters of the collection of unpaid bills, cases will be heard in the State of New York, County of Nassau.

No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with the Publisher's stated policies will be binding on the Publisher. This Contract contains the full agreement of the parties, and no prior representation or assurance, verbal or written not contained herein, shall affect or alter the obligation of either party hereto.