



2014 Media Pack

Nogtec Advertising

Nogtec is the prime source of Africa oil and gas industry news, information and analysis. Launched in 2010, it has grown to be Africa's premier oil and gas website. Nogtec generates traffic from 129 different countries and territories around the world.

Our traffic levels grow significantly year on year. Between January – December, 2012, Nogtec achieved over 85,575 average monthly unique visitors and 218,680 average monthly pageviews. In addition we have more than 15,000 newsletter subscribers.

What we are:

- Africa's largest online news and information source for the oil and gas industry.
- Daily 24/7 breaking news headline stories written by industry experts and journalists.
- Oil and gas price updates & analysis by experts.
- Premium content feature-length regional spotlights, technical articles, special features, etc.
- More descriptive photos, maps, and graphics than any other industry website.
- Up-to-date events calendar, company directory, Jobcentre, etc.
- The most current industry statistics available online.
- Extensive online reference archives.
- Nogtec e-Newsletter.

Advertising

Nogtec is able to provide excellent, targeted, cost effective advertising opportunities for companies and organisations looking to reach oil and gas professionals in Africa and around the world.

We offer a well-tailored advertising platform and provide numerous options to best serve your advertising needs by utilising innovative advertising techniques, creating greater brand awareness in a way to make your advertising budget go further than imagined. We are able to customise our advertising service to best serve your advertising needs and budget. However, it is also possible for you to pick and choose individual components and create your own personalised package.

With significant growth increasing unique users and page views every week there is a vast audience of thousands of oil and gas professionals still reachable through Nogtec. Upcoming features, resource and customisations give even more possibilities – that's the benefit of advertising on Nogtec.

Advertising Rates

Nogtec offers a discount of up to 50% off regular rates to qualified smaller companies and those in developing countries. To learn more about anything we offer, please contact us: by email at: advertise@nogtec.com, or phone on +44 203 556 4943.

Adverts across all of Nogtec

These are the prime advertising spots on Nogtec. A rotational system operates - your adverts will rotate on the main homepage and throughout the rest of the site, ensuring your advert remains fresh and highly noticeable.



Location	Dimension	1 month	3 months
Top Banner	728x90	£599	£1399
Large Square	336x280	£599	£1399
Small Banner	468x60	£499	£1099
Sponsor Buttons, Homepage	184x60	£299	£499
Sponsored Advert, Homepage	240x200	£399	£799
Same	240x100	£299	£499

Run of site campaign, Any 3 of the above (20% discount)

Six months contract (advance payment - 10% discount)

One year contract (advance payment - 20% discount)

Sponsor one section



Topic Section Sponsorship

A Topic section sponsorship provides an exceptional means of connecting with our visitors and subscribers whose interests are in those specific industry sectors you want to reach. You can choose to sponsor a relevant Topic section associated with your company by featuring your company logo linked directly to your website. Your advertising message will reach only those professionals who want more information on your specific products and services – target marketing at its best.

These topic sections include **News – Regional News, Upstream, Downstream, Oilfield Services, Renewable Energy, Finance, Featured Articles etc, Jobcentre, Events, Company Directory**, and many more.

Location	Dimensions	1 month	3 months
Topic Section Sponsor, Banner	468x60	£200	£480
Topic Section Sponsor, Button	184x60	£100	£240

Run of site campaign, All 2 of the above (20% discount)

Six months contract (advance payment - 10% discount)

One year contract (advance payment - 20% discount)

Sponsorship Benefits:

Brand Awareness - strengthens your company image by aligning your message with targeted Nogtec content, helping to create an affinity for your company, products and services among industry professionals.

Traffic Driver - pushes professionals from the energy industry to your website or other online offerings to learn more.

Other Packages

Page Peel

The top corner peel advert is an opportunity for one advertiser to have a fixed presence on every page of Nogtec and your advert not shared during the duration of your campaign. The peel begins as a "dog ear" in the upper right-hand corner of the page and, on mouse-over, extends down and to the left. The Page Peel advert offers an exclusive premium opportunity with a potential of higher than average click-through rates, resulting in targeted lead generation and traffic to your online content and offerings. **Contact us** for pricing.

Regional News Archives | Nogtec

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www.develop.nogtec.com/regional-news/

Membership Login | Member

NOGTEC The All-in-One Africa Oil & Gas Website

DECEMBER 4, 5 & 6TH Paris #1 EUROPEAN INDUSTRY EVENT

LE WEB .CO

Home News Job Centre Events Company Directory Notice Board Industry Data Education

Regional News

Nogtec » Regional News

Regional News Categories

- Asia (163)
- Australia (8)
- Eastern Europe & Russia (34)
- Middle East (171)
- Africa (411)
- United States & Canada (97)
- South America (86)
- North Sea & Western Europe (364)

RSC.Publishing Access scientific research content here

Advertise With Us

Obama hits Iran with more economic sanctions

August 01, 2012 | Economy, Government & Regulations, Middle East, Politics & Social Unrest

US President Barack Obama on Tuesday imposed new economic sanctions on Iran's oil export sector and on a pair of Chinese and Iraqi banks accused of doing business with Tehran. In a statement released by the White House, Obama said the new measures underlined the United States' determination to force Tehran "to meet its international obligations" in nuclear negotiations. The sanctions came on the same day as the US State Department branded Iran "an active state sponsor of terrorism" in its 2011 annual terrorism report, ...

Russia's Rosneft swings to net loss of \$248 million

August 01, 2012 | Earnings Reports, Eastern Europe & Russia

Russian state-controlled oil producer OAO Rosneft Wednesday announced an unexpected second-quarter net loss of 8 billion Russian rubles (248 million dollars) on the back of lower crude prices, the ending of tax breaks for its giant Vankor field, and foreign exchange losses because of exchange rate volatility. A Dow Jones Newswires survey of five analysts had forecast a net profit of RUB32 billion. Rosneft Chief Executive Igor Sechin said in a statement that the company had "launched efforts to improve our corporate structure and boost ...

Welcome Nogtec2

Write for Nogtec

Post a Job

Post an Event

List your company

Logout

Subscribe to our Newsletter

Email

Sponsored Adverts

Resources Development

SEPTEMBER 13-14 2013 NBF

First International Neryungi Business Forum

Dimensions: 50 X 50 (expands to 900 X 650 or 800 X 600 or 500 X 500)

An interactive ad unit that flickers in the corner of every page, and expands when moused-over.

Welcome Advert - New

The Welcome Page is a high impact advert unit offering ultimate brand visibility for a major announcement or introduction. One of the largest rich media advert units available, the Welcome Page is seen by site visitors once every 24 hours and is exclusive to one advertiser per week. Contact us for pricing.

Dimension: 640 X 480

An exclusive advert unit, displayed for up to 15 seconds to every daily unique visitor on all landing pages.

Sidekick Banner - New

This rich media advert unit provides an impactful branding and direct response experience. The premium advert unit extends from the side of the webpage and provides on-going visibility even when collapsed. When using clear calls to action, the Sidekick ad offers an exclusive opportunity with higher than average click-through rates, resulting in targeted lead generation and traffic to your online content and offerings. Contact us for pricing.

Push Down - New

The Pushdown Banner is a highly interactive, rich media ad unit providing an impactful branding and direct response experience. This premium position ad unit auto-expands beneath site navigation once every 24 hours and provides on-going visibility even when collapsed. As one of the largest ad units available, the Pushdown Banner can support a more detailed message through the use of streaming video and multiple targeted links to your offerings. Contact us for pricing.

E-Newsletter Advertising

Advertise in our weekly e-Newsletter and put your advertising message before tens of thousands of oil and gas industry professionals each week. It provides an exceptional targeting for your advertising message that is direct, efficient, and effective, the e-newsletter can be an economical means of putting your message in front of potential industry customers, and in combination with a banner campaign on Nogtec website, the best use of your advertising funds.

More Information

To learn more about anything we offer, please get in touch with our team by email at: advertise@nogtec.com, or phone on +44 203 556 4943.