

Canadian Association of Oilwell Drilling Contractors

Reach the association that represents nearly **100% of Canada's drilling rig fleet and 98% of Canada's service rig fleet.**

The Industry Advantage

- Western Canadian crude oil supply is projected to **increase from 2.4 million barrels/day in 2006 to almost 5.3 million barrels/day in 2020.**
- Canada is the **world's third largest producer of natural gas** and the **seventh largest producer of crude oil.**
- **Canada's oil reserves total 180 billion barrels** (second in the world next to Saudi Arabia).

Who We Are

The Canadian Association of Oilwell Drilling Contractors (CAODC) is a voice for Canada's drilling and service rig contractors and one of Canada's oldest upstream petroleum industry associations. **Networking with CAODC gives you the opportunity to gain targeted exposure to the three rig fleets working for Canada's petroleum industry.**

Membership Profile

CAODC membership includes:

- **43 drilling companies, operating a fleet of 792 land-based rigs, which account for nearly 100% of the fleet currently operating in Canada,** across the four western provinces.
- **3 offshore companies.**
- **70 service rig companies operating 1,085 units** across western Canada.

CAODC has chosen Naylor (Canada) Inc. to provide the association with a communications program for 2011. Naylor's integrated media solutions are highly visible resource tools, effectively positioned to reach key decision-makers in our industry. As advertising opportunities, they are an easy way to **protect market share and secure top of mind awareness.** Contact your Naylor account executive today to secure your space!

For more information, please contact:

Kim Davies

Project Manager
Naylor (Canada), Inc.
(800) 665-2456, ext. 423
kdavies@naylor.com



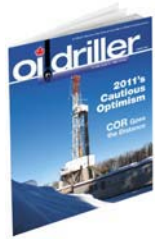
IN PRINT AND ONLINE

Connecting you with CAODC members throughout the year

The Canadian Oil Driller

PRINT EDITION

Our tri-annual magazine encompasses the latest developments and news surrounding the industry.



The Canadian Oil Driller

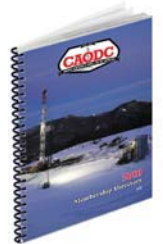
DIGITAL EDITION

An exact replica of the print edition, readers can click on your ad and be directly linked with your company's web site. A full archive of past issues is available for a 12-month period, ensuring longevity for your online presence.



Membership Directory

Our annual directory is a spiral-bound publication with die-cut tabs for easy reference. In addition to membership contact information and a buyers' guide, each member's listing provides detailed information about the company's rig equipment.



Online Directory & Buyers' Guide

Updated monthly, the Online Directory and Buyers' Guide features the most up-to-date contact information. The accompanying online Buyers' Guide puts your company at the fingertips of potential clients when they are ready to make purchasing decisions.



To learn more about the Canadian Association of Oilwell Drilling Contractors, visit:

www.caodc.ca

2011 Membership Directory and The Canadian Oil Driller tri-annual magazine



Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Colour Rates	1x	2x	3x	4x
Double Page Spread	\$3,249.50	\$3,069.50	\$2,919.50	\$2,809.50
Outside Back Cover	\$2,959.50	\$2,829.50	\$2,729.50	\$2,649.50
Inside Front or Inside Back Cover	\$2,789.50	\$2,659.50	\$2,559.50	\$2,479.50
Full Page	\$2,299.50	\$2,169.50	\$2,069.50	\$1,989.50
2/3 Page	\$2,139.50	\$2,019.50	\$1,929.50	\$1,849.50
1/2 Page	\$1,869.50	\$1,769.50	\$1,679.50	\$1,619.50
1/3 Page	\$1,619.50	\$1,529.50	\$1,459.50	\$1,399.50
1/4 Page	\$929.50	\$879.50	\$839.50	\$799.50
1/6 Page	\$739.50	\$699.50	\$669.50	\$639.50
1/8 Page	\$519.50	\$489.50	\$469.50	\$449.50

Black-and-White Rates	1x	2x	3x	4x
Full Page	\$1,359.50	\$1,279.50	\$1,219.50	\$1,119.50
2/3 Page	\$1,199.50	\$1,129.50	\$1,079.50	\$1,039.50
1/2 Page	\$929.50	\$879.50	\$839.50	\$799.50
1/3 Page	\$679.50	\$639.50	\$609.50	\$589.50
1/4 Page	\$609.50	\$579.50	\$549.50	\$529.50
1/6 Page	\$519.50	\$489.50	\$469.50	\$449.50
1/8 Page	\$419.50	\$399.50	\$379.50	\$359.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). COD-T0211 (LR 1/9/08 COD-T0108)

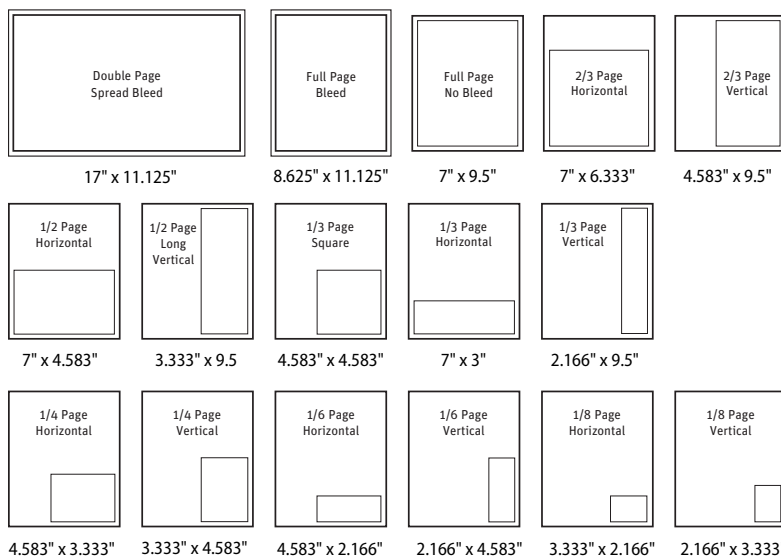




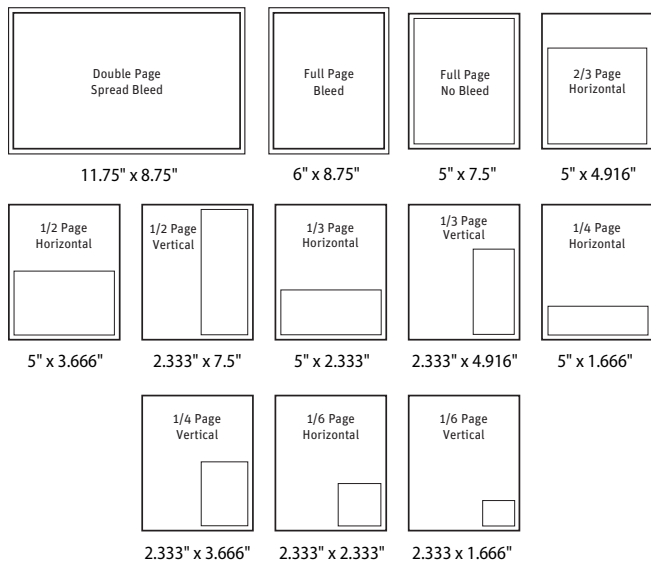
2011 Membership Directory and The Canadian Oil Driller tri-annual magazine

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Roster Trim Size: 5.75" x 8.5"



Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital colour and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All colour artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a colour shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.





The Canadian Oil Driller – digital edition

Digital Edition – www.naylornetwork.com/COD-nxt/

In addition to print, *Canadian Oil Driller* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$999.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | *Included in display ad rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Additional fees apply where noted.



eToolbar | \$599.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$799.50

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.





Online Directory and Buyers' Guide

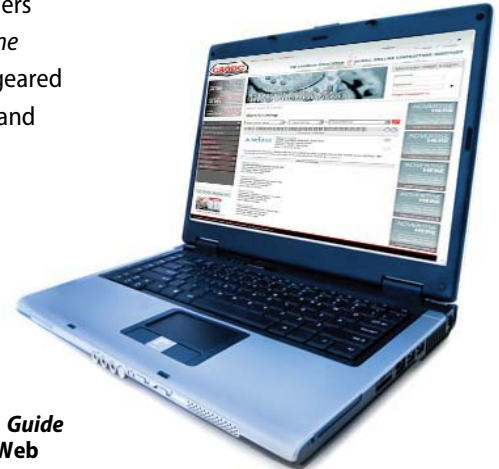
www.caodc.ca/directory/directory.html

About the Online Directory and Buyers' Guide

The *Online Directory and Buyers' Guide* is a user-friendly forum designed to bring suppliers and end-users together. Available 24 hours a day, 365 days a year, the interactive *Online Directory and Buyers' Guide* makes it easy to locate products and professional services geared to the natural gas and crude oil industry. With hyperlinks, multiple search capabilities and richer search results, our *Online Directory and Buyers' Guide* is designed to drive the purchasing process and bring customers to your site with a few clicks.

Our *Online Directory and Buyers' Guide* is a reference at your fingertips:

- Cross-promoted in other CAODC publications and communication pieces
- Optimized to drive traffic from search engines and the CAODC home page
- Categorical layout allows efficient browsing with fewer clicks
- The Add Search to Browser function allows users to set the *Online Directory and Buyers' Guide* as their default browser, bringing them directly to your listing when they search the Web
- Directs visitors to the landing page of your choice to learn more about your business
- Vertical search capability with Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Various ad sizes and display options make it easy to customize your listing and enhance content



Premier Listings

Search Buyers' Guide by Product/Service for Product/Service

Previous Listing Next Listing

naylor.net
Division Solutions & Associates

NaylorNet Division HQ
12500 Deerfield Parkway, Suite 310
Alpharetta, GA 30004-6130
Toll Free: (800) 796-2638
Fax: (770) 810-6995

Company Description:
Integrated Media involves proper coordination and execution of content for all communication vehicles going to your membership and target audience. Designed to make all aspects of your print, online and event communications work together, the revenue potential for all vehicles is maximized through customized and strategic pricing and/or bundling - providing optimal value to advertisers, exhibitors, sponsors and the association.

Contact Information:
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Contact Name	Title	E-mail	Phone
Odion Non Con	Perono vitemporcab	-	000-000-0000, Ext. 0000
Purions Escoplatat	Facaptat quaeputa	-	000-000-0000
Velas Magrit	Idra	-	000-000-0000

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Spotlight Tile Ad | \$1,500

No matter what page of the *Online Directory and Buyers' Guide* visitors click on, your message will be prominently displayed in the same place, every time!

Premier Listing Package | \$250

Premier Listings are designed to offer heightened visibility within the *Online Directory and Buyers' Guide*. Premier Listings appear on a first-come, first-listed basis on top of all basic listings, ensuring they are seen first.

Premier Listings contain all basic information, including company name, address, phone and fax.

Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

The purchase of any *Online Directory and Buyers' Guide* display ad comes with a **COMPLIMENTARY Premier Listing – a \$250 value!**

Premier Listing Package with Video Option | \$450

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.



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Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with CAODC and strongly encourage our members to do business with vendors that support our association.

Acklands-Grainger
Action Insurance Group
Advanced Mat Systems, Inc.
Affinity Oilfield Services, Ltd.
Akita Drilling, Ltd.
Alberta Rig Mats
Alco Industrial
Allan R. Nelson Engineering (1997), Ltd.
Allstar Hauling, Ltd.
Amaritech Electric & Controls
Apex Well Servicing
Aramark Remote Services
Argus Machine Co. Ltd.
Arnco Technology Trust
Arresting You, Ltd.
Association of Energy Service Companies
ATB Corporate Financial
ATB Corporate Financial Services
ATCO Structures & Logistics, Ltd.
Atlantic Petroleum Training College
Baker Hughes Canada, Inc.
Bears paw Petroleum
Beaver Drilling, Ltd.
Becker Exploration, Inc.
Bertram Drilling
Bonanza Drilling, Inc.
Bouchard Well Service, Ltd.
Brandette Well Servicing, Ltd.
Brandt Tractor, Ltd.
Bravo Oilfield Safety Services, Inc.
Brazeau Well Servicing a division of Builders Energy Services, Ltd.
Brost Well Servicing
Camrose Well Servicing, Ltd.
Canadian Safety Inspections, Inc.
Canalta Hotels
CanElson Drilling
Cannamm Drug & Alcohol Testing for the Workplace
Canrig Drilling Technology
Cantool Industries Corp.
Central Alberta Well Services Corp.
Century Services, Inc.
Champion Drilling, Inc.
CNA Canada
Concord Well Servicing
Corpro NDT
CPA-Canadian Public Auction, Ltd.
Crazy Horse Casing
CT Energy, Ltd.
D & D Oilfield Rentals Corp.
Denarii Well Servicing, Ltd.
Devon Canada Corporation
Diamond Energy Services
DuPont Personal Protection
Dupre Boilers, Ltd.
Ecan Energy Services, Inc.
Enform
Ensign-Canadian Drilling
Essential Well Service
Essential Well Service North
Excalibur Drilling, Ltd.
Foremost Industries, Inc.
Forum Canada ULC
Forum Oilfield Technologies, Inc.
General Well Servicing, Ltd.
Grant Prideco Canada
Grimes Well Servicing, Ltd.
Heenan Blaikie Management, Ltd.
High Mark Well Servicing, Ltd.
Horizon Drilling
HSBC Bank of Canada
Hunting Energy Services (Drilling Tools), Ltd.
Hurley Well Service, Ltd.
Hydril PCB Canada, Inc.
Irontech Rig Manufacturing
J Max Well Service a division of Classic Oilfield Service, Ltd.
Jackson Power & Electric, Ltd.
Kana Energy, Inc.
Katch Kan Limited
Kodiak Engineering, Ltd.
Kodiak Well Service, Inc.
Komat Drilling, Ltd.
Kos Oilfield Transportation
Lasso Drilling Corporation
Lea-Der Coatings
Lory Oilfield Rentals, Inc.
Mayco Well Servicing, Inc.
Metallurgical Consulting Services, Ltd.
ModuSpec Risk Management
Nabors Canada
Navigator Resource Consulting, Ltd.
Noble Drilling (Canada), Ltd.
NOIA
Northgate Industries, Ltd.
Pacific Rim Engineered Products
Pajak Engineering, Ltd.
Pantera Drilling, Inc.
Park Ambulance Service, Ltd.
Patterson-UTI Drilling Co. Canada
Peak Energy Services Trust
Performance Well Servicing, Ltd.
Postle Industries, Inc.
Precision Drilling Corporation
Precision Drilling, a Div of Precision Drilling Corp.
Precision Well Servicing
PTI Group, Inc.
Quintera Drilling, Ltd.
R'ohan Rig Services, Ltd.
Raider Well Servicing, Ltd.
Red Coat Industries, Ltd.
Reform Energy Services Corp.
Renfrew Insurance, Ltd.
Rigmaster Machinery, Ltd.
Rigstar Communications, Inc.
Road Train Oilfield Transport, Ltd.
Rockbit Industries of Canada, Inc.
Rockwell Servicing Partnership
Rogers Insurance, Ltd.
Rowan Companies, Inc.-CDN Division
Royal Well Servicing, Ltd.
Safety Boss, Inc.
Savanna Drilling
Savanna Energy Services Corp.
Smith International Canada, Ltd.
Spirit West Energy Services Corp.
Stoneham Drilling, Inc.
Strad Energy Services, Ltd.
Strad Manufacturing, Inc.
T3 Energy Services
Tarpon Energy Services, Ltd.
TC Industries, Inc.
Tempco Drilling Company, Inc.
Terroco Drilling, Ltd.
Top-Co LP
Toran Power & Equipment, Ltd.
Totem Drilling, Ltd.
Trac Energy Services
Transocean Offshore Canada Services, Ltd.
Treeline Well Services, Inc.
Tri-Service Oilfield Manufacturing, Ltd.
Trinidad Drilling, Ltd.
Trinity Safety Services
United Safety, Ltd.
Universe Machine Corp.
Varco Canada Limited
Well Control Group