

## Product Menu

*Building your brand one product at a time.*

Reach the association that represents nearly **100 per cent** of the drilling rig fleet in Canada.



### The market is growing:

- 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, totaling 180 billion barrels, are second in the world, second only to Saudi Arabia.**

### About our members:

CAODC members, who represent the vibrant upstream natural gas and crude oil industry, offer your company the opportunity to gain targeted exposure to the Canadian oil drilling, offshore drilling and service rig community. For more information, visit [www.caodc.ca](http://www.caodc.ca).



**The Canadian Oil Driller:** An 8.375" x 10.875", full-colour, saddle-stitched magazine published tri-annually. From the latest developments and news surrounding the industry, to helpful tips and research trends, this publication taps readers into the latest need-to-know information.



**Membership Directory:** A 5.75" x 8.5", spiral-bound publication with die-cut tabs for easy reference. The annual directory features up-to-date contact information for members and our buyers' guide.



### The Canadian Oil Driller Digital Edition:

In addition to print, **The Canadian Oil Driller** is now available in a fully interactive digital edition. Members and readers receive each issue via e-mail, and each new issue is posted on the association's Web site. A full archive of past issues is available for a 12-month period, ensuring longevity for your online presence. eSponsorship and eToolbar opportunities are exclusive and awarded on a first-come, first-served basis. *Contact your Naylor account executive today to secure your spot.*

By taking advantage of all of the advertising opportunities offered by CAODC, **you ensure your message not only reaches your target market, it is reinforced. Tailor your advertising campaigns to complement each other.** Contact your Naylor account executive today to learn more about the options we have available.

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 **naylor**  
We build IMAGE.



CANADIAN ASSOCIATION OF OILWELL DRILLING CONTRACTORS  
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Dear Potential Advertiser,

The Canadian Association of Oilwell Drilling Contractors is pleased to announce that we have chosen to work with Naylor (Canada), Inc. as the official integrated media solutions partner for our organization in 2009. Naylor (Canada), Inc. has been the official publisher for CAODC publications since 2003. We are confident that working with Naylor will continue increase the benefits that CAODC already offers to our members.

In the coming year, these publications will be a highly visible resource tool, effectively positioned to reach the key decision-makers in our industry. We encourage you to take advantage of this excellent advertising medium. A Naylor representative will be contacting you with regard to this venue, but you may also direct advertising inquiries to toll-free 1-800-665-2456. Make plans today to advertise in our full complement of communications options.

- *Canadian Oil Driller* print magazine
- *Canadian Oil Driller* magazine digital edition
- *Membership Directory*
- **New!** *Online Membership Directory*

The Canadian Association of Oilwell Drilling Contractors is proud to serve as the voice of the industry, and these media opportunities will be valuable outlets for the organization to provide in-depth perspectives on the vast array of critically important issues to our readers.

For nearly 40 years, Naylor has been North America's leading media and events partner for associations. We are confident that Naylor will provide us with integrated media solutions of the highest quality for our members and the industry. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to promote your products and services to the decision-makers in our industry.

On behalf of CAODC, I would like to thank you in advance for your advertising support.

Yours sincerely,

Don M. Herring  
President