

# 2013

# oilsandsreview™

## SPECIAL ISSUE: Redefining the Heartland

**AD CLOSE DATE:**  
March 20, 2013

**MATERIAL DUE DATE:**  
March 22, 2013

**ISSUE DATE:**  
May 1, 2013

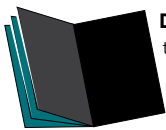
**Alberta's Industrial Heartland is redefining its future—from a region once dubbed “upgrader alley” to one promising new opportunities for the petrochemical industry.**

While the Heartland is expected to see at least one upgrader (North West Upgrading's) built in the next few years, what's driving this new optimism is the abundance of cheap natural gas in western Canada. Natural gas is a major component of feedstock for petrochemical companies—with the price of gas so cheap, Heartland supporters say the region's desirability as a place for business investment will bring new plants and expansions to those that already exist there.

### DISTRIBUTION

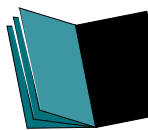
• 6,500 total copies will be distributed via the May 2013 issue of *Oilsands Review* magazine and at select trade shows and conferences throughout the year

### AVAILABLE AD SIZES



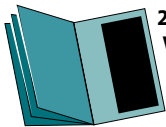
**Double Page**

trim: 16" x 10.75"  
bleed: 16.5" x 11.25"  
live: 15.5" x 10.25"



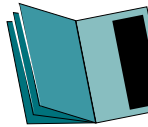
**Full Page**

trim: 8" x 10.75"  
bleed: 8.5" x 11.25"  
live: 7.5" x 10.25"



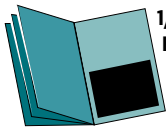
**2/3 Page Vertical**

4.625" x 9.5"



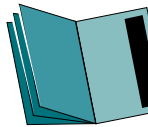
**1/2 Page Vertical**

3.4375" x 9.5"



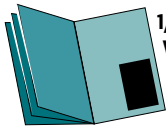
**1/2 Page Horizontal**

7.0625" x 4.625"



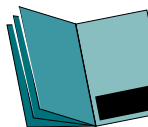
**1/3 Page Vertical**

2.25" x 9.5"



**1/4 Page Vertical**

3.4375" x 4.625"



**1/4 Page Horizontal**

7.0625" x 2.25"

### ADVERTISING RATES

REGULAR ADVERTISING	1x
Double-page spread	\$10,010
Full page	5,550
2/3 v	4,330
1/2 v or h	3,360
1/3 v (h not available)	2,570
1/4 v or h	1,790
COVERS	1x
Outside back	\$8,010
Inside front	7,480
Inside back	7,480

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