



THE IPLOCA YEARBOOK™

THE OFFICIAL PIPE LINE & OFFSHORE CONTRACTORS YEARBOOK



54TH EDITION
2020-2021

www.iploca-yearbook.com/advertising





The IPLOCA Yearbook

2020-2021

The 54th anniversary edition of the IPLOCA Yearbook, the official guide for the International Pipe Line & Offshore Contractors Association (IPLOCA), will be published in November 2020. The Yearbook will be circulating worldwide and lists the Regular Members and Associate Members of IPLOCA.

The Yearbook will include but not be limited to the following information:

- The annual message of the President
- The Members of the Board and their Officers
- The listing of Regular Members and Associate Members
- The listing of Academic Members and Corresponding Members
- The general offices, division offices, subsidiaries, affiliated companies and agents of Regular Members and Associate Members
- Executive and management contacts of Regular Members and Associate Members
- Regular Member and Associate Member profiles
- Sister and Allied Associations
- The Reports of the various IPLOCA Committees
- The IPLOCA financial report for 2019
- Photographs of the year
- Annual convention information
- The IPLOCA by-laws
- The IPLOCA safety & environmental policy
- The listing of Former Presidents, Honorary Members and Executive Secretaries
- Any other pertinent information regarding the pipeline industry
- Industry display advertising, featuring particulars and information about the equipment & services of IPLOCA Members

The Yearbook is distributed to approximately:

- 1000 IPLOCA Regular Members, Associate Members, Academic Members and Sister Organisations worldwide
- 2500 Key International Pipeline & Offshore Pipeline Contractor and Construction officials, Directors Supervisory and Field Personnel worldwide
- 800 Executives, Directors, Management and Field Personnel of the Key International Gas & Oil Energy related Companies worldwide
- 200 Embassies and Consulates worldwide
- 100 Advertising Agencies and Publishers related to the Pipeline Industry

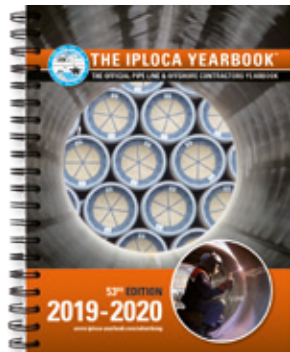
The IPLOCA Yearbook will give you a unique opportunity to promote your company's activities, products and services to the pipeline industry, both on and offshore thus providing a wealth of necessary information both for buyers and sellers in this industry. Advertising in the IPLOCA Yearbook will be restricted to Regular Members, Associate Members and other organisations affiliated to IPLOCA.

Print advertising

This will highlight your company and its services and products to customers and potential clients for one year by means of full pages, two page spreads or half pages in full color.

General specifications:

- Printing process: web offset full run, computer to plate
- Colors available: 4C process
- Binding method: black metal wire-o



Circulation 2019/2020

Area	Copies*
Europe Central	10%
Europe Eastern	10%
Europe Mediterranean	10%
Europe North-West	10%
Latin America	10%
America North	20%
Middle East & Africa	10%
East & Far East	10%
IPLOCA Convention and Meetings	10%

* approximate circulation (2018/2019) according to the IPLOCA Geographic Regions

Ordering advertising space

To order advertising space please use the order form at our website: www.iploca-yearbook.com/advertising or contact Pedemex publishers.

The closing date for reservation and sending in materials is **31 August 2020**.

Print advertising rates & specifications 2020/2021

Regular pages

Type	1/2 page	1/1 page	2/1 page (spread)
Full Color process	3600.-	4600.-	7100.-
Special position	+ 500.-	+ 700.-	+ 1300.-

Special positions

Type	Full Color
Inside Front Cover	6000.-
Inside Back Cover	5600.-
Back Cover	6500.-
Bookmark	5000.-

Sizes

Type	trim size (w x h)	document size (w x h)
1/2 page	130 mm x 105 mm	130 mm x 105 mm
1/1 page	148 mm x 210 mm	154 mm x 216 mm*
2/1 page	320 mm x 210 mm	326 mm x 216 mm*

* = trim size + 3 mm full bleed

- All rates are in EURO's
- Agency commission -15% (recognized agencies only)
- Commission applies to position rates
- Remittance due on receipt of invoice

Preferred digital files

- PDF (2400 DPI, binary, CMYK)
- Adobe In-Design document (+ used fonts & images)
- Adobe Illustrator EPS (CMYK, outlined fonts & included images)
- JPG (CMYK, properly formatted, 300 DPI minimal)

Send your materials by email to the publisher before **15 September 2020**.
(also for your company photo's for the image gallery).

advertising@iploca-yearbook.com

Att. Ms. Deborah Kraaijeveld / Mr. Peter Schoonenberg

Online advertising

The mobile IPLOCA Yearbook, mobile.iploca-yearbook.com, offers header and footer banner display positions on the homepage, member landing pages and member listing pages. Mobile advertisements will have detailed statistic reports of clicks and impressions. The banner display is for a period of one year.



Contact Information

Advertising:

Pedemex B.V.

Mr. Peter Schoonenberg

T +31 (0)10 4124329

E advertising@iploca-yearbook.com

Listing information:

Ms. Deborah Kraaijeveld

E listing@iploca-yearbook.com

Mobile advertising rates & specifications 2020/2021

Type	Header & Footer (random rotation)
Homepage	2000.-
Memberspage	1000.-

- All rates are in EURO's
- Placement period of one year
- Runs simultaneously with the publication of the printed edition

Specifications

- Dimension: 800 x 600 pixels, 150 DPI
- Format: .gif / .jpg / .png

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