



Aberdeen Section

SPE Aberdeen Section

Media Pack 2023



SPE is a global individual-member organisation serving managers, engineers, scientists and other professionals worldwide in the upstream segment of the oil and gas industry.

Formed in 1957, the SPE global membership has now reached over 140,600 members in 144 countries participate in 207 sections and 368 student chapters. SPE's membership includes more than 68,000 student members.

The Aberdeen Section is one of the largest of the SPE sections across the world. The section has over 1500 members ranging from drilling and completions engineers to production and operations specialists, HSE practitioners, and other professionals. The section also serves over 400 student members from 5 student chapters.

Primary Technical Disciplines

as Percentage of Membership

27%	Drilling
22%	Production
20%	Reservoir
8%	Management
7%	Projects
6%	Completions
2%	Health

Top Ten Sub-disciplines

of SPE Aberdeen Members

- Reservoir Monitoring / Formation Evaluation
- Production Enhancement
- Strategic Planning & Management
- Artificial Lift Systems
- Risk Management & Decision Making
- Reservoir Simulation
- Primary and Enhanced Recovery Processes
- Reserves Evaluation
- Production Monitoring & Control
- Reservoir Geology & Geophysics

We welcome adverts for company products, services and courses, as well as recruitment requirements. All adverts placed in the literature of SPE Aberdeen (online and e-mail) will be clearly defined as such.

Advertising Options

There are advertising opportunities available on both our website and e-newsletter. Packages start from £300+ VAT a month please see our pricing table for full details

Website Banner Sizes

Banner adverts are available on our homepage as well as a number of individual website pages including our Events, Knowledge and News pages. There are three different advert sizes available which are listed below. Please make sure that banners conform to the sizes specified to ensure adverts are readable on both desktop and mobile devices.



Leaderboard Banner

2200 pixels W x 320 pixels H



MPU Banner

700 pixels W x 900 pixels H



Header Banner

1090 pixels W x 800 pixels H

E-newsletter Advertising

Advertising opportunities are also available in the monthly e-newsletter; this is emailed to all of our members. These adverts will also be included on single email bulletins sent to members, approximately 1 email per week. Each advert includes a hyperlink to your company webpage. These banner adverts feature at the bottom of the newsletter.



Email Newsletter Banner

1070 pixels W x 300 pixels H

Our Prices

Advert Type	1 Month	3 Months	6 Months	12 Months
Home Page	£500	£1,422	£2,551	£4,800
Events Page	£500	£1,422	£2,551	£4,800
Knowledge Page	£315	£896	£1,607	£3,024
Latest News Page	£315	£896	£1,607	£3,024
Email Newsletter Banner	£315	£896	£1,607	£3,024
Job Opportunities / Vacancies	£300	£864	£1,553	£1,598

Advertisers can place recruitment vacancy listings on the 'SPE Industry Job Board'. This can be found on our website (www.spe-aberdeen.org/jobs). These listings can take the form of the company name and/or logo, along with the job title and link to a pdf document, an HTML page or company website.

Example Events Page

The following graphic shows where on our pages you should expect to see your adverts. For further details about our packages or to book advertising space please get in touch with us. These are example adverts for "Topsides" - one of our SPE conferences.

The screenshot displays the SPE Aberdeen Section website's events page. At the top, there is a navigation menu with links for 'About Us', 'Events', 'Latest News', 'Knowledge', 'Students', 'Join Us', and a 'Contact' button. A 'MY BASKET (0) [VIEW]' link is also present. The main header area includes the SPE International logo and the text 'Events' and 'The Society of Petroleum Engineers Aberdeen Section'. A large banner for 'TOPSIDES UK 2023' is featured, showing an offshore oil rig and the text 'Conference and Exhibition P&J Live, Aberdeen 7TH & 8TH NOVEMBER'. Below this, a paragraph states: 'SPE Aberdeen Section runs an extensive programme of technical events. These are listed below and can be searched in a variety of ways.' A 'Featured Events' section contains three event cards: 'Seismic2023' (19-20 April 2023), 'SPE Aberdeen Well Decommissioning 2023' (6 June 2023), and a larger 'TOPSIDES UK 2023' banner. At the bottom, an 'Upcoming Events' section highlights 'Seismic 2023' on 19 April.

Example Jobs Board Page

The following graphic shows how listings are presented on our SPE Jobs page. These listings include your company logo, vacancy title, brief details, 60 word description and a link to a pdf document with full details and information on how to apply. We will also provide a link to your company website.

The screenshot displays the SPE Jobs Board page layout. At the top, there is a navigation menu with links for 'About Us', 'Events', 'Latest News', 'Knowledge', 'Students', 'Join Us', and 'Contact'. A 'MY BASKET (0) [VIEW]' link is also present. The main content area features a 'Jobs' section with the text 'The Society of Petroleum Engineers Aberdeen Section' and a breadcrumb 'Home / Events'. A large banner for 'TOPSIDES UK 2023' is prominently displayed, advertising a 'Conference and Exhibition P&J Live, Aberdeen' on '7TH & 8TH NOVEMBER'. Below the banner, there is a placeholder text block: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis'. The 'Current Positions' section lists three job openings:

- Senior Electrical Engineer** (TQA): Posted 07 April 2023, Salary £80,000 - £100,000, Full Time, Aberdeen, Scotland. Description: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore'.
- Senior Civil Engineer** (Baker Hughes): Posted 07 April 2023, Salary £80,000 - £100,000, Full Time, Aberdeen, Scotland. Description: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore'.
- Geophysics Intern** (bp): Posted 07 April 2023, Salary £80,000 - £100,000, Full Time, Aberdeen, Scotland. Description: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor'.

SPE Aberdeen Section

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Advertising

For details of advertising on this website, please contact

Diane Wood (Section Manager)
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Payment

All prices shown are subject to additional VAT at the prevailing rate. Advertisers will be invoiced in pounds Sterling; payment terms are strictly 30 days.

Conditions

SPE Aberdeen reserves the right to refuse acceptance of any advertisement order and does not accept any responsibility for any statements or claims made in advertisements. SPE publications accept advertising for goods and services which, in the publisher's judgment, address the technical or professional interests of the readers.

Disclaimer

SPE is not responsible for any statements made or opinions expressed in its publications.



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www.spe-aberdeen.org