

DRILLING CONTRACTOR

2026 MEDIA KIT



ROTTER 2 POTENTIAL DRILLERS

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32



AI, DIGITAL TECHNOLOGIES STEER WELLS TO BETTER PATHS

Industry advances ability to precisely place wellbores in best geology while drilling faster – p14



TECHNICAL ADVANCEMENTS REDUCE OFFSHORE RIG ANNUAL COSTS

Closed-loop operations integrate digital tools among disciplines to make an impact

2025
Number 1
of the International
Drilling Contractors
Magazine

Critical Issues in Drilling & Completion Q&As
DC talks with leaders from Diamondback, Nabors, NextTier and SLB about capital discipline, automation and more – p14

IADC celebrates 85th anniversary with **Many Stories, One Voice** campaign
Association kicks off year-long initiative to share the drilling industry's stories with the world – p35

MAR/APR 2025
Volume 81 • Number 2
Official magazine of the International Association of Drilling Contractors
www.drillingcontractor.org
www.iadc.org

Access to data, enhanced tool designs drive new downhole efficiencies
Fiber optics, wired pipe among enablers for better understanding of wellbore and reservoir – p20

2024 IADC Incident Statistics Program report released
Global drilling industry achieves fewer fatalities, lower LTI and recordable rates vs 2023 – p40

MAY/JUNE 2025
Volume 81 • Number 3
Official magazine of the International Association of Drilling Contractors
www.drillingcontractor.org
www.iadc.org

Strategic upgrades likely to sustain offshore rig fleet in foreseeable future
Growth potential to remain centered around reactivations, investing in advanced equipment – p18

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DRILLING CONTRACTOR

DRILLING CONTRACTOR

DRILLING CONTRACTOR

GOING SMARTER IN THE FIELD

Far-handling
large digital
backed by



OFFICIAL MAGAZINE OF THE
INTERNATIONAL ASSOCIATION
OF DRILLING CONTRACTORS



IADC[®]

DRILLINGCONTRACTOR.ORG
IADC.ORG



DRILLING OUTLOOK

Industry looks to expand market in 2026 for uptime

2026 Media Kit HIGHLIGHTS

DRILLING CONTRACTOR MAGAZINE

- Official magazine of IADC
- Covers both land and offshore
- Exclusively focused on drilling and completions – covering technology, markets, HSE and training, regulations
- Nearly all 18,457 subscribers are professionals in the global drilling and completion industry
- Circulation: 32% E&P companies, 31% drilling contractors
- Nearly half of subscribers are Corporate/Executive Management and Rig Management



DC Digital Reader

- Includes all content from print edition, plus exclusive articles and video interviews or interactive content
- Only one sponsorship available per issue
- Digital edition-only ads are available (full page/spreads)
- Free ad placement for print edition advertisers, with upgrades available to incorporate video/audio/animation

Click below for a few recent Digital Reader issues



DRILLINGCONTRACTOR.ORG

- News articles and video interviews
- Over 25,000 monthly views
- Roughly 88 average total ad clicks each month
- 0.18% click-through rate



Virtual Panel Discussions

- Pre-recorded or live webcasts blending video and photos/animations
- Sponsor participation in theme and panelist selection
- Potential 2026 VPD themes: Energy efficiency, AI and machine learning for drilling, safety advances, pressure pumping solutions



ENEWS FROM DRILLING CONTRACTOR.ORG

- Exclusive videos from IADC and other industry conferences
- Nearly 17,000 subscribers
- Approximately 23,000 impressions per edition
- Strong 0.52% click-through rate



DRILLBITS E-NEWSLETTER

- Monthly updates from IADC as it champions for better legislation and regulation around the world
- Banner ad positions available in both e-mail newsletter and on DrillBits pages of IADC website
- Reaches nearly 17,000 subscribers each month

IADC LEXICON

- Glossary of over 10,600 oilfield drilling terms defined in legislation, regulations, standards, guidelines

IADC MEMBERSHIP DIRECTORY

- Details IADC members worldwide, rig statistics and locations
- Circulation: 40% E&P companies, 24% drilling contractors
- Enjoys bonus distribution at OTC



For a complete list of advertising opportunities, visit www.drillingcontractor.org/mediakit

EDITORIAL CALENDAR

JANUARY/FEBRUARY

Ad closing: 2 January

Materials due: 8 January

- Critical Issues in Drilling & Completions: One-on-One with Executive E&P Leaders
- Advancing HSE&T
- Innovations in Real-Time Centers
- Interview with 2026 IADC Chairman

Distribution:

IADC Drilling Caspian & Black Sea 2026 Conference & Exhibition

4-5 FEBRUARY, BAKU, AZERBAIJAN

IADC Health, Safety, Environment & Training Conference & Exhibition

18-19 FEBRUARY, HOUSTON, TEXAS

IADC Drilling Africa 2026 Conference & Exhibition

24-25 FEBRUARY, WINDHOEK, NAMIBIA

MARCH/APRIL

Ad closing: 13 February

Materials due: 20 February

- Innovating While Drilling*
 - » Rotary Steerables & Downhole Motors
 - » Mitigating Downhole Dysfunctions
- Emissions Reduction Technologies
- Hydraulic Fracturing

Distribution:

IADC/SPE International Drilling Conference & Exhibition

17-19 MARCH, GALVESTON, TEXAS

AADE Fluids Tech Conference & Exhibition

7-8 APRIL, HOUSTON, TEXAS

MAY/JUNE

Ad closing: 2 April

Materials due: 9 April

- Offshore Technologies & Markets
- Onshore Drilling & Rig Innovations
- Geothermal Drilling

Distribution:

OTC

4-7 MAY, HOUSTON, TEXAS

IADC Drilling Onshore Conference

14 MAY, HOUSTON, TEXAS

IADC World Drilling Conference

16-17 JUNE, ESTORIL, PORTUGAL

JULY/AUGUST

Ad closing: 17 June

Materials due: 24 June

- The AI in Drilling issue:
 - » Gen AI Applications
 - » AI Machine Learning
 - » Impact on Safety & Performance
- Advances in Workforce Training

Distribution:

SPE/IADC Asia Pacific Drilling Technology Conference & Exhibition

5-6 AUGUST, BALI, INDONESIA

IADC Advanced Rig Technology Conference & Exhibition

25-26 AUGUST, AUSTIN, TEXAS

IADC/SPE Managed Pressure Drilling & Underbalanced Operations 2026 Conference & Exhibition

15-16 SEPTEMBER, LONDON, UNITED KINGDOM

* "Innovating While Drilling® (IWD)" is a trademark of the International Association of Drilling Contractors and Drilling Contractor.

EDITORIAL CALENDAR

SEPTEMBER/OCTOBER

Ad closing: 6 August

Materials due: 13 August

- Automation & Drilling Rig Advances:
 - » Tubular Running
 - » Mud Pumps
- Managed Pressure Drilling

Distribution:

IADC HSE & Sustainability Europe 2026 Conference & Exhibition
22-23 SEPTEMBER, AMSTERDAM, THE NETHERLANDS

IADC Drilling Middle East 2026 Conference & Exhibition
29-30 SEPTEMBER, ABU DHABI, UNITED ARAB EMIRATES

IADC Contracts & Risk Management Conference
6-7 OCTOBER, HOUSTON, TEXAS

IADC International Well Control 2026 Conference & Exhibition
13-14 OCTOBER, STAVANGER, NORWAY

SPE Annual Technical Conference & Exhibition
21-23 OCTOBER, HOUSTON, TEXAS

NOVEMBER/DECEMBER

Ad closing: 6 October

Materials due: 13 October

- 2027 Drilling Outlook
- NOV Annual Rig Census
- IADC Year in Review

Distribution:

IADC Annual General Meeting
2-4 NOVEMBER, DALLAS, TEXAS

ADIPEC
NOVEMBER, ABU DHABI, UAE

IADC Geothermal Drilling Conference & Exhibition
17-18 NOVEMBER, COPENHAGEN, DENMARK

All print edition ads are included in DC's digital edition free of charge. For digital edition-only advertising, please see Page 6.

For the most complete and up-to-date editorial calendar, go to: www.drillingcontractor.org/mediakit#calendar

PRINT RATES

Standard Sizes:

(Rates are USD per issue)

	1 ISSUE	2 ISSUES	6 ISSUES (1 YR)
2-PAGE SPREAD	\$21,830	\$21,150	\$20,510
FULL PAGE	\$11,495	\$11,130	\$10,790
2/3 PAGE	\$9,430	\$9,135	\$8,850
1/2 ISLAND	\$8,515	\$8,250	\$8,055
1/2 PAGE	\$7,700	\$7,470	\$7,235
1/3 PAGE	\$5,870	\$5,790	\$5,725
1/4 PAGE	\$5,060	\$4,905	\$4,750

Special Positions:

(Rates are USD per issue)

	1 ISSUE	2 ISSUES	6 ISSUES (1 YR)
BACK COVER	\$13,635	\$13,125	\$12,720
INSIDE FRONT COVER	\$12,830	\$12,340	\$11,980
INSIDE BACK COVER	\$12,030	\$11,570	\$11,230
OPPOSITE TABLE OF CONTENTS	\$12,520	\$12,045	\$11,680
SPREAD BETWEEN TABLE OF CONTENTS	\$23,765	\$22,865	\$22,175
OPPOSITE DRILLING AHEAD, TECH DIGEST, D&C NEWS, ESG	\$12,030	\$11,570	\$11,230

PRINT CIRCULATION



Total circ: 18,457*

Nearly 100% of our readers are involved in drilling and completion activities or upstream management.

No circulation is wasted on refining, pipeline, gas processing, reservoir, production.

Bonus distribution

DC is distributed at 20 high-interest conferences worldwide.

High-value readers

- Corporate/Executive Management and Rig Management: 48%
- Drilling & Completion Engineers: 23%
- Drilling & Completion Operations: 22%

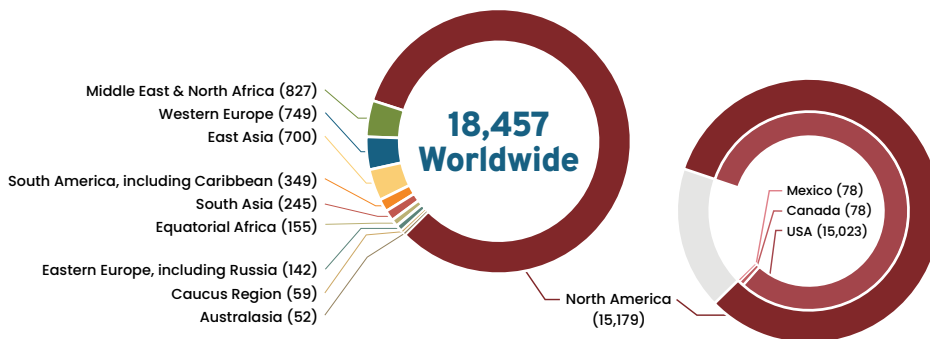
Reaching key players

- Drilling & Completion Professionals Employed by Oil-Producing Firms: 32%
- Drilling Contractors: 31%

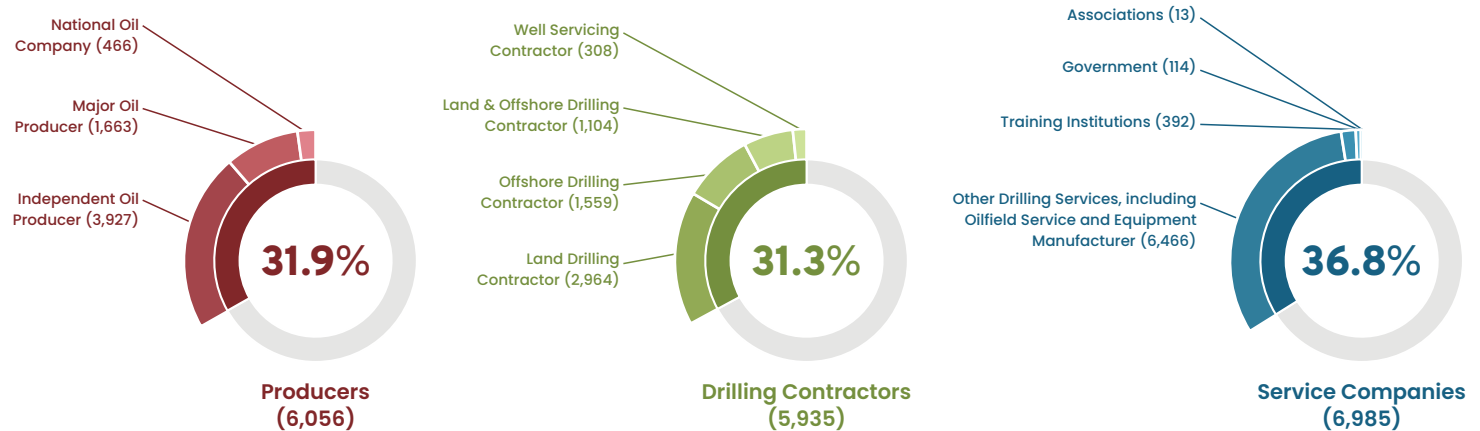
JOB TYPE



GEOGRAPHIC ANALYSIS



COMPANY TYPE



* Publisher's Sworn Statement, 23 October 2025, www.drillingcontractor.org/statement

Drilling Contractor DIGITAL READER



The **DC Digital Reader** is a digital mirror of **Drilling Contractor**, providing the same high-quality drilling & completions content, plus exclusive content not found in the print edition:

- Additional articles or enhanced articles with additional content
- Video and audio interviews and/or animations embedded in articles
- Links to additional related resources

The Reader's handy booklet format allows readers to conveniently read the magazine, whether they're in the office, at home, on a drilling rig or anywhere else in the world. **DC's** Digital Reader can be viewed on an iPad, Android tablet, and Windows or Mac OS computers.

Marketing opportunities available in the Digital Reader include:

Issue sponsorship

\$10,000

Rates are
USD per issue

- One single sponsorship offered per issue
- Sponsorship includes full-page ad preceding the cover
- Sponsor logo included on e-blast announcing the digital edition
- Sponsor logo included on Digital Reader download page for that issue



Digital Reader exclusive advertising

**2-PAGE
SPREAD**

\$8,200

- Only full-page ads or spreads
- Appears only in the Digital Reader for that specific issue
- Placement within first third of publication

FULL PAGE

\$5,000

Print ad digital upgrade

ADD VIDEO, AUDIO,
ANIMATIONS TO FULL PAGE

\$2,500

- Advertisers in the print edition receive complimentary placement of their ads in the DC Digital Reader*
- Upgrade available to add video, audio or animation

ADD VIDEO, AUDIO,
ANIMATIONS TO FRACTIONAL

\$1,200

Click below for a few recent Digital Reader issues



Accepted File Types

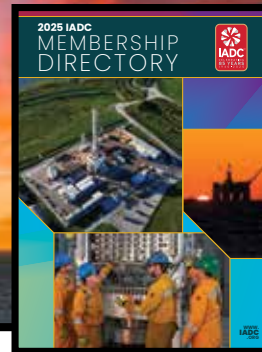
Video/Animation:
MP4, MOV, GIF

Audio file types:
M4A, MP3, WAV, AAC

File Sizes:
10MB or less

- * Video/audio/animation file must be supplied by the advertiser.
- * Publisher reserves the right to reject any video/audio/animation file that she feels is inappropriate or not in keeping with the publication's standards or mission.
- * Subject to change without notice.

MEMBERSHIP DIRECTORY



Join the leaders of the global drilling industry by advertising in the IADC Membership Directory

MISSION: The IADC Membership Directory is the definitive guide to the global drilling industry and your opportunity to connect with the key decision makers within the global wellsite industry. A whopping 81% of the Directory circulation goes to Company Officers/Owners (55%) and Management (26%).

READERSHIP: IADC is the only industry trade association with international scope among drilling contractors, oil companies and service firms alike. Accordingly, the Directory is an indispensable global reference of key operators, contractors, drilling rigs, suppliers and services.

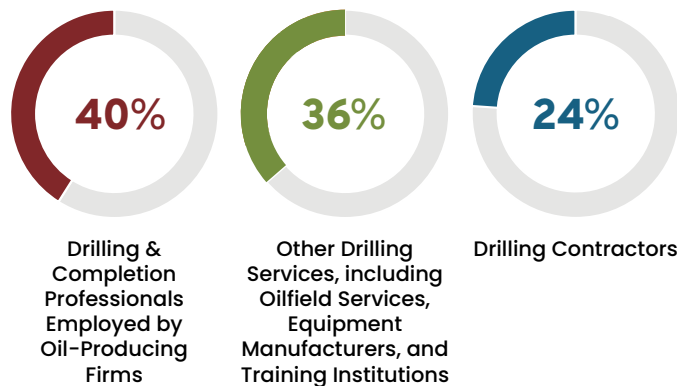
The IADC Membership Directory puts your marketing message in the hands of over 2,400 drilling and producing executives. If you do business with the worldwide rig fleet, the IADC Membership Directory is an outstanding advertising value. It is also an excellent way to highlight your company's support for IADC's initiatives in next-generation workforce development, government affairs, HSE, well control, technology and more.

Tabbed Section dividers boost ad visibility economically

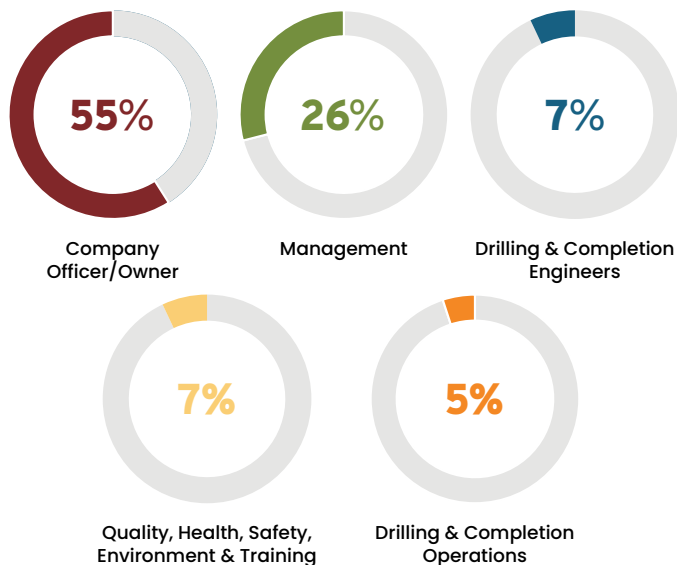
- Increase the visibility of your firm's advertisement in the **Directory** by reserving a tabbed section divider. Each of the **Directory's** major sections will be introduced by a tabbed, heavy-stock divider. Spots are limited.
- Right of first refusal applies to divider-page advertisers in the **2025 IADC Directory**.

AD CLOSING: 12 MARCH
MATERIALS DUE: 19 MARCH

COMPANY TYPE



JOB TYPE



Positions: (Rates are USD per issue)

2-PAGE SPREAD	\$15,630
BACK COVER	\$10,290
INSIDE FRONT COVER	\$10,115
TABBED DIVIDER PAGE	\$9,950
FULL PAGE	\$8,895
1/2 ISLAND	\$5,845
1/2 PAGE VERTICAL OR HORIZONTAL	\$5,590
1/4 PAGE	\$3,305

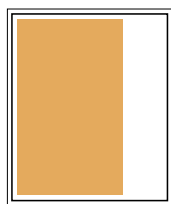
PRINT SPECS

for Drilling Contractor Magazine & IADC Membership Directory

Publication specs / Advertisement dimensions

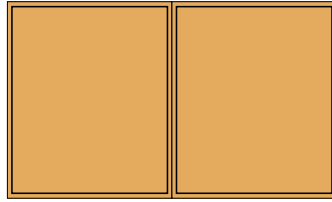
Printed as web offset, 4-color sequence (CMYK) and perfect bound with a trim size of 8-1/8 x 10-7/8 inches (206 x 276 mm). Mechanical requirements, ad sizes and other publication specs are the same for **Drilling Contractor** and the **IADC Membership Directory**.

**Do not reserve additional space for gutter.*



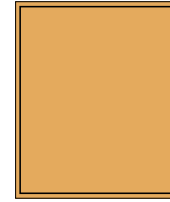
2/3 Vertical

4-5/8 x 10 in
(118 x 254 mm)



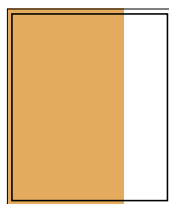
2P Spread w/Bleed

16-1/2 x 11-1/8 in
(419 x 283 mm)



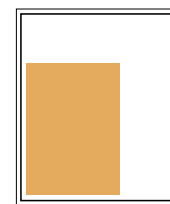
Full Page w/Bleed

8-3/8 x 11-1/8 in
(213 x 283 mm)



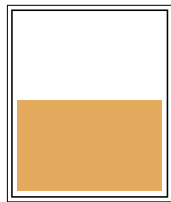
2/3 Vertical w/Bleed

5-3/16 x 11-1/8 in
(132 x 283 mm)



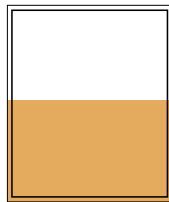
1/2 Island

4-5/8 x 7-1/2 in
(118 x 191 mm)



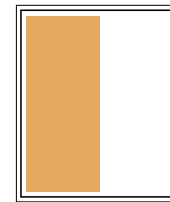
1/2 Horizontal

7 x 4-7/8 in
(178 x 124 mm)



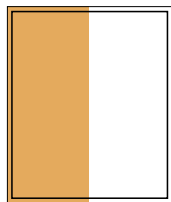
1/2 Horizontal w/Bleed

8-3/8 x 5-5/8 in
(213 x 143 mm)



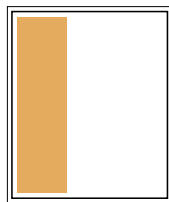
1/2 Vertical

3-3/8 x 10 in
(86 x 254 mm)



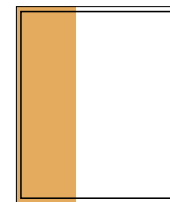
1/2 Vertical w/Bleed

4-3/16 x 11-1/8 in
(106 x 283 mm)



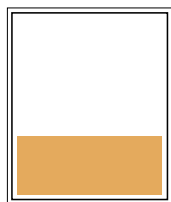
1/3 Vertical

2-1/4 x 10 in
(57 x 254 mm)



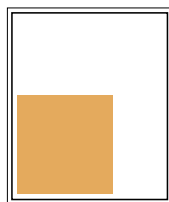
1/3 Vertical w/Bleed

2-7/8 x 11-1/8 in
(73 x 283 mm)



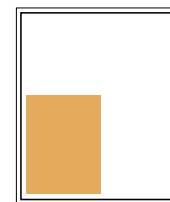
1/3 Horizontal

7 x 3-1/4 in
(178 x 83 mm)



1/3 Square

4-5/8 x 4-7/8 in
(118 x 124 mm)



1/4

3-3/8 x 4-7/8 in
(86 x 124 mm)

INSERTS/SPECIALTIES: For bound-in, tabbed, etc., contact Global Sales Manager. Details available upon request.

ALL PRICES ARE IN US DOLLARS: Frequency rates are based on the number of insertions used within a 12-month period (whether ROB, special position, covers, etc). Each page or fraction qualifies as one insertion. Spreads count as 2 insertions.

RATE PROTECTIVE CLAUSE: When new rates are announced, contract advertisers will be protected at their contract rates for the duration of their contract. Contracts made prior to the effective date of the new rates will also be protected at the then-existing rates.

AGENCY COMMISSION: 15% commission to recognized agencies on gross billing for space, color, cover or special position, and insert charges. No commission on miscellaneous charges or for classifieds.

CASH DISCOUNT: 2% net after agency commission, if paid within 15 days from date of invoice.

PUBLISHER'S PROTECTIVE CLAUSES:
a. Advertisers and advertising agencies assume liability for all content and illustrations printed and assume responsibility for any claims arising therefrom against the publisher.

b. Publisher reserves the right to reject any advertising which she feels is not in keeping with the publication's standards and to prominently place the word "advertisement" with copy that closely resembles editorial material.

c. Publisher will repeat latest advertisement for scheduled space when no new acceptable copy is furnished.

d. Cancellations accepted only before closing date for reservations.

e. Publisher reserves the right to require payment in advance.

PREFERRED MATERIALS: Artwork can be supplied in high-resolution PDF, EPS, or 300dpi TIF. Please ensure colors are CMYK (PMS spot colors should be converted to process). All fonts should either be included or converted to outlines.

FILE TRANSFERS / SHIPPING / EMAIL INFO: Ad materials can be sent via Dropbox, WeTransfer, or other third-party file-sharing service, via email (if file is less than 15mb) to drilling_contractor@iadc.org, or shipped to:

DRILLING CONTRACTOR
3657 BRIARPARK DRIVE, SUITE 200
HOUSTON, TX 77042 USA

ARTICLE REPRINTS: Low-resolution PDF reprints are available at the rate of \$500 per article. Price for high-resolution printed reprints available upon request.

DC's news website, dedicated to all things drilling

Drillingcontractor.org is the prime source of news for the drilling industry, as well as a companion to the print edition of Drilling Contractor. **DrillingContractor.org** reports via articles and videos on the latest news affecting and shaping the global drilling and completions industry.

DrillingContractor.org is set apart by its enhanced online editorial complementing DC's print version. Examples of web exclusives include animations and videos related to articles published in DC, as well as additional graphics, editorial and case histories. Each article featuring enhanced editorial includes a footnote in the print edition directing readers to additional content on the website. **DrillingContractor.org** also maintains archives of past issues.

Yearly Web & Ad Stats (Sept 2024-Sept 2025)

- Views: 301,144
- Active Users: 174,287
- Views per Active User: 1.73
- Ad Impressions: 585,946
- Ad Clicks: 1059
- Ad CTR: 0.18%

** Premium demographic segments make up the bulk of DC's loyal readers, who are directed to DrillingContractor.org and the DC Digital Reader through dedicated links and QR codes throughout the magazine. 63% are either employed by an oil-producing firm or a drilling contractor. Nearly half (48%) are corporate/executive management and rig management, and an additional 45% are either a drilling & completion engineer or in drilling & completion operations. See our full circulation breakdown on p5.*

Monthly Stats (September 2025)

- Views: 25,508
- Active Users: 17,159
- Views per Active User: 1.49
- Ad Impressions: 56,627
- Clicks: 110
- Clickthrough Rate: 0.19%

Approximate values for website metrics supplied by Google Analytics.

Sizes & Positions: (Rates are USD per month)

	HOMEPAGE	INNER PAGES
LEADERBOARD (728X90)	\$1,750	\$1,600
HP SIDEBAR (300X600)	\$1,740	\$1,500
MASTHEAD (468X60)	\$1,700	\$1,450
POSTER (300X250)	\$1,700	\$1,450
BANNER (468X60)	\$1,450	\$1,260
BUTTON (120X240)	\$1,070	\$920

Positions subject to change. Visit drillingcontractor.org/mediakit for the most up-to-date ad info.

Preferred Materials

Artwork can be supplied in JPG, PNG, or GIF format. For HTML5, Double-Click, and other third-party ad support, please contact the webmaster for more information.

Social Media

Our primary goals are to drive users back to our site and engage with our readers.



14,470+ Followers



29k+ Followers



5,485+ Followers



3.94K Subscribers
2,556,000+ Views

MICROSITES

on DrillingContractor.org



Focus on your niche, but benefit from the entire DC website

Drillingcontractor.org offers microsites focusing on specific areas of interest within the well-construction sector:

Drilling Rigs & Automation

Artificial intelligence in drilling, automated drilling systems, data analytics, Big Data, condition-based maintenance, digital twins, cybersecurity, fuel efficiency and power management

Innovating While Drilling®

MPD, downhole visualization, drill bits, directional drilling, rotary steerables, drill pipe, drilling fluids, downhole tools

Onshore Advances

Extended-reach laterals, water management, super-spec land rig upgrades, global onshore markets including the Permian Basin

The Offshore Frontier

Deepwater and subsea markets, offshore technologies and case studies, next-gen drilling rigs, dynamic positioning

Completing the Well

Hydraulic fracturing, cementing, sand and proppants, well intervention, coiled tubing

IADC, Regulation and Legislation

Government and public advocacy for the industry, next-generation talent engagement, and updates from regulators like BSEE, EPA, OSHA, Havtil, ANP, UK NSTA

Global & Regional Markets

New drilling rig contracts, discoveries and wells drilled, drilling program announcements, M&A's, supply chain management

Safety and ESG

ESG, red zone management, human factors, well control, training advances, low-carbon solutions, simulators, dropped object prevention, water management

DC microsite advertisers dominate their respective microsite landing pages as the sole advertiser. As an added bonus, microsite leaderboard adverts also appear on every article linked to any microsite. (Article adverts will rotate with two to seven other adverts.)

Example: Book the Onshore Advances microsite, and your ad appears on all landing pages for Onshore Advances, as well as all articles linked to any of the seven other microsities.

*Innovating While Drilling® (IWD) is a trademark of the International Association of Drilling Contractors and Drilling Contractor.

The diagram illustrates the layout of a microsite. At the top is a red header with the 'DRILLING CONTRACTOR IADC' logo. Below the header is a large yellow 'LEADERBOARD' section. To the right of the leaderboard is a white 'POSTER' section. Below the poster is a white 'HALF PAGE SIDEBAR' section. The main content area is divided into a grid of boxes, with a large white box on the left and a grid of smaller white boxes on the right.

Your ad will rotate on all articles linked to any microsite

- Number of microsite-linked articles: 6,570+
- Average monthly impressions: 16,030
- Average monthly clickthrough rate: 0.18%

No rotating ads on landing pages – microsite sponsor ad is the only ad on the landing page

Microsite campaign includes: (Rates are USD per month)

LEADERBOARD (728X90)	\$3,800
HALF PAGE SIDEBAR (300X600)	
POSTER (300X250)	

Positions subject to change. Please refer to drillingcontractor.org/mediakit for the most up-to-date ad positions.

Get up close and personal with prospective clients

DC virtual panel discussions are one of the greatest values available to drilling and completion marketers. These high-interest webcasts feature expert panelists discussing the critical issues confronting the well-construction industry. Each of the pre-recorded VPDs will span 30 minutes to an hour. Virtual panel discussions are archived on DrillingContractor.org.

DC VPDs differ from typical webinars because they blend video, shot either in DC's in-house studio or online via Zoom, with PowerPoint and additional videos or animations.

Each VPD is promoted multiple times through combinations of DC, eNews and dedicated promotions, reaching more than 25,000 drilling and completion professionals. All promotions for the VPD, whether print or electronic, will feature the sponsor logo. In addition, the sponsor will be thanked at the start and finish of the VPD and the sponsor logo displayed on the video. Sponsors will receive names and e-mails of all VPD registrants.

Our virtual panel discussions provide significant value, as the table at right shows.

All DC virtual panel discussions must be deemed as value adding to readers and viewers. Excessive commerciality discourages viewers and diminishes credibility.



VPD Stats

- Average VPD Views: 420

Included Campaign Items: (Values in USD)

	VALUE
DRILLING CONTRACTOR MAGAZINE ADVERTISING (1 ISSUE, 1/3 PAGE COLOR)	\$4,930
DRILLING CONTRACTOR ENEWS PROMOTION (X1)	\$3,160
IADC DRILLBITS EBLAST PROMOTION (X1)	\$3,160
DEDICATED EMAIL PROMOTION* (X1)	\$3,100
ARCHIVING OF VPD ON DRILLINGCONTRACTOR.ORG	\$15,180
ANALYTICS POST EVENT	\$1,900
PRE- AND POST-VPD EMAILS** (X2)	\$2,530
DATABASE ASSET DELIVERY	\$2,530
Totals:	
PROJECT VALUE	\$36,490
ADDED VALUE DISCOUNT	– \$20,490
TOTAL PRICE	\$16,000

**NOTE: Since IADC does not sell lists or offer third-party eblasts, this is the only mechanism for a single company to eblast to the IADC/DC readership.*

***Pre-event reminder sent to registrants one day prior to VPD, and post-event reminders to registrants who have not yet viewed the VPD.*



Original reporting from key industry events

eNews from DrillingContractor.org presents original news and features, as well as information from key industry players, updates on IADC activities, exclusive reports from IADC conferences, reader surveys and more. Each edition of eNews links back to DrillingContractor.org.

2026 ENEWS COVERAGE SCHEDULE (15 EDITIONS)

28 January

- Launch of Jan/Feb issue of DC

4 March

- IADC Health, Safety, Environment & Training Conference & Exhibition
- IADC Drilling Africa Conference & Exhibition
- Launch of March/April issue of DC

25 March

- IADC/SPE International Drilling Conference and Exhibition

29 April

- SPE/ICoTA Well Intervention Conference
- Launch of May/June issue of DC

13 May

- Offshore Technology Conference

27 May

- IADC Drilling Onshore Conference & Exhibition

24 June

- IADC World Drilling Conference & Exhibition

15 July

- Launch of July/August issue of DC

26 August

- SPE/IADC Asia Pacific Drilling Technology Conference & Exhibition
- Launch of Sept/Oct issue of DC

9 September

- IADC Advanced Rig Technology Conference & Exhibition

30 September

- IADC/SPE Managed Pressure Drilling & Underbalanced Operations Conference & Exhibition
- IADC HSE & Sustainability Europe 2026 Conference & Exhibition

28 October

- IADC Contracts & Risk Management Conference
- Launch of Nov/Dec issue of DC

11 November

- IADC Annual General Meeting

2 December

- IADC Geothermal Drilling Conference & Exhibition

16 December

- General news and features

23 October 2024

LEADERBOARD

EDITORIAL

EDITORIAL

EDITORIAL

POSTER

EDITORIAL

EDITORIAL

EDITORIAL

LEADERBOARD

Footer

Sizes & Positions:

(Rates are USD per month)

	TOP	MIDDLE	BOTTOM
POSTER (300X250)	\$5,060	\$4,800	\$4,050
LEADERBOARD (728X90)	\$3,160	\$2,900	\$2,650

Stats from the October 2025 Edition

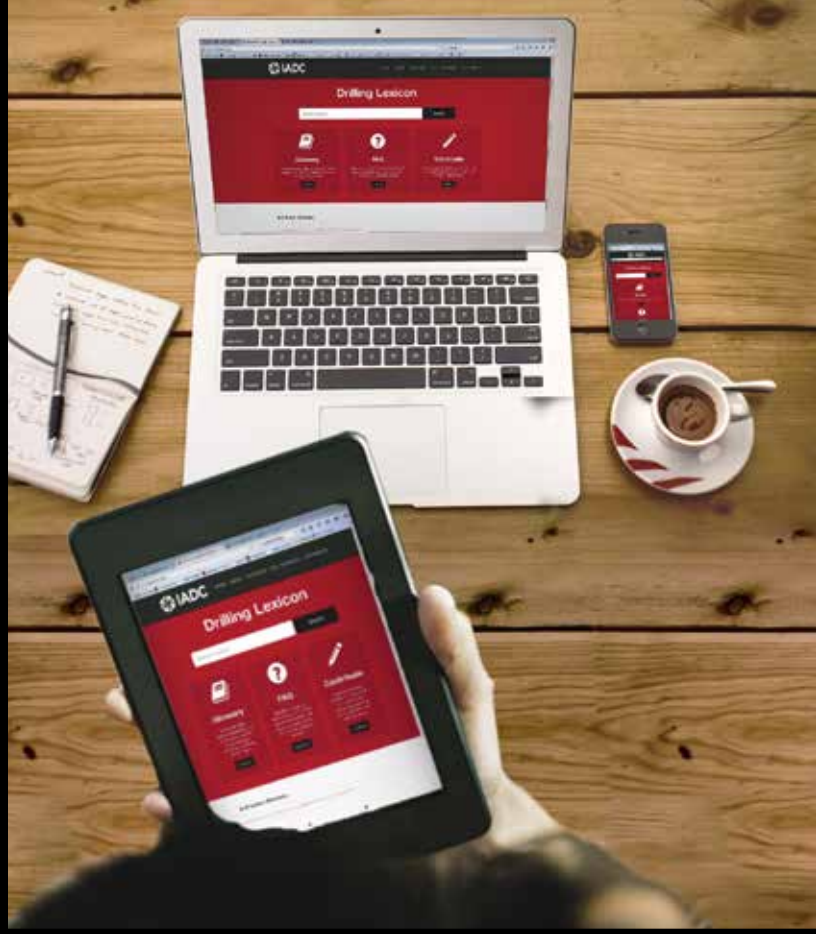
- Sent: 16,884
- Open Rate: 32.6%
- Ad Impressions: 23,358
- Clicks: 121
- Clickthrough Rate: 0.52%

Website Advertising IADC LEXICON

Defining the Drilling Space

Don't miss out on this opportunity to build your brand among the next generation of industry leaders and employees! The **IADC Lexicon** is a glossary of oilfield drilling terms that are defined in legislation, regulations, standards and/or guidelines. The **IADC Lexicon** is a prime opportunity for marketers in the drilling industry.

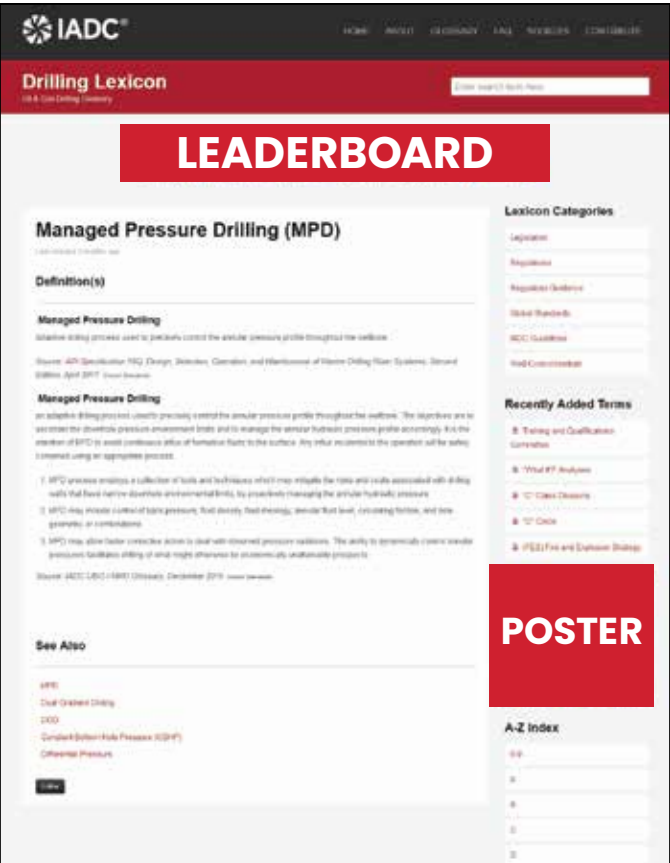
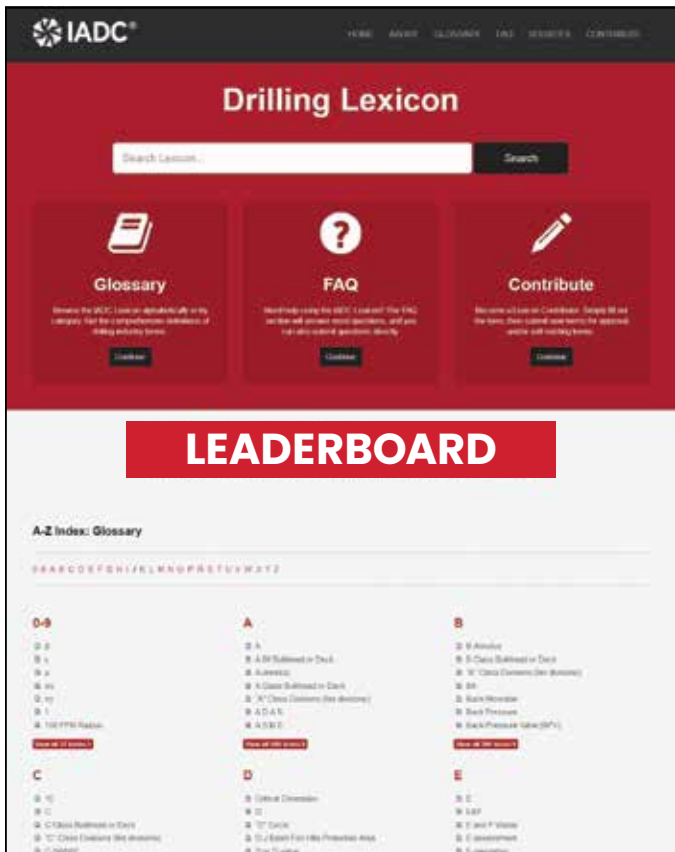
WHAT DO ADVERTISERS GET? Advertise with a leaderboard on the homepage and a powerful leaderboard/poster ad combo site-wide on every inside page. Your ad will be featured on every definition page throughout the site—that's over 10,600 terms. Ads will rotate with up to 4-6 other leaderboard or poster ads.



Yearly Stats: Sept 2024-Sept 2025	Monthly Stats: Sept 2025
• Views: 215,853	• Views: 13,320
• Active Users: 126,765	• Active Users: 8,585
• Views per Active User: 1.70	• Views per Active User: 1.55

Sizes & Pricing: (Rates are USD per month)

HOMEPAGE LEADERBOARD (728X90)	\$1,580
LEADERBOARD & POSTER (300X250) ADS SITE-WIDE	\$1,580



DRILLBITS

Newsletter Advertising

IADC's monthly electronic newsletter

IADC's **DrillBits** monthly newsletter is IADC's vehicle for communicating pending legislation and regulation impacting the global drilling industry. **DrillBits** also provides critical updates on IADC advocacy efforts in Washington, DC, and around the world; accreditation and certification programs; IADC's flagship ISP safety incident tracking results; and more.

DrillBits reaches 16,600+ high-value drilling industry readers. For available advertising positions, see graphic to the right.

Stats from the September 2025 Edition

- Sent: 16,604
- Ad Impressions: 24,891
- Clickthrough Rate: 0.87%
- Open Rate: 31.3%
- Clicks: 217

Sizes & Positions:

(Rates are USD per month)

	TOP	MIDDLE	BOTTOM
POSTER (300X250)	\$5,060	\$4,800	\$4,050
LEADERBOARD (728X90)	\$3,160	\$2,900	\$2,650

Website Advertising

DrillBits Web Pages on IADC.org

There is an opportunity to advertise directly on the IADC website's monthly newsletter web pages. Links from the email take our high-value drilling industry readers and decision makers to the IADC website, where marketers can promote their brand via highly visible banners. Each banner will appear on the landing page for all existing issues of **DrillBits**, as well as in each individual article post.

Yearly Stats:

Sept 2024-Sept 2025

- Views: 56,865
- Active Users: 34,225
- Views per Active User: 1.66

Monthly Stats:

Sept 2025

- Views: 4,179
- Active Users: 2,937
- Views per Active User: 1.42

Sizes & Pricing:

(Rates are USD per month)

LEADERBOARD (728X90)	\$630
POSTER (300X250)	\$630

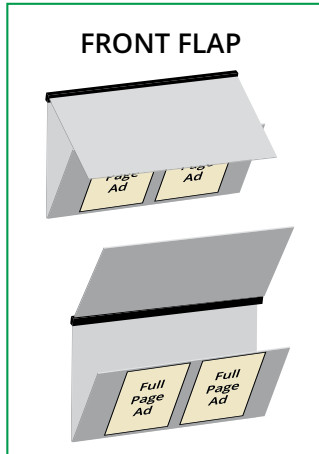
RIG REPORTS



IADC Daily Drilling Report

The IADC Daily Drilling Report is the primary data-collection form for the global drilling industry. Also called the “tour sheet,” the DDR captures information related to the rig crew for payroll, as well as equipment, wellbore, bit and BHA.

Up to two ad spots are available on the front flap.



Sizes & Positions:

(Rates are USD)

FULL PAGE (8 X 11-1/8 IN)

FRONT FLAP

\$5,690

IADC Drilling Rig Safety Inspection Checklist

This definitive checklist for rig safety inspections is indispensable at the rig site as a comprehensive guide to key hazards. Printed on carbonless paper to provide multiple records. Adverts available on the back cover, and on both the front and back flap. The flap stands out due to its function in separating pages to avoid overwriting future pages.



Sizes & Positions:

(Rates are USD)

	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	CHECK FOR PRICING & AVAILABILITY		
FULL PAGE (8 X 11-1/8 IN)	\$4,420	\$4,170	\$3,160
FRACTIONAL (8 X 4-7/8 IN)	N/A	\$1,890	N/A

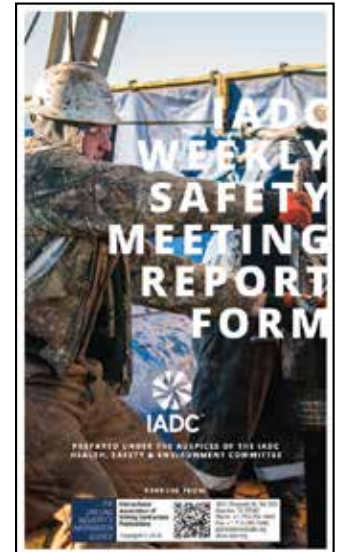
IADC Safety Meeting Topics and Records

Safety meetings on the rig are more important than ever, and the IADC Safety Meeting Topics and Records are a rig crew's guide to vital HSE topics. Printed on carbonless paper for multiple copies.



IADC Weekly Safety Meeting Report

Crews can choose their own topics for discussion using this form, printed on carbonless paper for multiple copies.



Sizes & Positions:

(Rates are USD)

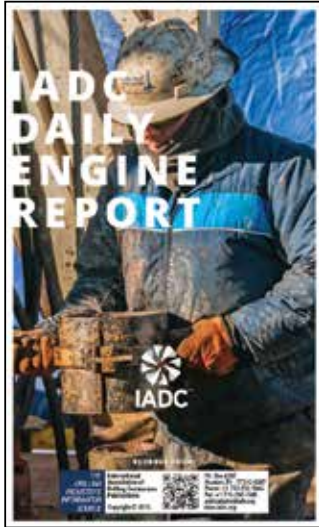
	INSIDE FRONT COVER	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	CHECK FOR PRICING & AVAILABILITY			
FULL PAGE (8 X 11-1/8 IN)	\$3,790	\$3,540	\$2,900	\$2,650
FRACTIONAL (8 X 4-7/8 IN)	N/A	N/A	\$1,640	N/A

RIG REPORTS



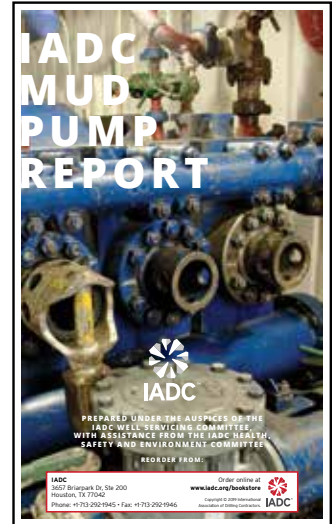
IADC Daily Engine Report

The IADC Daily Engine Report is an essential record of drilling engine temperature and pressures, includes space for measurements of additional mud pumps and multiple record sheets on carbonless paper.



IADC Mud Pump Report

Maintaining high fluid throughput is essential in many of today's complex wells. This form is one that goes to the heart of the industry's drilling challenges.



IADC Near-Miss Reports

Reducing near-misses is a major goal of several major international operators.

There are two versions – one for Drilling, one for Well Servicing/Workover.



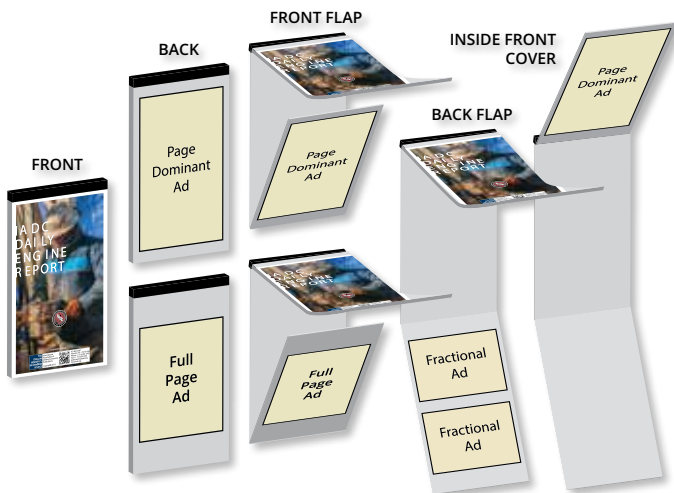
Sizes & Positions:

(Rates are USD)

	INSIDE FRONT COVER	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	CHECK FOR PRICING & AVAILABILITY			
FULL PAGE (8 X 11-1/8 IN)	\$3,790	\$3,540	\$2,900	\$2,650
FRACTIONAL (8 X 4-7/8 IN)	N/A	N/A	\$1,640	N/A

Ad Positions

(may vary by report)



Sizes & Positions:

(Rates are USD)

	FRONT FLAP	BACK FLAP	BACK COVER
PAGE DOMINANT (8 X 14 IN)	CHECK FOR PRICING & AVAILABILITY		
FULL PAGE (8 X 11-1/8 IN)	\$2,530	\$1,260	\$2,150
FRACTIONAL (8 X 4-7/8 IN)	N/A	\$1,890	N/A

SALES INQUIRIES

GLOBAL SALES MANAGER

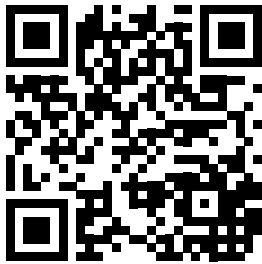
Bill Krull

Office: +1-713-292-1954

Mobile: +1-713-201-6155

bill.krull@iadc.org

Scan QR code for a complete list of advertising opportunities.



www.drillingcontractor.org/mediakit

IADC & DRILLING CONTRACTOR HEADQUARTERS

3657 Briarpark Drive, Suite 200

Houston, TX 77042

Phone: +1-713-292-1945

Fax: +1-713-292-1946

drilling.contractor@iadc.org

www.DrillingContractor.org

Linda Hsieh

Vice President, Editor & Publisher

linda.hsieh@iadc.org

Brian C. Parks

Creative Director

brian.parks@iadc.org

Stephen Whitfield

Senior Editor

stephen.whitfield@iadc.org

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