



Foundation Drilling Magazine 2026 ADVERTISING CONTRACT

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Country: _____ Zip: _____

Phone: _____ Email: _____

Advertising Agency (If Applicable): _____

Advertising Contact: _____

Agency Address: _____

City: _____ State: _____ Country: _____ Zip: _____

Phone: _____ Email: _____

Billing Information

SEND ADVERTISING INVOICES TO:

<input type="checkbox"/> Company	<input type="checkbox"/> Advertising Agency (signature required on page 2)
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If billing address is different than address listed above please fill out below.

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Country: _____ Zip: _____

Phone: _____ Email: _____

Return completed and signed form to Tina Greenwell at accounting@adsc-iafd.com.

Advertising Agreement

- a. This contract is between ADSC and Advertiser for 2026 advertising in the Foundation Drilling magazine.
- b. This contract is effective immediately upon receipt by ADSC and expires December 31, 2026.
- c. This contract is non-cancellable after publication of the first ordered advertisement.
- d. Advertiser agrees to pay the applicable advertising rates quoted in this contract (see page 4 for rates) for advertisement(s) ordered. Advertising rates are quoted at net prices and do not include any commission for advertising agency.
- e. Advertiser agrees to accept full financial responsibility for the total cost of advertisement(s) ordered.
- f. Advertiser agrees to pay each advertising invoice, in U.S. Dollars, within 30 days of invoice date.
- g. Advertiser agrees to pay a 1.5% monthly late fee for each invoice not paid in full within 60 days of invoice date.
- h. Advertiser agrees that its advertising may be suspended or canceled by ADSC at any time for nonpayment of invoice(s) more than sixty (60) days past due.
- i. All advertising is subject to the approval of publisher. Advertisements for products and services should be consistent with the technologies and policies of the ADSC. Policies regarding acceptable advertisements are subject to change without notification to advertisers.
- j. Advertiser and/or advertising agency assumes liability for all content (including text, representation and illustrations) of advertisements printed, and also assumes responsibility for any claims arising therefrom made against the publisher.
- k. ADSC is not bound by any condition, specification, or requirement of advertiser appearing on any order when such order or instruction conflicts with this contract or the ADSC 2026 Media Guide.
- l. Space reservations or new ads that differ from this contract must be accompanied by a new insertion order.

Guarantor Agreement

Guarantor Agreement (if applicable): If advertising invoices are to be sent to Advertising Agency, both the Company and Advertising Agency guarantee payment under the terms of this Advertising Contract irrespective of any separate agreements between Company and Advertising Agency.

Advertiser Authorization

Agreed to and accepted by:

Company

Advertising Agency (if applicable)

Signature

Signature

Printed Name

Printed Name

Title

Title

Date Signed

Date Signed

Return completed and signed form to Tina Greenwell at accounting@adsc-iafd.com.

Advertising Insertion Order

View the 2026 ADSC Media Guide for complete ad preparation specifications at adsc-iafd.com.

PLEASE INDICATE MAGAZINE ADVERTISING ISSUES BELOW:

<input type="checkbox"/>	January
<input type="checkbox"/>	February/March
<input type="checkbox"/>	April

<input type="checkbox"/>	May/June
<input type="checkbox"/>	July
<input type="checkbox"/>	August/September

<input type="checkbox"/>	October
<input type="checkbox"/>	November/December

NOTE: Two (2) ad minimum

PLEASE INDICATE THE AD SIZE OPTION BELOW:

<input type="checkbox"/>	Full Page	<input type="checkbox"/>	Six-page Foldout <i>*only one foldout per issue</i>
<input type="checkbox"/>	Half Page	<input type="checkbox"/>	Custom (combination of full and half page ads) Specify below.
<input type="checkbox"/>	Double Page Spread		

REQUEST PREFERRED POSITION

<input type="checkbox"/>	Inside Front Cover	<input type="checkbox"/>	Opposite "From the Desk of the Ex. Dir."
<input type="checkbox"/>	Inside Back Cover	<input type="checkbox"/>	Opposite "President's Message"
<input type="checkbox"/>	Outside Back Cover	<input type="checkbox"/>	Last Page of "From the Desk of the Ex. Dir."
<input type="checkbox"/>	Opposite About ADSC	<input type="checkbox"/>	Under "President's Message"
<input type="checkbox"/>	Opposite ADSC Calendar	<input type="checkbox"/>	Opposite Table of Contents
		<input type="checkbox"/>	Before Cover Story

All preferred pages are Full Page ads except for: Last page of "From the Desk of the Ex. Dir.", under "President's Message" which are Half Page ads, and Before Cover Story which is a Double Page Spread.

Advertising Cost

ADVERTISING RATE PER ISSUE (see page 4 for advertising rates)	\$ _____ .00
NUMBER OF ISSUES ADVERTISED (Important: Two (2) ad minimum)	_____
TOTAL COST OF ADVERTISEMENTS	\$ _____ .00

Advertising Rates

Ad rates are based on NET Pricing (USD) and do not include Agency commission.

AD SIZE			
EARLY BIRD	2x	4x	8x
Full Page	\$1,650.00	\$1,500.00	\$1,350.00
Half Page	\$1,400.00	\$1,250.00	\$1,100.00
Double Page Spread	\$3,200.00	\$2,875.00	\$2,575.00
Six-page Foldout*	\$2,675.00	\$2,675.00	\$2,675.00
STANDARD	2x	4x	8x
Full Page	\$2,100.00	\$1,800.00	\$1,675.00
Half Page	\$1,700.00	\$1,500.00	\$1,300.00
Double Page Spread	\$3,875.00	\$3,450.00	\$3,075.00
Six-page Foldout*	\$3,250.00	\$3,250.00	\$3,250.00

*One per issue only

AD SIZE	EARLY BIRD	STANDARD
PREFERRED POSITION*	8x	8x
Inside Front or Back Cover	\$1,800.00	\$2,160.00
Back Cover	\$2,300.00	\$2,775.00
Before Cover Story Double Page Spread	\$3,075.00	\$3,200.00
Full Page	\$1,575.00	\$1,875.00
Half Page	\$1,250.00	\$1,500.00

*** Preferred Positions:** *Opposite About ADSC, Opposite Table of Contents, Opposite Executive Director, Last Page of Executive Director, Opposite President's Message, Opposite ADSC Calendar, under President's Message, and Before Cover Story.*

To qualify for the pricing listed above, members are required to commit to a minimum number of ads in the magazine. Regardless of the chosen pricing plan, all orders must have a minimum of two ads. The pricing options are as follows:

2X Rate: Members must commit to running **at least 2 to 3 ads** in total to receive this rate.

4X Rate: Members must commit to running **at least 4 to 7 ads** in total to receive this rate.

8X Rate: Members must commit to running **8 ads in total** to receive this rate.

The deadline for insertion orders at **the Early Bird Rate is November 28, 2025**. Standard rates apply for orders submitted after November 28, 2025.

All preferred positions are exclusive for the calendar year.

All magazine ads are in color. No black and white ads are available.

Artwork Specifications

Recommended margin/safe area for full page ads: 0.5" on all sides. For half page ads: 0.375" on all sides.

Overall Ad Sizes

Magazine Trim Size: 8.5" w x 11" h

Full Page with Bleed: 8.75" w x 11.25" h

Full Page with No Bleed: 8.5" w x 11" h

Half Page: 7.5" w x 5" h

Double Page Spread with Bleed: 17.25" w x 11.25" h
**Advertiser will need to request printer template for this ad size*

Six-Page Foldout with Bleed: 25.375" w x 11.25" h
**Advertiser will need to request printer template for this ad size*

Make sure your final artwork includes sufficient bleed and use CMYK mode for all color artwork. If you supply files in RGB color mode, they will be converted to CMYK, which could alter the colors.

Accepted File Type: Adobe PDF. Export as a high quality print, with bleed checked, and without crop/printer marks.

For Quality Output: Image resolutions must have 300 dpi and line art must have 1200 dpi.

Copy Placement: (Margin/Safe Area)

Full page with bleeds, double page spread and six-page foldout: minimum of 1/2" (0.5) from page trim to margins;
Full page with no bleeds: minimum of 1/2" (0.5) from page trim to margins;
and half page: minimum of 3/8" (0.375) from page edge to margins.

Bleed: 1/8" (0.125) on all sides for full-page with bleeds, double page spread, and six-page foldout.

PLEASE NOTE

All critical elements (text, logos, etc.) should be kept inside the margins/safe area. This will ensure that critical elements will not be lost in the trimming process or spine. Less critical elements, such as background images and graphics, may exceed past the margins.

We do not recommend having borders due to shifting in the trimming process, which may cause borders to appear uneven. Any elements close to the trim line will be lost in the trimming process.

Sending Artwork

Advertisement artwork can be submitted via WeTransfer or can be emailed to kengle@adsc-iafd.com.

To send artwork via ADSC's WeTransfer account; click on or copy and paste the following link into your browser: <https://adsc.wetransfer.com/> Once there, enter kengle@adsc-iafd.com as the recipient for the transfer, then upload your artwork to the site. Please label your ad with your company name and issue date.

We highly recommend using the page templates as guides to ensure that your advertisement doesn't lose any critical elements in the trimming process. The templates can be accessed in the 2026 Media Kit.

[View the 2026 Media Guide for complete ad specifications and templates at https://adsc-iafd.com/advertising/.](https://adsc-iafd.com/advertising/)

Contact Angie Elmendorf at aelmendorf@adsc-iafd.com for more information.