

# BURMASS PERMIAN BASIN OIL & GAS DIRECTORY 8 MEDIA KIT

# BURMASS 2018

**Permian Basin Oil & Gas Directory**

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## It's bigger.

It's the **Purview for Business** on your desktop.

For customers who want to extend search to all the information in their business, it's called the **Burrows Desktop Edition**. Not too shabby if you ask us. It's the most powerful desktop edition of Burrows, a tool we've developed for the people who know what they're looking for. The database has been added to search the entire contents of your hard drive, as well as files on removable drives and on the Internet. And now, with the new **Microsoft Office 2003** and **Microsoft Word 2003** integration, you can search the contents of those documents as well. And, now, you can search the contents of your digital camera's compact flash card.

It's a digital business tool, a close to a color format, a new, comprehensive search engine. It's the most powerful desktop edition of Burrows on your desktop. It's a powerful tool, a close to a color format, a new, comprehensive search engine. It's the most powerful desktop edition of Burrows on your desktop.

**Microsoft Office 2003** and **Microsoft Word 2003** integration.

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**Microsoft Office 2003** and **Microsoft Word 2003** integration.



**Purview Business Desktop Edition**



**Purview Business Desktop Edition**




**Purview Business Desktop Edition**

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 Fax: 281-465-1415  
 Email: [info@poc-oil.com](mailto:info@poc-oil.com)  
[www.poc-oil.com](http://www.poc-oil.com)

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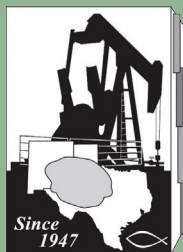
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# BURMASS

## PERMIAN BASIN

### OIL & GAS DIRECTORY

## WHAT OUR READERS ARE SAYING:

It has most of the people advertised by the work and services they do in the Permian Basin.

- Big Spring, TX

It's kind of like the Bible.

- Lubbock, TX

I use Burmass because it has more information to look up companies and contacts.

- Carlsbad, NM

I use Burmass the most because the more reputable companies take the time to get listed in Burmass.

- Odessa, TX

I've just used it for 20-something years. It's easy to use.

- Houston, TX

It has more detailed information compared to the others that are a little more broad based. If I'm looking for an oil company, oils service, or fluid service, I can find those in Burmass.

- San Angelo, TX

It's the one I've had for over 20 years now. It covers most of the Permian Basin and our area.

- Colorado City, TX

It has everyone in it. If I need something I can find it in there.

- Odessa, TX

We advertise in it... We use it to find new businesses; it's a good reference.

- Midland, TX

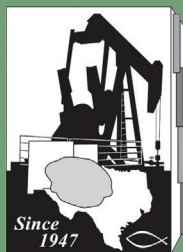
My perception is it's the most well-defined and accurate directory.

- Odessa, TX

It is chock full of information. It has information that's categorized very usefully.

- Odessa, TX





# BURMASS

## PERMIAN BASIN

### OIL & GAS DIRECTORY

## PREMIUM POSITIONS



# 70 YEARS YOUNG!

Since 1947 you've relied upon us to get the job done in the Permian Basin. Constant improvements plus an online edition will ensure that the Burmass Oil and Gas Directory is your #1 option for years to come.

*\*Reader Survey*

Position	Cost
Front Cover - Half Page	\$8,300
Back Cover - Full Page	\$6,800
Spine - Full Page	\$6,800

### All premium position ads include:

1 additional full-page color ad

2 copies of the Burmass Directory, print and digital edition

Logo above your company profile listing

Business service description, print and digital edition

Separate company listing

20 free yellow page product and service index listings

*\*2017 Premium position advertisers have first right of refusal.*



# PREMIUM POSITIONS

# A TOOL OF ACTION!

## It's bigger.

*It's the Premium Bazaar at your fingertips.*

parharden who would not find correspond to any of our companies unless he could find some listed in the Bazaar. It was the first of its kind, and it was the first of its kind. There was no other in Hong Kong who sought out the Bazaar. Inconceivable! The book that was once produced in the back room of a gas station on West Street in Midland, Texas, is now a multimedia triumph, a digital and a print counterpart of all things Permian.

It's a regional best-seller, now gone to a color format and a cleaner, easier-to-read presentation. Listings are still free, though any letter can be reprinted on a paid listing, but that's another quality marketing tool.

## It's better.

*Here's holding the key to the biggest collection in the Western Hemisphere.*

Permian Bazaar On and on magazine, also known, as PBEO.

Much of the success of the highly influential PBEO comes from its association with the Bazaar. Directory, some of the success of the highly successful Bazaar Directory comes from its connection to the rapidly rising PBEO. Together, these vital resources are producing the charges and leading the pulse of the ever-buzzing Permian.

The past year has seen an amazing trend: the so-called Digital Offset, technology and communication have transformed the oil patch in ways that we will only continue to advance, evolve, and prosper. With our array of digital products and our constantly updated print publications, we keep you apprised and informed and able to compete in the front yards of the industry. When you go the extra yard and tap into the



**It's called the Bazaar Directory.**  
But to really it was simply known as the **Oilfield Bible.**

It's been deemed its name as one of the founders, Bob Seif and John Matney. It takes back to the history and background of the Bazaar has become part of the lore of the Permian Basin itself, there was the history in the



It's not an exaggeration to say that the Bazaar is the most important publication in the Permian Basin. It's the only one that's been around for over 40 years. It's the only one that's been around for over 40 years. It's the only one that's been around for over 40 years.



**Permian Bazaar On and on**  
The Permian Bazaar On and on is the only one that's been around for over 40 years. It's the only one that's been around for over 40 years. It's the only one that's been around for over 40 years.

**Intelligence Management Consultants, Inc.**  
Tech. Management & Support  
Houston, TX 77059  
281-461-0200 ext. 200  
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281-461-0202  
281-461-0203  
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**62.7% of Burmass readers have called a company that advertises in the Burmass Oil and Gas Directory.**

## All premium position ads include:

**1 additional full-page color ad\*\***

**2 copies of the Burmass Directory, print and digital edition**

## Logo above your company profile listing

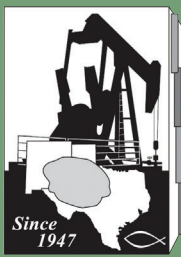
## Business service description, print and digital edition

## Separate company listing

## 10 free yellow page product and service index listings

*\*2017 Premium position advertisers have first right of refusal.*

**\*\* Category lead includes 1/2 page.**



# BURMASS

## PERMIAN BASIN

### OIL & GAS DIRECTORY

## RUN-OF-PRESS PACKAGES

# WE'RE



More people in the Permian Basin  
rely upon the Burmass Oil and  
Gas Directory than all of the other  
directories...combined.

*\*Reader Survey*

### Size

### Cost

Full Page

\$1,000

### All run-of-press ads include:

1 copy of the Burmass Directory, print and digital edition

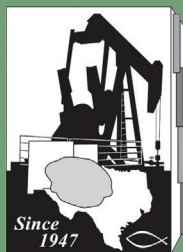
Logo above your company profile listing

Business service description, print and digital edition

Separate company listing

5 free yellow page product and service index listings





# BURMASS PERMIAN BASIN OIL & GAS DIRECTORY

## RUN-OF-PRESS PACKAGES

**WIRELINE & TESTING**

**WANT A NEW WAY TO ACCESS THE BURMASS?**

Access our database on your phone or desktop.

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Midland, TX 79705  
3300 Santa Fe, Bldg. 6, Suite 200  
(409) 570-0200  
Fax (409) 683-7209  
Midland Square Office  
Midland, TX 79701  
801 W. 10th  
6 Duane Drive, Suite 500 (79706)  
(409) 683-4400  
Fax (409) 683-4443

**Steve Blagich**  
Midland, TX 79701  
214 West Texas Ave., Suite 308  
(409) 685-1421

**SEE OUR MANUFACTURING SECTION**  
Manufacturers & Representatives of Oilfield Related Products & Equipment

316 317

# EASY TO USE!

83.6% of readers say that the Burmass Oil and Gas Directory is straightforward and easy to use.

\*Reader Survey

**Size**

**Half Page**

**Cost**

**\$800**

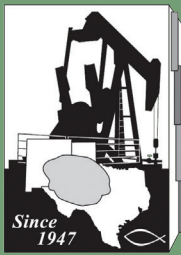
### All run-of-press ads include:

1 copy of the Burmass Directory, print and digital edition

Logo above your company profile listing

Business service description, print and digital edition

Separate company listing



# BURMASS

## PERMIAN BASIN

### OIL & GAS DIRECTORY

## RUN-OF-PRESS PACKAGES

# WE'RE



More people in the Permian Basin  
rely upon the Burmass Oil and  
Gas Directory than all of the other  
directories...combined.

*\*Reader Survey*

### Size

### Cost

Third Page

\$700

### All run-of-press ads include:

1 copy of the Burmass Directory, print and digital edition

Business service description, print and digital edition

Separate company listing

### Size

### Cost

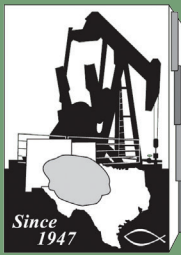
Quarter Page

\$500

### All run-of-press ads include:

1 copy of the Burmass Directory digital edition

Separate company listing

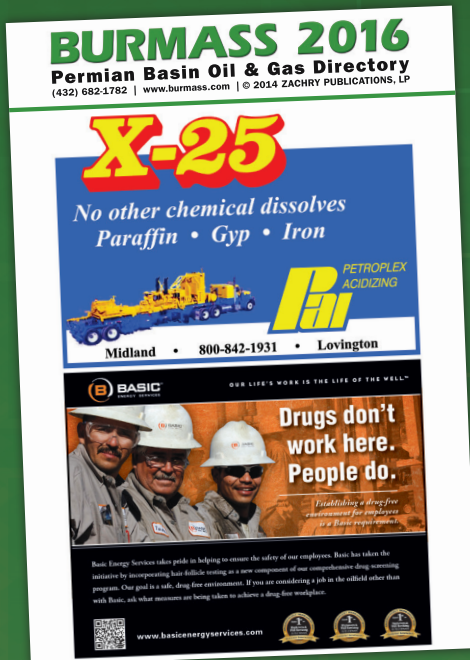


# BURMASS

## PERMIAN BASIN

### OIL & GAS DIRECTORY

## RUN-OF-PRESS PACKAGES



# 69 YEARS YOUNG!

Since 1947 you've relied upon us to get the job done in the Permian Basin. Constant improvements plus an online edition will insure that the Burmass Oil and Gas Directory is your #1 option for years to come.

*\*Reader Survey*

Size	Cost
Color Logo	\$250
Basic Listing	Free





# BURMASS PERMIAN BASIN OIL & GAS DIRECTORY

## SPECIFICATIONS AND DEADLINES

## A TOOL OF ACTION!



Ad Type	Dimensions
Front Cover - Half Page Top	5"x3.5"
Front Cover - Half Page Bottom	5"x4"
Back Cover - Full Page	6.25"x9.25"
Spine - Full Page	1.5"x9"
Inside Front Cover - Full Page	6.25"x9.25"
Inside Back Cover - Full Page	6.25"x9.25"
Tab Dividers - Full Page	6.75"x9.25"
Category Lead - 2/3 Page	5"x6"
Full Page	5"x8"
Half Page	5"x4"
Third Page	5"x2.66"
Quarter Page	2.33"x3.25"
Color Logo	2.33"x1.25"



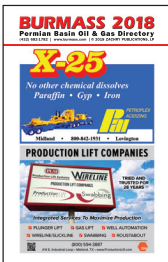
















## Advertising Deadline Listing Deadline

5/31/17  
6/15/17

62.7% of Burmass readers have called a company that advertises in the Burmass Oil and Gas Directory.





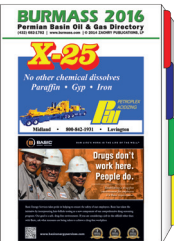



## 12-RUN COMBINATION PACKAGES

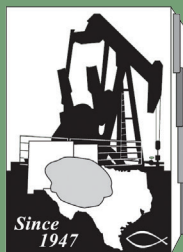
PRINT	DIGITAL	DIRECTORY	WEB	E-BLAST	VIDEO	PRICE
						12-MONTH PACKAGE FEE PER MONTH
 Full pg. - 8.625"x11.25"		 Full pg. - 5"x8"	 160x600 pixel wide skyscraper	 728x90 pixel horizontal banner		<b>\$1,026.67</b>
 1/2 pg. - 7"x4.625"		 1/2 pg. - 5"x4"	 300x250 pixel medium rectangle			<b>\$693.33</b>
 1/4 pg. - 3.3625"x4.625"		 1/4 pg. - 2.33"x3.25"				<b>\$453.33</b>





### 6-RUN COMBINATION PACKAGES

PRINT	DIGITAL	DIRECTORY	WEB	E-BLAST	VIDEO	PRICE
						PER MONTH
✓ Full pg. - 8.625"x11.25"	✓	✓ Full pg. - 5"x8"	✓ 160x600 pixel wide skyscraper	✓ 728x90 pixel horizontal banner	✓	\$1,173.33
✓ 1/2 pg. - 7"x4.625"	✓	✓ 1/2 pg. - 5"x4"	✓ 300x250 pixel medium rectangle		✓	\$786.67
✓ 1/4 pg. - 3.3625"x4.625"	✓	✓ 1/4 pg. - 2.33"x3.25"			✓	\$506.67



# BURMASS PERMIAN BASIN OIL & GAS DIRECTORY

## CONTACT INFORMATION



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**Felicia Lyons**

306 S. Pecos  
Midland, TX 79701  
Office: 432.682.1782  
Cell: 254.459.1534  
flyons@zacpubs.com

# 70 YEARS YOUNG!

Since 1947 you've relied upon us to get the job done in the Permian Basin. Constant improvements plus an online edition will insure that the Burmass Oil and Gas Directory is your #1 option for years to come.