MEDIA KIT

ADVERTISING MEDIA OPPORTUNITIES

2020
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</tbody>
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EAGE AT A GLANCE

Home of Multi-Disciplinary Geoscience

The European Association of Geoscientists and Engineers is the world’s leading association of professionals working in geoscience and engineering, working with approximately 19,000 members globally in the fields of energy, near surface geophysics, infrastructure and technology.

EAGE’s events are some of the most significant in the industry, with our Annual alone attracting 6,500 attendees per annum and 350 exhibitors from across the energy and geoscience fields.

EAGE’s Publications have an active and growing readership, while our EarthDoc Database (host to over 70,000 geoscience scientific papers), the largest of its kind, has undergone a recent modernization, making it more user- and business friendly.

Advertising with EAGE is an excellent avenue for reaching researchers at all levels.

Sponsoring EAGE Events is a great way to show your company’s commitment to the advancement and distribution of scientific knowledge.
EAGE IN NUMBERS

EVENT VISITORS BY DISCIPLINE
- **GEOPHYSICS (40%)**
- **GEOLOGY (20%)**
- **PETROLEUM & RESERVOIR ENGINEERING (19%)**
- **PETROPHYSICS (6%)**
- **ENVIRONMENT (5%)**
- **CO2 STORAGE (4%)**
- **MINING (2%)**
- **GEOCHEMISTRY (2%)**
- **GEOTHERMAL (2%)**

GEOGRAPHICAL SPREAD OF 64,650 EAGE ACTIVE CONTACTS
- **EUROPE (48%)**
- **ASIA PACIFIC (13%)**
- **RUSSIA CIS (11%)**
- **NORTH AMERICA (10%)**
- **MIDDLE EAST (9%)**
- **LATIN AMERICA (5%)**
- **AFRICA (4%)**

EVENT VISITORS BY SECTOR
- **OIL/GAS/MINING (34%)**
- **CONSULTANCY (27%)**
- **ACADEMIC (15%)**
- **GOVERNMENT (6%)**
- **SERVICE INDUSTRY (5%)**
- **EQUIPMENT SUPPLIERS (5%)**
- **SOFTWARE COMPANIES (4%)**
- **RESEARCH COMPANIES (4%)**
WHY YOU SHOULD ADVERTISE WITH

First Break is one of the industry’s top publications, with a readership reach of over 40,000 geoscientists and engineers employed professionally in energy, infrastructure and more. First Break is published in print and online.

The high professional level of EAGE’s membership (decision-makers and trend starters in the industry) and the consistent engagement of our community with First Break make it the ideal way to reach your audience.

EAGE has 19,000 members. Members can opt out of the print version, and all members receive the online version. Additional distributions are done occasionally during the year.

PRICING

<table>
<thead>
<tr>
<th>COMMON*</th>
<th>Price</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>€ 3,995</td>
<td>210 mm x 280 mm**</td>
</tr>
<tr>
<td>Half page</td>
<td>€ 2,495</td>
<td>171 mm x 115.5 mm (Horizontal)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>83 mm x 246 mm (Vertical)</td>
</tr>
<tr>
<td>Third page</td>
<td>€ 1,675</td>
<td>171 mm x 77 mm (Horizontal)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>54 mm x 246 mm (Vertical)</td>
</tr>
<tr>
<td>Quarter page</td>
<td>€ 1,395</td>
<td>171 mm x 55.5 mm</td>
</tr>
</tbody>
</table>

Prices are excluding VAT
* Universities receive a 40% discount on the list price
** Please add 3 mm bleed on all sides

<table>
<thead>
<tr>
<th>EXCLUSIVE</th>
<th>Price</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page Spread</td>
<td>€ 4,975</td>
<td>420 mm x 136mm</td>
</tr>
<tr>
<td>2/1 Double Page Spread</td>
<td>€ 7,645</td>
<td>420 mm x 280 mm*</td>
</tr>
<tr>
<td>First Right Hand Page**</td>
<td>€ 5,995</td>
<td>210 mm x 280 mm*</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>€ 5,385</td>
<td>210 mm x 280 mm*</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>€ 4,795</td>
<td>210 mm x 280 mm*</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>€ 4,795</td>
<td>210 mm x 280 mm*</td>
</tr>
</tbody>
</table>

Prices are excluding VAT
* Please add 3 mm bleed on all sides
** First right hand page advertising includes a full banner in the EAGE E-newsletter

<table>
<thead>
<tr>
<th>FIRST BREAK FOLDOUT OPTIONS</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€ 8,950</td>
<td>Three-page foldout combined with a two-page article</td>
</tr>
<tr>
<td></td>
<td>€ 11,450</td>
<td>Three-page tearable foldout with a three-page article</td>
</tr>
<tr>
<td></td>
<td>€ 9,950</td>
<td>Bellyband Advert on the cover</td>
</tr>
</tbody>
</table>

Prices are excluding VAT

SPECIAL ADVERTS

EAGE offers the possibility to print special adverts in First Break. These adverts are custom-made and can be discussed with your account manager.

SERIES DISCOUNT

- 10-12 insertions: 10%
- 7-9 insertions: 8%
- 3-6 insertions: 5%

Exclusive special adverts and seismic data foldouts are excluded from discounts.

PRIORITY POINTS

For every € 1,000 invested in First Break and/or all other EAGE publications, your company will receive one EAGE priority point that can be used towards booth allocation at EAGE exhibitions.
Break on through...

Adverts in First Break can be as exciting or informative as you want

When in doubt you can always catch an eye with the bellyband option!

Client side

Advertise with EAGE!

Advertising@EAGE.org
Media Kit 2020

Advising Media Opportunities

First Break Special Topics 2020

Land Seismic
EXTRA DISTRIBUTIONS AT:
• IPTC 2020

Reservoir Monitoring
EXTRA DISTRIBUTIONS AT:
• GEO 2020

Modelling / Interpretation
EXTRA DISTRIBUTIONS AT:
• EGU General Assembly 2020
• EAGE 2020 St Petersbourg Conference
• SAGEEP 2020

Unconventionals / Passive Seismic
EXTRA DISTRIBUTIONS AT:
• URTeC 2020
• First EAGE Digitalization Conference and Exhibition

Petroleum Geology
EXTRA DISTRIBUTIONS AT:
• AAPG 2020 Annual Convention & Exhibition
• The 82nd EAGE Annual Conference and Exhibition

Delivering for the Energy Challenge: Today and Tomorrow
EXTRA DISTRIBUTIONS AT:
• The 82nd EAGE Annual Conference and Exhibition

Machine Learning
EXTRA DISTRIBUTIONS AT:
• EAGE/PESGB Machine Learning Workshop 2020
• EAGE ECMOR 2020
• EAGE Near Surface Geoscience Conference and Exhibition 2020

Near Surface Geoscience
EXTRA DISTRIBUTIONS AT:
• EAGE Near Surface Geoscience Conference and Exhibition 2020
• GeoUtrecht 2020

Reservoir Geoscience & Engineering
EXTRA DISTRIBUTIONS AT:
• EAGE Near Surface Geoscience Conference and Exhibition 2020
• SPE 2020 Annual Technical Conference and Exhibition
• SEG 2020 Annual Meeting

Energy Transition
EXTRA DISTRIBUTIONS AT:
• SEG 2020 Annual Meeting
• AGU Fall Meeting 2020

Marine Seismic & EM
EXTRA DISTRIBUTIONS AT:
• PETEX 2020

Data Processing
EXTRA DISTRIBUTIONS AT:
• 23rd World Petroleum Congress
• AGU Fall Meeting 2020

Companies and Universities can submit technical papers
See details on the topics and deadlines on the event pages on www.eage.org

JAN
Land Seismic
FEB
Reservoir Monitoring
MAR
Modelling / Interpretation
APR
Unconventionals / Passive Seismic
MAY
Petroleum Geology
JUN
Delivering for the Energy Challenge: Today and Tomorrow
JUL
Machine Learning
AUG
Near Surface Geoscience
SEP
Reservoir Geoscience & Engineering
OCT
Energy Transition
NOV
Marine Seismic & EM
DEC
Data Processing

8 • MEDIA KIT 2020 • ADVERTISING MEDIA OPPORTUNITIES
EAGE regularly conducts a survey among its members. We had over 1,300 responses to our last edition. In this survey our members point out the things we do well, but they also indicate how we can improve our products and services.

Below we have highlighted a few answers to questions specifically about *First Break*.
EAGE has a wide variety of publications, many of which offer vital opportunities for companies wishing to reach a large community of professional geoscientists and engineers, or a targeted group dedicated to specific topics. This year, some of the opportunities with our publications include:

**NEAR SURFACE GEOPHYSICS (JOURNAL)**

**WHY YOU SHOULD ADVERTISE WITH NEAR SURFACE GEOPHYSICS**
The flagship of EAGE’s ever growing Near Surface Division, Near Surface Geophysics features content on the latest developments in the near-surface geoscience field, covering applications of geophysics to geological, hydrotechnical, geotechnical, environmental, engineering, mining, archaeological, agricultural problems, featuring case studies and innovative technology and techniques. It is the perfect means of delivery for your message to the Near Surface Industry.

**WHEN AND WHERE:**
Bi-monthly, In Print and Online

**CONTENT:**
- Peer reviewed articles on near-surface geophysics topics from top academics in the field
- Editorial content on current topics in the Near Surface industry

**SERIES DISCOUNT**
- 6 insertions 10%
- 3 insertions 5%

**PRICING**

<table>
<thead>
<tr>
<th>COMMODITY</th>
<th>COMMON*</th>
<th>EXCLUSIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>€ 1,175</td>
<td>Inside Back Cover: € 1,645</td>
</tr>
<tr>
<td>Half page</td>
<td>€ 700</td>
<td>Inside Front Cover: € 1,375</td>
</tr>
<tr>
<td>Third page</td>
<td>€ 575</td>
<td>Inside Back Cover: € 1,375</td>
</tr>
<tr>
<td>Quarter page</td>
<td>€ 475</td>
<td>Prices are excluding VAT</td>
</tr>
</tbody>
</table>

Prices are excluding VAT
* Universities receive a 40% discount on the list price
** Please add 3 mm bleed on all sides

**NEWSLETTERS AND DIGITAL NEWSLETTERS**
EAGE also runs a number of digital and print newsletters over the year, including regional newsletters, an Early Career newsletter, the EAGE Monthly digital newsletter, and a bi-monthly Events digital newsletter. These newsletters reach a large section of EAGE’s community on a regular basis and are a main source for members planning their professional year.

An exclusive banner on any of our e-newsletters is the perfect way to target your audience.

The EAGE Monthly can be booked together with the First Right Hand Advertising Page of *First Break* for €5,995 or separately for €2,350.

Newsletter advertising is sold on a per client per newsletter basis. For more information and for insights into readership statistics, please contact us at advertising@eage.org.
DIGITAL ADVERTISING

CHOOSING TO INVEST IN DIGITAL ADVERTISING WITH EAGE COULD NOT BE EASIER OR MORE EFFECTIVE. WITH OVER SIX PLATFORMS TO CHOOSE FROM, AS WELL AS AN ARRAY OF EVENT WEBSITES, DIGITAL ADVERTISING WITH EAGE ALLOWS YOU TO:

- Reach a regional audience with targeted campaigns;
- Employ stylish and interactive advert types using HTML5 and GIF banners;
- Reach audiences in their own languages;
- Combine material across multiple platforms creatively;
- Tailor your message to specific audiences; and,
- Measure the impact of your campaign and adjust accordingly.

WHY ADVERTISE WITH EAGE.ORG:

The Home of EAGE Online

EAGE.org is the main resource for EAGE 19,000 members looking into events, news and updates from the industry and all information related to EAGE. The main portal for those looking to access geoscience data on EarthDoc or new articles on Firstbreak, EAGE.org is a meeting point for the geoscience world.

TYPES OF ADVERTISING:
- Banner adverts
- Leaderboards
- Native Content
  (Sponsored Articles in the Website’s News flow).

WHO YOU WILL REACH:
- Professionally employed geoscientists and engineers
- Marketing specialists in the energy industry
- R&D staff in the energy industry
- Students
- Academics

EAGE.ORG BANNER TYPES

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Price (€)</th>
<th>Size (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>1,250</td>
<td>120 x 360</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>1,500</td>
<td>728 x 90</td>
</tr>
</tbody>
</table>

Prices are excluding VAT
Other banner types are available on request

FIRST BREAK ONLINE

2,000 unique visitors and 10,000 pageviews per month

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Price (€)</th>
<th>Size (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>950</td>
<td>120 x 360</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>1,350</td>
<td>728 x 90</td>
</tr>
</tbody>
</table>

Prices are excluding VAT

NEAR SURFACE GEOPHYSICS ONLINE

1,400 unique visitors and 5,000 pageviews per month

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Price (€)</th>
<th>Size (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>950</td>
<td>120 x 360</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>1,350</td>
<td>728 x 90</td>
</tr>
</tbody>
</table>

Prices are excluding VAT

ALL SITE ADVERTISING

Connect with the entire EAGE community- choose all site advertising to reach audiences on EarthDoc, EAGE.org, First Break and Near Surface Geophysics all in one easy package.

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Price (€)</th>
<th>Size (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>2,225</td>
<td>120 x 360</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>2,735</td>
<td>728 x 90</td>
</tr>
</tbody>
</table>

Prices are excluding VAT
EarthDoc is the world’s largest collection of technical papers delivered on geoscience, engineering and energy, with an ever-expanding database (over 70,000 papers at the time of print) of cutting-edge research. Accessed by researchers of all ages and career levels, the database also serves the professional community by showcasing new techniques and trends.

**WHY YOU SHOULD ADVERTISE WITH EARTHDOC.ORG**

EarthDoc.org banner types:

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Price</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>€ 1,250</td>
<td>120 x 360 px</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>€ 1,950</td>
<td>728 x 90 px</td>
</tr>
<tr>
<td>Video Banner</td>
<td>€ 1,800</td>
<td>Not featured on EAGE.org</td>
</tr>
</tbody>
</table>

Prices are excluding VAT

Associate your brand with the cutting-edge and reach the right audience: promote on EarthDoc!

**WHO YOU WILL REACH:**
- 18,000 unique visitors monthly, viewing 50,000 pages
- Academics, researchers, university staff and students
- Development managers, energy industry R&D professionals

**CONTENT:**
- Cutting-edge papers on geoscience, engineering and energy
- EAGE’s selection of world-renowned scientific journals
**EVENTS**

EAGE HAS A LONG HISTORY OF SUCCESSFUL GLOBAL EVENTS, BRINGING LEADING RESEARCHERS AND INDUSTRY LEADERS TOGETHER TO INNOVATE THE ENERGY AND NEAR SURFACE INDUSTRIES. EAGE OFFERS MANY OPPORTUNITIES TO SUPPORT ITS EVENTS THROUGH SPONSORSHIP AND ADVERTISING, GIVING YOU ACCESS TO THE KEY MINDS IN THE INDUSTRY.

SEE A SELECTION OF OUR EVENTS BELOW:

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**82ND EAGE ANNUAL CONFERENCE AND EXHIBITION 2020**

**AMSTERDAM, THE NETHERLANDS**

(8-11 JUNE)

EAGE’s premier event combines a state-of-the-art technical programme of over 1,000 presentations and a cutting-edge exhibition of around 350 exhibitors from the energy industry.

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**PRICING**

<table>
<thead>
<tr>
<th>COMMON</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>€ 3,050</td>
<td>210 mm x 280 mm*</td>
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<tr>
<td>Half page</td>
<td>€ 1,925</td>
<td>171 mm x 115 mm</td>
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<tr>
<td>Quarter page</td>
<td>€ 1,275</td>
<td>83 mm x 115 mm</td>
</tr>
</tbody>
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*Prices are excluding VAT*

*Please add 3 mm bleed on all sides*

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<table>
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<tr>
<th>EXCLUSIVE</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>€ 4,075</td>
<td>210 mm x 280 mm*</td>
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<tr>
<td>Inside Back Cover</td>
<td>€ 4,075</td>
<td>210 mm x 280 mm*</td>
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<tr>
<td>Outside Back Cover</td>
<td>€ 5,275</td>
<td>210 mm x 280 mm*</td>
</tr>
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*Prices are excluding VAT*

*Please add 3 mm bleed on all sides*

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<table>
<thead>
<tr>
<th>SPECIAL ADVERTISEMENT</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Insert</td>
<td>From € 10,250*</td>
<td>Custom-made</td>
</tr>
<tr>
<td>Fold out (start on right hand page)</td>
<td>From € 11,750*</td>
<td>Custom-made</td>
</tr>
<tr>
<td>Bellyband</td>
<td>€8,000</td>
<td>Custom-made</td>
</tr>
</tbody>
</table>

*Prices are excluding VAT*

*Please add 3 mm bleed on all sides*

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**FACTS:**

- Exposure to delegates from all over the world
- Multi-disciplinary event: the EAGE Annual Conference & Exhibition draws visitors from all geoscience disciplines
- 6,500+ visitors
- 350 exhibitors (companies, universities, societies)
- The 2020 conference theme is “DELIVERING FOR THE ENERGY CHALLENGE: TODAY AND TOMORROW”

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**SPONSOR THE EAGE APP TO REACH A KEY AUDIENCE THROUGHOUT THE EVENT**

- Linkable banner of the EAGE event app [native to iOS and Android] displayed on the bottom of the screen
- Splash Screen when opening the app
- One push notification to all app users, [will say “Sponsored Content”]
- 1 Exhibition only registration to the EAGE Annual 2020
- Button in the EAGE event app linking to the company webpage

Investment: € 10,000* (excluding VAT)

*There are many more custom options possible in our app. Contact us for more details!*
THE FIRST EAGE DIGITALIZATION CONFERENCE AND EXHIBITION 2020
6-9 April, Vienna, Austria

Associate yourself with a new, growth event with EAGE focused on digitalization. This event, EAGE’s latest foray into the digital transformation of the energy industry, offers you the chance to connect with a professional audience of decision-makers and innovators.

GO TO EAGEDIGITAL.ORG FOR MORE DETAILS

NEAR SURFACE GEOSCIENCE CONFERENCE AND EXHIBITION 2020
30 August - 3 September, Belgrade, Serbia

The Near Surface Geoscience Conference and Exhibition 2020 brings the near-surface industry’s three most celebrated conferences and world-class exhibition to Belgrade, Serbia. Whether you join the conference for the high level of technical papers presented, or the exhibition of the latest technologies and innovations in the near-surface field, NSG 2020 is bound to redefine the field.

GO TO NSG2020.ORG FOR MORE DETAILS

NEAR SURFACE GEOSCIENCE P&C PRICING

<table>
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<tr>
<th></th>
<th>COMMON</th>
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<td>€ 1,550</td>
<td>€ 2,250</td>
</tr>
<tr>
<td>Half page</td>
<td>€ 1,125</td>
<td>€ 1,850</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>€ 500</td>
<td>€ 1,850</td>
</tr>
<tr>
<td>Prices are excluding VAT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Please add 3 mm bleed on all sides</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Outside Back Cover | € 2,250 | 210 mm x 297 mm* |
| Inside Front Cover | € 1,850 | 210 mm x 297 mm* |
| Inside Back Cover  | € 1,850 | 210 mm x 297 mm* |

Prices are excluding VAT
*Please add 3 mm bleed on all sides
Every two years, the ECMOR conference gathers applied mathematicians and geoscience engineers from both academia and industry to focus on recent advances in geological and reservoir modelling. Researchers and engineers from industry, government and academia meet in an informal atmosphere to focus on key technical and mathematical challenges facing the oil industry.

SEE WWW.ECMOR.ORG

FOR OTHER EVENT OPPORTUNITIES, PLEASE CONSULT OUR CALENDAR OF EVENTS ON EAGE.ORG.

RECRUITMENT

ONLINE JOB ADVERTS AND BANNER ADVERTISING

EAGE offers the opportunity to communicate with your future employees via the special EAGE career section on www.eage.org. Place your job advert online and find the right candidates in the right field(s)!

At the EAGE Career section you could also expose your message to website visitors through a Leaderboard and Skyscraper advertisement.

<table>
<thead>
<tr>
<th>TYPE</th>
<th>Price</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Job advert</td>
<td>€ 150</td>
<td>1 month</td>
</tr>
<tr>
<td>3 Job adverts [Must be posted within one year]</td>
<td>€ 350</td>
<td>1 month each</td>
</tr>
<tr>
<td>Skyscraper banner</td>
<td>€ 700</td>
<td>per month</td>
</tr>
<tr>
<td>Leaderboard banner</td>
<td>€ 950</td>
<td>per month</td>
</tr>
</tbody>
</table>

Prices are excluding VAT

Special deal!

FREE ONLINE ADVERT WITH YOUR JOB ADVERT PLACEMENT IN FIRST BREAK!

CORPORATE MEMBERSHIP

CONTACT US AT ADVERTISING@EAGE.ORG TO LEARN ABOUT HOW YOU CAN JOIN EAGE’S CORPORATE MEMBERSHIP PROGRAMME.