

Story 1:
Are you ready?

The industry's seasonal ramp up is just around the corner: do you have the right marketing campaign to let people know what you do? As oil and gas companies struggle to get back on their feet after a rough few years, it's more important than ever to be precise and strategic with your advertising plan. You're not trying to reach the most people—you're trying to reach the right people. Even one call can make an impact for your company if it's made by a suitable company.

The *Comprehensive Oilfield Service & Supply Database* provides extensive and proven market coverage, and is depended on by buyers and users looking for the best the industry has to offer. Reach your target audience and generate leads from print and digital advertising by being a part of the number one energy services directory in western Canada. Contact us today at 1.800.563.2946 to start your advertising program.

Story 2:
Industry in motion

More drilling rigs are heading back to work in western Canada, according to a story on jwnenergy.com. The third week of July saw over twice as many active rigs as the same time period the previous year, a promising sign that there's light at the end of this long tunnel.

Don't miss out: as the industry gets back into motion, now is the time to be seen by the owners and operators looking to get a head start before the competition shows up. They are utilizing the *Comprehensive Oilsands Service & Supply Database* to search for, compare to and connect with companies they feel can give them a leg up, so make sure your name is the first one they see. Contact us at 1.800.563.2946 today to set up your marketing campaign.

Story 3:

Why advertise with the *COSSD*?

With the advent of do-it-yourself tools designed to help you create and manage your own marketing plan, advertising yourself has never seemed easier. Unfortunately, appearances can be deceiving. Easier doesn't always equal better, and without the proper skills behind and contacts in front of your big marketing push, you risk spending time you don't have on an endeavour that won't have the impact you hoped.

That's where we come in. Consisting of both print and digital offerings, the *Comprehensive Oilfield Service & Supply Database* is the best way to reach over 200,000 industry professionals looking to search, compare and connect with businesses like yours to get the job done.

You are in complete control of your advertising, from making sure your ad tells the story you envision to keeping your information updated and choosing the perfect categories to be seen in. Behind the scenes, our skilled graphic designers will help your ad stand out (or create it from scratch, if you prefer) and our product team will ensure your profile page is visible and searchable, putting you in front of the right audience.

The best part is that we've minimized the financial risk to you by adding a guarantee to our advertising program: if you don't receive the appropriate number of calls to offset your advertising costs, we will pro-rate your advertising amount to match the actual achieved number of contacts. For example, if you receive half the contacts promised, you will only pay half the cost of the program.

Contact Christopher Kuntz today at 403.516.3492 to see how we can help you meet your marketing goals without exceeding your marketing budget.