

# ALBERTA OIL

## *The Business of Energy*

www.albertaoilmagazine.com

## LET US SHOOT YOU

You're the expert. Your business is an industry leader. Now it's time to show the world!

During the Global Petroleum Show, we will bring our digital film crew to your booth to produce a professionally polished video that will showcase your brand to the albertaoilmagazine.com audience for one month as part of our post-GPS coverage. Our team will guide you through the process from start to finish with expert advice and direction, helping you weave a dynamic 90 second story that will captivate prospective clients.



### Pre-book by May 22 to receive:

- Pre-shoot outline of how to plan and prepare for the video
- A professional interview to guide you through the shoot
- 30 minutes of easy, seamless shooting time to keep the process fast and focused
- A polished product delivered to you for one set of proofs within two weeks of the event
- Promotion of your video to our 40,000+ social media audience
- One month of impressions on albertaoilmagazine.com

1.8 million words is the value of one minute of video  
~ source: Dr. James McQuivey, Forrester

20% of video views are happening on mobile devices. More than 77% of all tablet users will watch video programming on their devices at least monthly, and that penetration rate will grow to 87% by 2018, totalling 149 million tablet video viewers. To put that into context, more than 70% of all digital video viewers will be watching on a tablet in 2018.

65% of executives have visited a vendor's site after watching a video. 39% have called a vendor after watching a video. ~ source: Forbes

59% of senior executives prefer to watch video instead of reading text, if both are available on the same page ~ source: Forbes Insight

### Venture Publishing offers a full suite of services to grow your brand awareness:

Full-size custom print magazines

Tablet and mobile publications

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Social media

Circulation development and support

### GPS VIDEO BOOTH PROMOTION \$2,000 (net)

To book your video booth package or for more information on the breadth of services provided by Venture Publishing contact your Venture Account Representative.