



**drillers.com**  
Media Pack



**drillers.com** Professional support for the Global Wells Community

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# 1. drillers.com

Originally launched in 1996, drillers.com provides online technical resources to industry professionals and ensured that they had access to the best jobs available. The website aids collaboration, idea sharing, and provides various online tools to help wells professionals in their daily work.

drillers.com is the second oldest drilling website and was the first to feature oilfield recruitment opportunities. As a result, the majority of experienced personnel know of drillers.com.

In 2015, drillers.com was purchased by Relentless Pursuit of Perfection (rp<sup>2</sup>). The website continues to evolve, and it is being taken under the umbrella of rp<sup>2</sup>, where it will provide access to a variety of technical resources.

We have worked hard to increase our presence in social media, tactic which is bearing fruit. We see continued increases in engagement with oil and gas personnel, as well as managers and decision makers.

We believe that real value lies in niche-targeted traffic.



## 2. Why choose us?

We're industry professionals with a proven track record.

drillers.com is owned by the people behind Relentless Pursuit of Perfection Ltd (<http://www.rp-squared.com>) and the SPREAD technical forum (<http://www.my-spread.com>).

Relentless Pursuit of Perfection (rp<sup>2</sup>) is a leading wells performance consultancy. They offer a range of services ranging from on-site coaching, through team building workshops, to optimised facilitation programs that save > 20% time and \$millions.

SPREAD is a free technical forum that is specifically for well-related topics. Over 2700 members from almost 1000 organisations join together to help one another, with advice and solutions to each other's challenges.

This powerful mix makes for an attractive one-stop shop for everyone involved. It is the place to see and be seen.

## Our offer

The demographics of the visitors visiting our sites tends towards the upstream sector.

As you know, it can be difficult to engage with this elite audience, but drillers.com will be in the centre of the action.

When you deal with us, you will be working with an industry partner, we don't see ourselves as simply a 'third-party' supplier.

If issues arise, you will be dealing with people who understand your business.

Every feature of the site is designed with clients in mind, as well as the users.



## 3. Advertising packages

### Recruitment advertising

The way we work is based on feedback and we will work with you to provide the best solution and pricing structure to meet your needs. You can select from one of our pre-built packages outlined below. If you are looking for something unique, just provide us with your brief and we'll assist you. (A minor additional charge would be applied).

#### Standard Job Listing

- ✓ Visible on the site for 30 days.
- ✓ Applications sent directly to your inbox with CV and any documents requested.
- ✓ Manage the entire process via the 'control panel'.
- ✓ Recruitment Account Manager to help you.
- ✓ Link to your company profile and your jobs listed.
- ✓ Active multichannel distribution (12,000+ followers).

#### Premium Job Listing

All the benefits of a standard jobs listing **plus**:

- ✓ Appears at the top of search results for each job title and work location.
- ✓ Appears in the featured jobs sections on our sidebar of the website.

#### Advanced Purchase

- ✓ Purchase credits to use as suited.
- ✓ Available as single or premium listings.

#### Unlimited package

Works better for organisations who have multiple jobs to post and includes all the benefits of a premium listing **plus**:

- ✓ No extra charge for multiple (client) users.
- ✓ Ability to add, remove and re-post jobs.
- ✓ Minimum advertising period 3 months.

#### Featured Advertiser

The featured advertiser is designed to provide organisations with additional prominence throughout the site:

Includes all the benefits of the unlimited package **plus**:

- ✓ Option to contribute to our industry related blog as an advertorial
- ✓ Dedicated site wide banner in top rated pages of the site.
- ✓ Dedicated space under our 'Top advertiser' section
- ✓ Minimum advertising period 3 months.



## Executive Search

This is available to companies who wish to advertise on drillers.com and find that there just isn't enough time to do this yourself.

Our executive search option will allow us to do the heavy lifting for you, in good times and bad, at very affordable rate.

## Training & Events advertising

Our training and events calendar is available to companies who wish to reach out to our network by promoting their courses and events.

We design, publish and upload all content on your behalf, including:

- ✓ Company profile with backlinks to website pages
- ✓ Course/event details with full outline
- ✓ Booking details/contact
- ✓ Classroom/Training centre photos and any video links or previous testimonials.
- ✓ Course/Event URL/Landing page
- ✓ Active multichannel distribution
- ✓ Our prices are based on the maximum number of attendees per course/event and a one-off admin fee will apply to set up your online profile.

## Spread Private Forum

SPREAD is the oil and gas industries leading technical forum. 2700+ drilling specialists gather together to help solve each others problems.

We offer a Corporate forum facility, where members of your company can chat in private.

They will be able to solve problems, and archive the solutions for future reference. This record will remain private.

Contact: [dave@rp-squared.com](mailto:dave@rp-squared.com)



### 3. Branding options

As part of our 'one-stop shop' vision, we are always looking for partners who offer complimentary services and products.

Be part of our community by bringing your message to our audience of professionals in a non-intrusive but effective way. We can tailor this to suit your campaign needs and you can work closely with our designers, to maximise the impact.

drillers.com and its partner websites and companies manage around 25 social media accounts, which means that we can Share, Tweet and promote your companies message across multiple platforms.

#### Promotion example:

- ✓ Site wide promotional banner
- ✓ Banners fully optimised across highest rated pages of drillers.com website
- ✓ Banners refreshed and relocated depending on campaigns performance.
- ✓ Targeted social media announcements across 20+ social site and partner sites.
- ✓ Contribute to our blog with regular announcements that suit your campaign- with an option to include photos, videos and any other promotional material that will get your message across.
- ✓ Option to share your campaign directly with our audience.
- ✓ Site stats reports.
- ✓ Campaign manager assigned providing continual support and feedback throughout your campaign.
- ✓ Minimum promotional period 3 months.

#### Individual Banner adverts:

As well as tailored packages, we offer the following individual spaces for banners, placed on a site location of your choice

- ✓ Horizontal Banner - Site Wide (468 x 60)
- ✓ Leaderboard – Site Wide (728 x 90)
- ✓ Vertical Skyscraper - Site Wide (300 x 600)
- ✓ Sidebar Widget – Site Wide (300 x 300)  
Placed at the side of every page adjacent to the content
- ✓ Small Rectangle - Site Wide (468 x 60)  
Placed just above the footer of every page
- ✓ Site stats provided throughout the campaign



# Contacts

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