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HARTENERGY



2021 EDITORIAL CALENDAR



2021 Editorial Calendar January-June



	JANUARY*	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSING: ADS DUE:	December 3, 2020 December 7, 2020	January 22, 2021 January 26, 2021	February 19, 2021 February 23, 2021	March 23, 2021 March 25, 2021	April 21, 2021 April 23, 2021	May 21, 2021 May 25, 2021
Cover Story	Hydraulic Fracturing Trends	The Rapid Rise of Remote Operations	Water Management Solutions	ESG and Technology	Digital Journey Guide	Energy Transition
Roundtables/Webinars	Up Next: The 2021 Oil and Gas Technology Outlook	Artificial Intelligence	Water Reclamation and Reuse	Emissions	Offshore Exploration	Net-zero Emissions
Exploration	Processing & Interpretation	Reservoir Characterization	Land Seismic	Machine Learning	Marine Seismic	Rock Physics/ Shale Insights
Drilling	Drilling Automation	Drilling Innovations	Coiled-tubing Drilling	MWD/LWD	Multilaterals/ Extended Reach	Drilling Fluids
Completions	Plugs	Well Interference	Proppant	Fracture Fluids	Last-mile Logistics	Pressure Pumping
Production	Well Intervention & Abandonment	Cloud-based Systems/ Methane Detection	Production Optimization	Sand/Water Flowback Management	Flow Control/Monitoring	Artificial Lift
Offshore	Well Control	ROV Applications	Deepwater Production	Remote Operations	Offshore Wind	Subsea Production
Regional Report	Midland Basin	Arctic	Bakken	Delaware Basin	South America	Appalachia (Marcellus-Utica)
Special Reports/ Maps/Supplements	Special Report: US Shales Scorecard					E&P's Forty Under 40: Technology Innovators and Leaders/ EAGE Show Dailies
Events/ Technology Showcase	SPE HFTC Technology Showcase			DUG Permian Basin and Eagle Ford	DUG Haynesville	DUG East

IN EVERY ISSUE: EXECUTIVE Q&A • COMPANY SPOTLIGHT • ANALYST CORNER • TECH TRENDS • INTERNATIONAL/US HIGHLIGHTS • ON THE MOVE • LAST WORD

*Dates subject to change

2021 Editorial Calendar July-December



	JULY*	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD CLOSING: ADS DUE:	June 22, 2021 June 24, 2021	July 22, 2021 July 26, 2021	August 20, 2021 August 24, 2021	September 21, 2021 September 23, 2021	October 22, 2021 October 26, 2021	November 23, 2021 November 29, 2021
Cover Story	Field of Dreams	Subsea Engineering	Managing Mature Fields	Data that Delivers	Disruptive Business Models	Improving Industry Performance
Roundtables/Webinars	The Cyberphysical Realm	Oilfield Safety	Carbon Capture	Cybersecurity	Blockchain Bonanza	Meet the Change Agents
Exploration	Potential Fields	Frontier Exploration	Basin Modeling	Microseismic	Geomechanics	Petrophysics
Drilling	Drill Bits	Downhole Tools	HP/HT Drilling	Directional Drilling	Cementing Advances	Drillpipe
Completions	Perforated Systems	Water Management	Refracs	Diversers	E-frac	Completion Automation
Production	EOR	Field Development	Drones	Production Logging	Asset Management/ Integrity	Safety Systems
Offshore	Topside Solutions	Deepwater Intervention	Decommissioning	Floating Production	SURF Solutions	Subsea Trees and Controls
Regional Report	Gulf of Mexico	Haynesville	Eagle Ford	Middle East	Midcontinent	North Sea
Special Reports/ Maps/Supplements		Hydraulic Fracturing Techbook/ OTC Show Dailies	Permian Basin Playbook/ SEG Show Dailies	2021 MEA Award Winners Virtual Event	Permian Map	
Events/ Technology Showcase	Annual Shale Technology Showcase	Artificial Lift Technology Showcase/Offshore Technology Conference	SPE ATCE Technology Showcase/ DUG Midcontinent		ADIPEC Technology Showcase/ Executive Oil Conference	

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Enhanced Advertising Rates



OPTION 1

INITIAL DIGITAL AD INVESTMENT

Digital Spread Ad	\$12,000
Half Page Spread	\$8,625
One Page	\$8,625
Half Page (vertical/horizontal)	\$5,460

OPTIONS 2-5

ENHANCED ADVERTISING UPGRADES*

- + **OPTION 2: Responsive Ad**
- + **OPTION 3: Animation Ad**
- + **OPTION 4: Video/Audio**
- + **OPTION 5: Custom Landing Page Sponsor (One per issue)**

*Contact your Sales Representative for Pricing



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(Cover photo courtesy of Marc Morrison/marcmorrison.com; Design by Melissa Ritchie/Hart Energy)



MECHANICAL SPECIFICATIONS

STATIC STANDARD ADS (Opt. 1):

Preferred format: High-resolution Adobe PDF/X files (distilled at 300 dpi with all fonts embedded). Adobe InDesign files accompanied by collected artwork, logos and all fonts; Adobe Photoshop TIF or EPS formats, 300-dpi or better resolution; or Adobe Illustrator EPS files also accepted (fonts outlined).

ENHANCED/RESPONSIVE AD (Opt. 2-5):

Preferred format: For images that will be used as background images, no less than 1500px wide is recommended and for secondary images 600px wide. If you are submitting an ad that is already made, the file must be packaged to include ALL assets. This ensures that all images and fonts used to make the ad are intact and can be extracted.

- Packaged InDesign file (.indd, .idml)
- Packaged Illustrator file (.ai, .eps)
- Packaged Photoshop file (.psd, .tif)
- Logos: Master .ai, .eps, .psd or transparent .png
- Other Images: .jpg, .png, .psd, .eps, .tif
- .pdf can be accepted only if all assets are included

IN-HOUSE PRODUCTION:

The advertiser must submit copy, logo (EPS), plus high-resolution artwork. Your sales representative will provide a cost quote.

FTP SITE FOR ADS:

Please upload collected files as zipped archives.

HOST: ftp.hartenergy.com

USER ID: hepads

PASSWORD: ads

DIRECTORY: ftp/hep_ads

AD COORDINATORS

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ADVERTISING SIZES

STATIC/STANDARD AD SIZES (Opt. 1)

TWO PAGE SPREAD

AD SIZE: 16" x 10.5"
(406.4mm x 266.7mm)

SINGLE (FULL) PAGE

AD SIZE: 8" x 10.5"
(203.2mm x 266.7mm)

1/2 PAGE SPREAD

AD SIZE: 16" x 5.375"
(406.4mm x 136.52mm)

1/2 PAGE VERTICAL

AD SIZE: 3.375" x 10"
(85.73mm x 254mm)

1/2 PAGE HORIZONTAL

AD SIZE: 7" x 4.875"
(177.8mm x 123.83mm)

No bleed required. However ALL text should be within .25" from edges.

ENHANCED/RESPONSIVE AD SIZES (Opt. 2-5)

ENHANCED TWO PAGES

AD SIZE: 1500 x 1000 px

ENHANCED FULL PAGE

AD SIZE: 1500 x 800 px

ENHANCED 1/2 PAGE

AD SIZE: 1500 x 400 px

Requirements for an Enhanced Ad

- Ad background color or image
- Ad copy, font and color

Requirements for an Enhanced Video or Animated Ad

- Fly-in text
- Multiple scrolling images
- Include any audio or video file attachments