

ADD VIDEO OR
AUDIO TO YOUR AD

ANIMATION OR
CUSTOM ROTATIONS



CUSTOM LANDING
PAGE SPONSOR

AND MORE!

2020 Digital Media Guide

with Enhancement Upgrades

HARTENERGY

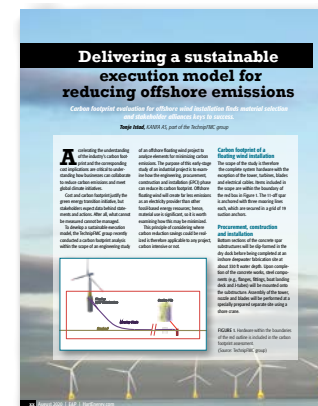
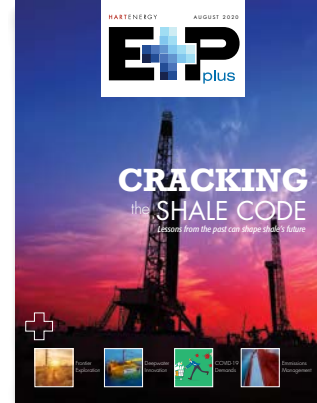


The all-new **E&P Plus** brings you full-spectrum perspectives on oil and gas exploration and production today. It delivers the technology- and operations-oriented content you expect from E&P, plus much more affecting engineering and operations professionals.

E&P Plus also benefits from an enhanced technology platform. We've eliminated the "flip book" to improve user experience on smartphones, tablets, laptops and desktops. Mobile-friendly continuous scrolling makes the industry's best content fully accessible whenever readers choose to engage.

E&P Plus has been built for digital from the ground up with new functionality and a whole new experience. Please reach out to me if there's any question I can answer.

DARRIN WEST
Vice President Sales and
Publisher, E&P Plus
dwest@hartenergy.com





Advantages of the New E&P Plus Digital Format

Our new **E&P Plus** will help advertisers connect with customers and prospects in a more interactive and direct manner – wherever and whenever they choose to consume the content.

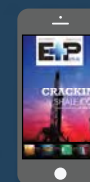
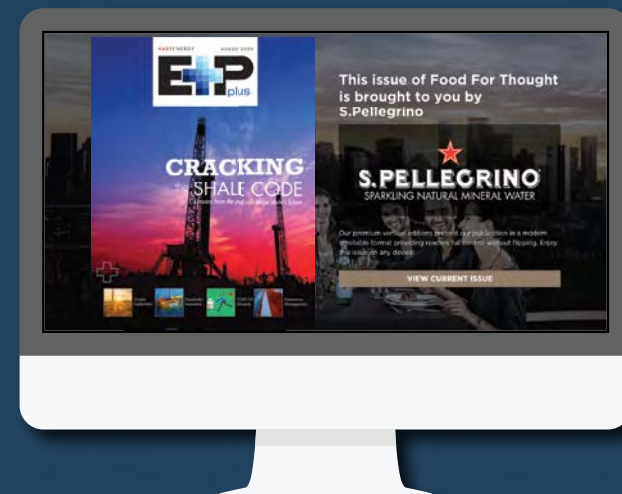
COMBINED DISTRIBUTION GROWS TO OVER 100,000

ADVERTISERS RECEIVE ADDED BENEFIT FROM THE COMBINED REACH OF:

- + E&P readers and Oil and Gas Investor subscribers
- + HartEnergy.com Readers – over 10,000 Users
- + Hart Energy Conferences attendees
- + Users of Rextag GIS datasets and online data tools

THE E&P PLUS AUDIENCE BREAKDOWN IS STRONGER:

- + **66%** work for oil and gas producers
- + **30%** work for financial, IT, midstream companies or drilling contractors
- + **7.4%** work for service/supply companies, schools and organizations
- + Executive managers, engineers and production personnel make up over **90%** of recipients





New Enhancements Help Your Advertising Stand Out!

The new **E&P Plus** offers multiple ways to engage prospects *in a user-friendly digital format*. These options provide more opportunities for advertisers — because **E&P Plus** is much more than a “flip-book.”

ADD VIDEO TO YOUR ADS

We now offer advertisers more ways to build on marketing programs. Adding video (or animations, audio and other “rich media”) to advertising can be advantageous.

- + *Statistics show audiences watch more videos online. 92% of B2B prospects consume online video.*
- + *People share videos, and if your video demonstrates value, they will share it in social media.*
- + *Video ads attract mobile users. Watching videos on mobile devices is commonplace and short clips (~30 seconds) are usually viewed to the end.*
- + *Search engines love video. Larger search providers prioritize video content.*
- + *Analytics from Facebook and YouTube help you gauge video performance.*



VIDEO ENHANCEMENT IS ONLY ONE OPTION.

Check out all the options the new **E&P Plus** offers to enhance your advertising messages. Then talk to your sales rep to discuss a cost-effective program that best fits your objectives.



Ad Placement Selection Options

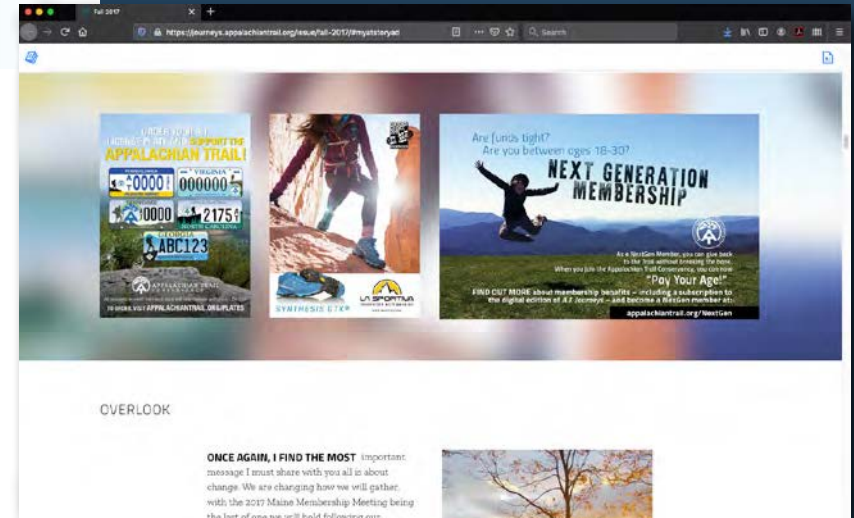
INSERT YOUR EXISTING PRINT AD

- + Full-page and multi-page advertisers get digital production from print-ready artwork.
- + Link to URL is included with each ad unit.
- + Ads fall in similar positions to print layouts.
- + Back Cover position moves up to top-of-edition, near the table of contents.
- + Fractional-page positions and ad units adjust to brand display with tagline, and expand on click to print unit.

ENHANCE YOUR DIGITAL ADS

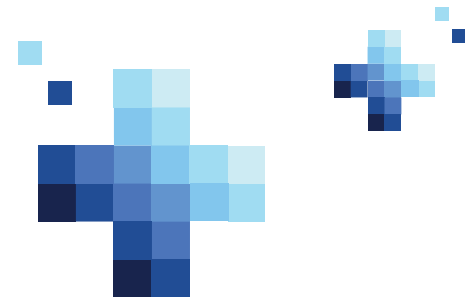
From basic responsive formats to inserting rich media (video, audio or other elements that encourage viewers to engage with your content), there's almost no limit to your options.

- + Add a call-to-action button to boost conversions.
- + Deliver prospects to your own landing page or other content marketing tools.





Ad Placement Selection Options



OPTION 1

INITIAL DIGITAL AD INVESTMENT

Traditional print ad converted to digital format with full-screen background image or color

- + Includes company logo, marketing copy and a custom call-to-action button
- + Click [HERE](#) to view sample

OPTION 2

RESPONSIVE AD UPGRADE

Basic animation/effect: enhanced digital ad with enimated HTML element

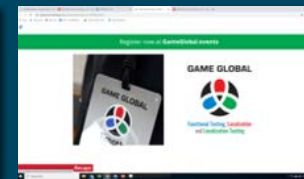
- + All elements in the converted ad plus single animation or intro movement effect
- + Click [HERE](#) to view sample

OPTION 3

ANIMATION AD UPGRADE

Add/rotate images: enhanced digital ad with added images

- + All elements in the converted ad plus up to five additional images that automatically scroll in a loop
- + Each image may contain separate marketing copy
- + Click [HERE](#) to view sample





Ad Placement Selection Options

OPTION 4

VIDEO/AUDIO UPGRADE

Include video and audio

- + All elements in converted ad plus 10-25 seconds embedded video or audio
- + Click [HERE](#) to view sample



OPTION 5

CUSTOM LANDING PAGE SPONSOR

A landing page you may share from your company's website, emails or social media.

- + Additional visibility adjacent to the cover when you provide access from your company's server or via an email campaign
- + A page separate from the issue index, featuring your company as the edition host
- + Embed audio or video
- + Add a welcome message: "Enjoy this direct digital access by YOUR COMPANY NAME – and don't miss our ad inside this issue promoting NAME OF PRODUCT"
- + Click [HERE](#) to view sample



Advertising Specs & Rates



	OPTION 1	OPTION 2	OPTION 3	OPTION 4	OPTION 5
	Initial Digital Ad Investment	Responsive Ad Upgrade (additional)	Animation Ad Upgrade (additional)	Video / Audio Upgrade (additional)	Custom Landing Page Sponsor (additional)
Digital Spread Ad	\$17,325	\$2,000	\$2,000	\$4,000	\$4,000
Half Page Spread	\$9,610	\$2,000	\$2,000	\$4,000	\$4,000
One Page	\$9,610	\$2,000	\$2,000	\$4,000	\$4,000
Half Page (vertical/horizontal)	\$6,540	\$2,000	\$2,000	\$4,000	\$4,000

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Advertising Specs & Rates



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 COORDINATOR

SUSET MEDEROS

1616 South Voss, Suite 1000

Houston, Texas 77057

+1 713 260 4637

iosubmission@hartenergy.com

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