

**HART**ENERGY

MEDIA | RESEARCH | DATA

# THE NEW **HARTENERGY.COM** DIGITAL ADVERTISING OPPORTUNITIES

We deliver  
the audiences you  
seek to reach.

**HART**ENERGY.COM



# GET NOTICED

Industry professionals visit upwards of six separate news sites to stay current with energy news and information\*. That's why we provide a simple way to access news and insights along the entire energy sector.

Hart Energy's newly restructured website combined four of our websites – ***OilandGasInvestor.com***, ***EPMag.com***, ***UGCenter.com*** and ***MidstreamBusiness.com*** into one easy-to-access and search site. The new HartEnergy.com provides financial information, shale play coverage, technology updates and much more.

Advertisers can benefit as we deliver the energy audiences they seek to reach. Their advertising can be placed in multiple discipline areas including:

- ✓ Markets
- ✓ Business
- ✓ Technology
- ✓ Exploration & Production
- ✓ Transport
- ✓ Policy & Regulation
- ✓ Transport, Shale
- ✓ Renewables

\*Source: Hart Energy Survey Data

## Advertising Selection

Digital Ad Rates*	300 w x 250 d pixels	970 w x 250 d pixels	300 w x 600 d pixels	729 w x 90 d pixels
Prices are based on 25,000 impressions minimum.				
PACKAGE 1	CPM	CPM	CPM	CPM
<b>RUN OF SITE (ROS)</b> Campaign runs across entire platform	<b>\$110</b>	<b>\$120</b>	<b>\$120</b>	<b>\$110</b>
All Market Segments/ Targets Listed	Upstream, Midstream, Downstream, Global Market Reach, Exploration and Production, Business and Financial, Gathering and Processing, Policy and Regulation, Storage, Transportation and Logistics, Conference Content, Homepage Placement (Standard), Technology and New Segments Added			
PACKAGE 2	CPM	CPM	CPM	CPM
<b>E&amp;P FRANCHISE FOCUSED</b> Similar to advertising on <i>E&amp;Pmag.com</i>	<b>\$120</b>	<b>\$140</b>	<b>\$140</b>	<b>\$120</b>
All Market Segments/ Targets Listed	Exploration and Production, Upstream, "Homepage General and Homepage Section", Conference Content (DUG/OTC/SEG/SPE), Databases and Technology			
<b>OIL AND GAS INVESTOR FRANCHISE FOCUSED</b> Similar to advertising on <i>OilandGasInvestor.com</i>	<b>\$120</b>	<b>\$140</b>	<b>\$140</b>	<b>\$120</b>
All Market Segments/ Targets Listed	Business and Financial, Policy and Regulation, Upstream, Homepage General and Homepage General, Conference Content (ECC,EOC, A&D, NAPE) and Transactions (A&D, lease sales, JV, MandA)			
<b>MIDSTREAM BUSINESS FRANCHISE FOCUSED</b> Similar to advertising on <i>MidstreamBusiness.com</i>	<b>\$120</b>	<b>\$140</b>	<b>\$140</b>	<b>\$120</b>
All Market Segments/ Targets Listed	Midstream, Policy and regulation, Upstream, Homepage General and Homepage Section, Conference Content (MUM, Midstream Texas, GPA), Transportation and Logistics, Storage and Markets (Crude, NGL, LNG, Biofuels)			

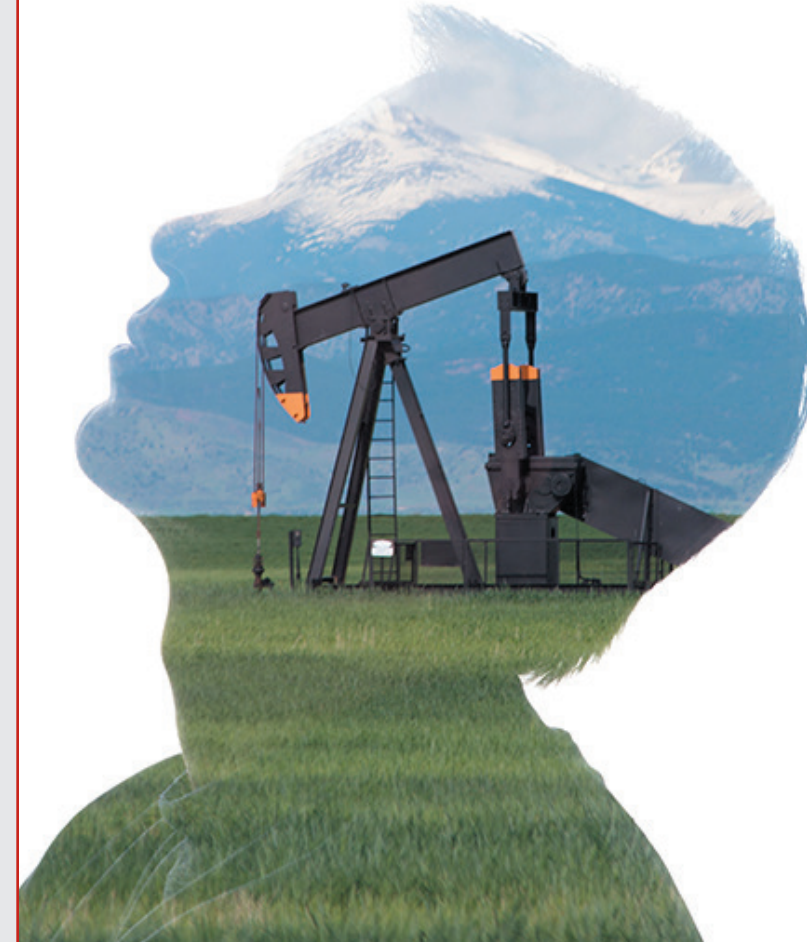
### Digital Ad Rates\* (cont.)

#### A LA CARTE

Offered in conjunction with packages on the left	Additional CPM for each selection	Ability to bolt on sub categories for an additional investment
WHITE PAPER/ WEBCAST	Cost	Frequency
TRADITIONAL WHITE PAPER	<b>Packages begin at \$3,900</b>	-
EDITORIAL WEBCAST (E&P creates content)	<b>\$8,500</b>	<b>2 Sponsors Maximum</b>
EDITORIAL WEBCAST (E&P creates content)	<b>\$14,000</b>	<b>Exclusive</b>
EXCLUSIVE VIDEO PACKAGE	Cost	Exclusive Sponsorship
Weekly	<b>\$1,500</b>	<b>Exclusive</b>
Monthly	<b>\$4,500</b>	<b>Exclusive</b>
Six Months	<b>\$18,000</b>	<b>Exclusive</b>

*\*All prices quoted in net U.S. dollars*

*...we provide a simple way to access news and insights along the entire energy sector.*





# IndustryVoice® CONTENT MARKETING

Hart Energy is at the forefront of bringing content marketing solutions to the energy industry.

Tell your story in your own words and visuals – then use our trusted media platforms to reach qualified prospects. Participating advertisers see their IndustryVoice® campaigns reach the entire Hart Energy community while extending their visibility to major search engines like Google®, Yahoo® and Bing®\*

*\*IndustryVoice, Google, Yahoo, Bing, LinkedIn, Facebook and Twitter are registered trademarks of their respective companies.*

## Choose from varied content types

Hart Energy offers choices for putting a company's content in front of our audience:

- ✓ Text-based articles with supporting images
- ✓ Video content with descriptions and links
- ✓ Hybrid packages that include video and article formats
- ✓ Visibility on our website and in outbound newsletters

## Promoting your content

Once an advertiser's content is approved, their content landing page is made active.

- ✓ Content is added to the home page of the site consistent with the selected package
- ✓ Included in one or more e-Newsletters selected by the client
- ✓ Promoted on our social media channels – LinkedIn, Facebook and Twitter
- ✓ Tracked for frequency and duration with selected package reports





# COMPREHENSIVE CAMPAIGN REPORTING

## IndustryVoice® Package *(Additional charges may apply if creative services are required.)*

**INVESTMENT: \$6,500**

### Single Article or Video Content Promotion

Content appears on client-specific IndustryVoice® Landing Page

2x promotion on the home page, cascading through News Carousel, and Exclusives across ALL SITE CONTENT

2x email promotion in daily newsletters as well as weekly newsletter of your choice

STANDARD social media promotion to our Facebook, Twitter and LinkedIn

Content promoted across all content channels on the Hartenergy.com website

Client IndustryVoice® archivel library

## IndustryVoice® À LA CARTE OPTIONS

Creation of article content, editing and production

**\$2,500 net**  
(up to 750 words)

Enhanced Social Media Campaign for Silver Package

**\$750 net**

Add Magazine print article to any campaign (OGI, E&P, Midstream Special Reports)

**\$4,000 net**

Additional e-Newsletters promotion

**\$1,000 net**

Interview Video Creation (1:00-2:00 minutes)

**\$3,000 net**

Exclusive Video Package (Corporate Video)

**Call for Quote**

IndustryVoice® campaigns are monitored to ensure advertisers receive analytics on a timely basis. These reports summarize:

- ✓ Campaign promotions including screen shots of the website, e-newsletters and social media
- ✓ Articles performance including total article views, unique visits, time on page and session duration
- ✓ Total number of video views and impressions (if video was included), average audience percentage that watched all or most of the video



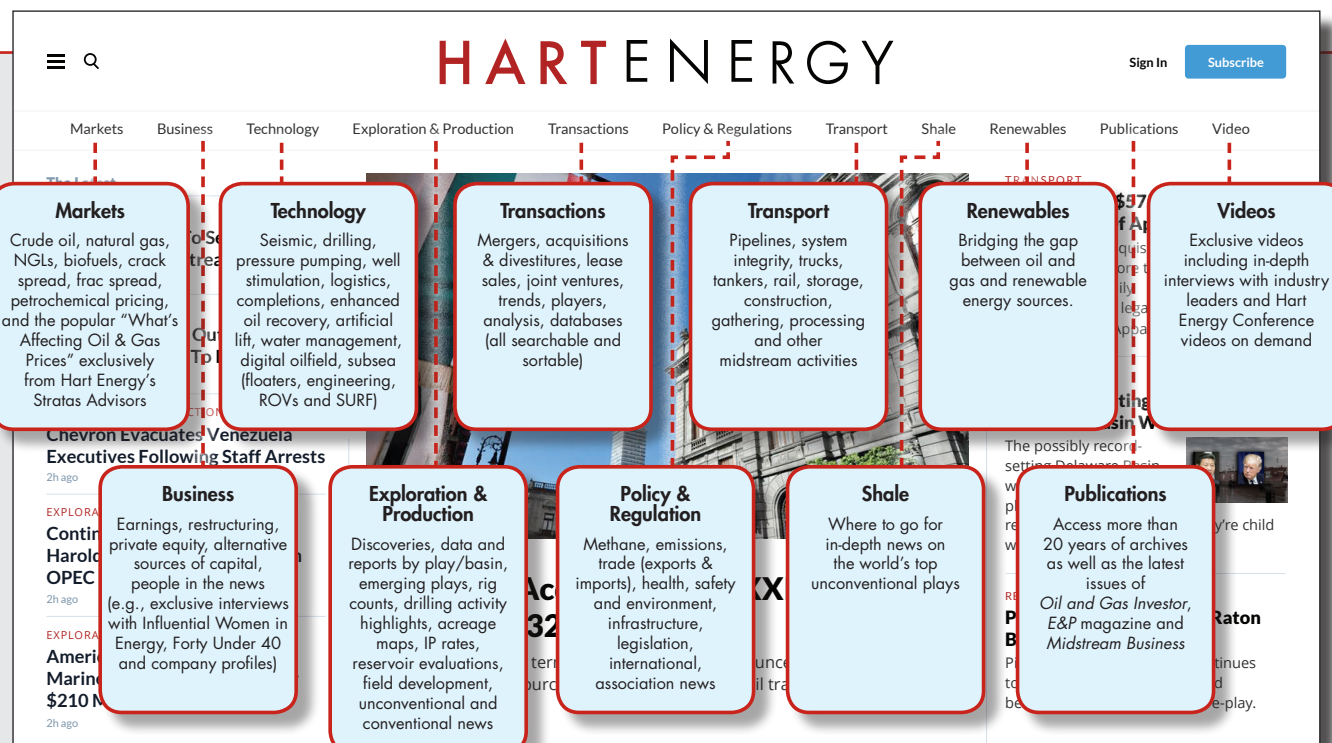
# TURNKEY CONTENT SUPPORT

Simply submit your campaign elements and Hart Energy will handle the implantation dependent on the package selected.

## Digital Content Submission Guidelines

- ✓ **Keyword Rich Title** – 5 to 10 words or a maximum of 75 characters
- ✓ **Summary/Callout** – 10 to 20 words which provides the reader an overview of the content
- ✓ **Content Body** – Recommended length is 600 words and not to exceed 2,000 words. Copy including primary keywords improves search rankings. “Keyword rich” content helps search engines identify your article thus increasing interaction
- ✓ **Images** – One image is required but multiple images are preferred. Recommended size is 1,280 pixels wide x 720 pixels deep with a resolution of 72 DPI (dots per inch)
- ✓ **Videos** – Can be substituted for text content or used in conjunction with supplied article. Two options to provide video:
  - o Video asset submitted to a file sharing platform such as Dropbox, Google Drive, Vimeo etc.
  - o Simply provide your embedded code
- ✓ **Print** – Varies by franchise and package selected. Call or email details.
- ✓ **Other** – Infographs, podcasts and other forms of content are also accepted

AVAILABLE ON  
**HartEnergy.com**



# HART ENERGY E-NEWSLETTERS

Hart Energy e-newsletters cover the breadth of oil and gas upstream, midstream and downstream markets. They deliver analytical analyses from industry professionals, research firms and our editorial staff. Advertisers benefit from selecting the target audience to fit their needs.

Hart Energy's e-newsletter	Description	Content Focus	Recommendation
<b>MORNING RUSH and DAILY WRAP UP</b> (Morning delivery time - 05:00) (Afternoon delivery time - 16:00) 60,000 subscribers twice daily	Twice Daily e-notes provide direct links to news and analytical features  Morning Rush edition provides worldwide current events  Daily Wrap-up gives access to news updates and exclusive analytical features	Upstream, midstream, global market research , exploration and production, business and financial, gathering and processing, policy and regulation, storage, transportation and logistics, technology	Ideal for advertisers who want to capture the entire oil and gas market  Assists in elevating your brand profile  Ability to serve multiple markets
<b>ENERGY PULSE</b> (Publishes every Monday)  "Women in Energy" 20,000 subscribers from our business audience	A business and financial newsletter that covers and analysis energy companies, markets, prices, people, earnings, capital sources, stocks and more  Includes Stratas Advisors' "What's Affecting Oil Prices This Week?", video and infographic Coverage of "Forty Under 40" and Company Profiles	Latest financings and deals, restructuring, people in the industry, IPOs, private and public capital, MLPs, earnings reports	Covers the <i>Oil and Gas Investor</i> market.  Promote services offered such as advisory, research, legal, accounting, financing etc.
<b>TECH DIRECT</b> (Publishes every Tuesday)  35,000 subscribers weekly	Covers new and emerging onshore and subsea technology  Information that helps oil and gas production more efficient and profitable  Includes the latest information on seismic technology, water and sand management, subsea cables, risers etc	Upstream technology, offshore, conventional, exploration and production, subsea, unconventional	Covers the exploration and production market. Ideal for promoting products or services including data and software solutions, drone applications, artificial intelligences, subsea and risers etc.
<b>A&amp;D WATCH</b> (Publishes every Wednesday)  18,000 subscribers from our A&D community	Covers who's buying, who's selling and what's available  Includes transaction news and analysis and our "On the Market" round up of assets for sale  Offers analysis from experts in the oil and gas acquisitions and divestitures, and direct listing from asset brokers	Acquisitions and divestitures, mergers, lease sales, joint ventures, policy and regulation, deals in upstream and midstream	Visibility at major conference including A&D Strategies, Executive Capital Conference, NAPE and others



# HART ENERGY E-NEWSLETTERS (cont.)

Hart Energy's e-newsletter	Description	Content Focus	Recommendation
<b>E&amp;P BUZZ</b> (Publishes every Thursday) 37,000 subscribers weekly	Weekly wrap-up of activity, discoveries, play analysis, oilfield services, technology advancements and renewables development	Exploration and production, activity highlights, discoveries, reservoir evaluation unconventional and, conventional, emerging plays, field development, top IP wells	An exceptional way to cover the exploration and production segment Product or solutions advertising Share your case history or white paper with links
<b>MIDSTREAM MONITOR</b> (Publishes every Friday) 18,000 subscribers including Hart Energy conferences	Features the latest coverage of pipeline build out and regulatory concerns in the U.S., Canada, Mexico and international areas Covers LNG exports and commodity prices Includes our Frac Spread and hub price information	Midstream, gathering and processing, policy and regulation, transportation and logistics construction, pipeline, storage, and deals	Ideal for focusing on the midstream sector. Solutions specific advertising
<b>SHALE WEEKLY</b> (Publishes every Friday) 12,000 subscribers including all Hart Energy conferences	Extensive coverage of the U.S. shale plays Covers economics, activity, technology and their outlook Provides analysis from company experts Includes coverage from Hart Energy's <b>DUG</b> events	Conventional and unconventional shale drilling, rig counts, sand and water, drilling and laterals	Promote products and services to an audience focused on developing share plays Product or solutions advertising Share case history or white paper with links
<b>BREAKING NEWS</b> 60,000 subscribers (As needed - 3 times per week)	Mix of news briefs and video reports Provides the who, what, where, when and why of developing energy news stories Covers new acquisition, discoveries, industry personnel updates and governmental regulatory actions	Breaking news, personnel news, company news and deals, content derived from all areas of the oil and gas marketplace	Focus on timely news like an event, a new technology and recent reports

E-Newsletter Ad Rates*			
Newsletter	Frequency	600 x 155	300 x 250
MORNING RUSH and DAILY WRAP 5 Days a week (Monday - Friday)	1x	\$2,000	\$1,750
	3x	\$1,800	\$1,600
	6x	\$1,500	\$1,350
	12x	\$1,100	\$1,000
ENERGY PULSE 1 Day a week (Monday)	1x	\$1,500	\$1,300
	3x	\$1,350	\$1,175
	6x	\$1,125	\$975
	12x	\$825	\$725
TECH DIRECT 1 Day a week (Tuesday)	1x	\$1,750	\$1,500
	3x	\$1,575	\$1,350
	6x	\$1,325	\$1,125
	12x	\$975	\$825
A&D WATCH 1 Day a week (Wednesday)	1x	\$1,500	\$1,300
	3x	\$1,350	\$1,175
	6x	\$1,125	\$975
	12x	\$825	\$725

E-Newsletter Ad Rates*			
Newsletter	Frequency	600 x 155	300 x 250
E&P BUZZ 1 Day a week (Thursday)	1x	\$1,750	\$1,500
	3x	\$1,575	\$1,350
	6x	\$1,325	\$1,125
	12x	\$975	\$825
MIDSTREAM MONITOR 1 Day a week (Friday)	1x	\$1,500	\$1,300
	3x	\$1,350	\$1,175
	6x	\$1,125	\$975
	12x	\$825	\$725
SHALE WEEKLY 1 Day a week (Friday)	1x	\$1,500	\$1,300
	3x	\$1,350	\$1,175
	6x	\$1,125	\$975
	12x	\$825	\$725
BREAKING NEWS 3x a week or as needed	1x	\$1,750	\$1,500
	3x	\$1,575	\$1,350
	6x	\$1,325	\$1,125
	12x	\$975	\$825

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