

HARTENERGY

MIDSTREAM

Business

**The first and only publication
dedicated to helping readers monetize
the midstream sector of the
oil and gas industry.**

The official publication of the



2016 EXECUTIVE BRIEFING

WHY ADVERTISE?

M*idstream Business* is the information and data resource of choice for senior executives, managers, investors and engineers in the oil and gas gathering, processing, transportation, storage and LNG sectors. The magazine, website and monthly *Midstream Connect* and weekly *Midstream Monitor* e-newsletters are consulted by professionals who want to achieve their objectives more efficiently, safely and profitably. *Midstream Business* offers management and market trends that enable readers to develop business strategies tailored to future demands.



TO INFORM.

To inform key midstream decision-makers about your products and services and to help you build valuable brand recognition within the industry.



TO POSITION.

To align your brand with the most innovative aspects of the midstream sector.



TO REACH.

Advertise in the only publication dedicated to delivering in-depth analysis from every aspect of the midstream sector.

STRATEGIC ACCESS

Midstream is building.

As midstream companies have built North America's energy infrastructure, *Midstream Business* has built its reputation as the industry's premier information source.

Our comprehensive approach to covering the sector means that unlike other information providers who focus on technology, *Midstream Business* explores the funding options driving the industry's construction expansion.

Midstream Business is the only information source dedicated to connecting upstream production to the downstream sector – midstream is in the center of it all.

Leverage *Midstream Business*' access to investment bankers, E&P operators, and midstream executives to reach potential clients and tell your story. We provide advertisers with a comprehensive portfolio of promotional channels designed to meet their specific marketing objectives. We will work with you to develop an integrated marketing campaign that utilizes our robust online, video, event, original research and print channels. Our platform of products is the most credible way to communicate your advertising message to industry stakeholders. We work diligently to earn the trust placed in us by the energy industry.



Darrin West
Publisher
Midstream Business

WHY SHOULD YOU ADVERTISE?

Regardless of your interest in the midstream sector, *Midstream Business* connects you with top decision-makers that can impact your business.

Operators and MLPs:

- Elevate your brand profile — share your message with hundreds of **influential midstream analysts** from major financial institutions.

Capital Providers:

- Share your message with **top oil and gas executives** who make decisions about capital providers and financial consultants.
- Raise your brand awareness and educate **decision-makers** on the benefits of your products and services.

Service and Supply Companies:

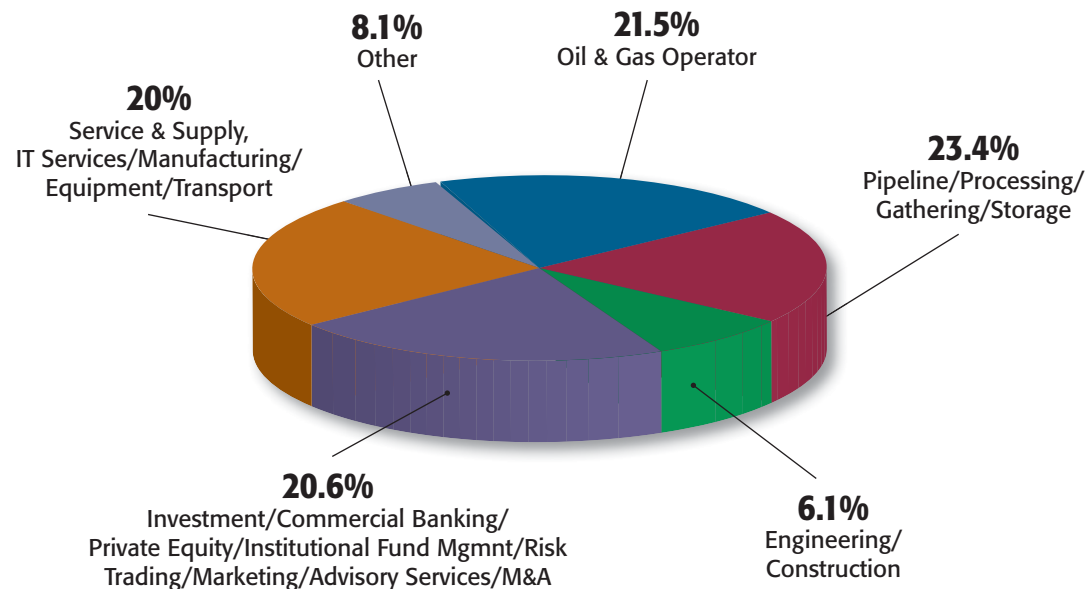
- Reach those in the midstream sector who have **final decision-making authority**, the executives who authorize CAPEX.



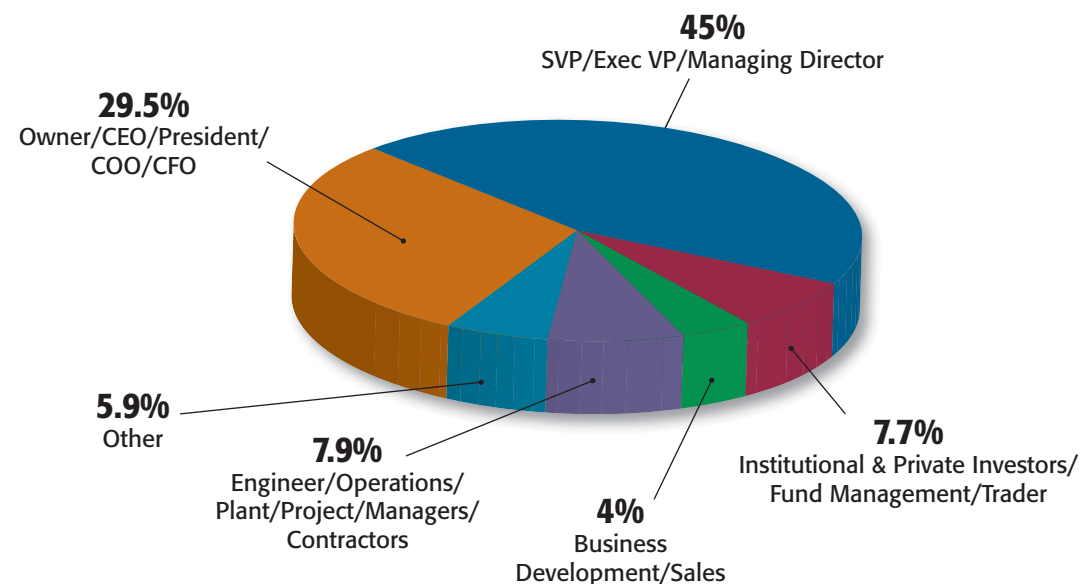
RESPECTED AND AUTHORITATIVE

Midstream Business is a proud member of BPA worldwide, and is read by a total audience of over **10,000 decision-makers!**

Readers by Company Type:



Readers by Job Function:



*Average qualified 7,105 March 2015 BPA audit. Average non-qualified 2,975 March 2015 BPA audit.

2016 EDITORIAL CALENDAR

IN EVERY ISSUE: EDITOR'S NOTE • MIDSTREAM FACTS AND FIGURES • FINANCE MATTERS • NEWS FLOW • NGL FRAC SPREAD • EVENTS CALENDAR • ALERIAN INDEX • BRIEFS/ CONSTRUCTION UPDATE • TRANSACTION LINE • COMPANY PROFILES

	Ad Closing	Lead Story	The Interview	Play Update	Technology	Management	Topics	Conference Coverage	Bonus Distribution at Events	Supplements/ Special Sections
Jan.	Closing: Dec. 1, 2015 Ad Due: Dec. 4, 2015	Marcellus gas: Where do we take it?	Executive Interview	Burkett/Devonian	NTSB	M&A and Hart/ Scott/Rodino	Options for ethane		Marcellus-Utica Midstream	
Feb.	Closing: Jan. 6, 2016 Ad Due: Jan. 11, 2016	Making the most of 2016 CAPEX	Executive Interview	Bakken	GPA Regulatory Review	Corporate governance	The growing petrochemical market		Capital Link	
March	Closing: Feb. 6, 2016 Ad Due: Feb. 11, 2016	Downstream moves into midstream	Executive Interview	Niobrara	The midstream in Washington	Keeping talent in the downturn	LNG exports start, Cheniere	Highlights from Marcellus-Utica Midstream	Gas Processors Association DUG <i>Rockies</i> Energy Capital Conference	Capital formation guide Global LNG Map
April	Closing: March 4, 2016 Ad Due: March 9, 2016	Power generation: Goodbye coal, hello gas	Executive Interview	Louisiana's Terryville Complex	EPA	Finding core corporate competencies	Trucking		ESRI Petroleum GIS Conference	
May/June	Closing: April 4, 2016 Ad Due: April 8, 2016	The Midstream 50 list, based on 2015 earnings	Executive Interview	Permian	Remote System Monitoring	Weather Forecasting	Jordan Cove Canadian LNG	GPA Midstream DUG <i>Rockies</i>	MPLA DUG <i>Permian</i> , DUG <i>East</i>	Capital formation
July/Aug.	Closing: June 3, 2016 Ad Due: June 8, 2016	Texas midstream	Executive Interview	Mexico	Drones	Preparing for an IPO	Building on corporate strengths	DUG <i>Permian</i> , DUG <i>East</i> , MPLA	MIDSTREAM <i>Texas</i> DUG <i>Eagle Ford</i> , North American Gas Forum, AOPL	
Sept./Oct.	Closing: Aug. 5, 2016 Ad Due: Aug. 10, 2016	Buildout 2.0	Executive Interview	Midcontinent	Modular gas plants	Midstream contracts	Annual gas processor rankings	DUG <i>Midcontinent</i> , Executive Oil Conference	DUG <i>Midcontinent</i> , INGAA Foundation, Executive Oil Conference	
Nov./Dec.	Closing: Oct. 3, 2016 Ad Due: Oct. 7, 2016	Private equity's role	Executive Interview	Mancos/Four Corners	Pressure vessels	Repurposed assets	Philadelphia: East Coast energy hub	DUG <i>Midcontinent</i> , INGAA Foundation conference		



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MIDSTREAM BUSINESS:

Midstream Business is the information and data resource of choice for senior executives, managers, investors and engineers in the oil and gas gathering, processing, transportation, storage and LNG sectors. The magazine, website and monthly Midstream Connect and weekly Midstream Monitor e-newsletters are consulted by professionals who want to achieve their objectives more efficiently, safely and profitably.

Each issue includes "The Interview" series with senior executives.



CONFERENCES

Hart Energy's conferences provide you with an opportunity to extend your brand, meet new prospects and cultivate customer relationships in a highly targeted and interactive "live" environment. In 2015 alone, our events united more than **19,300 attendees** with **340+ industry-leading speakers**, **480+ sponsors**, and **1,800+ exhibitors**. Discover why top companies throughout the oil and gas spectrum choose to rely on Hart Energy events as a key component to their marketing strategy. Review our 2016 schedule below and let's talk about exhibiting and sponsorship opportunities.

Event	Date	Location	Description
	January 26-28, 2016	Pittsburgh, PA David L. Lawrence Convention Center	<ul style="list-style-type: none"> Pipelines, Gathering, Processing & Storage Marcellus & Utica Shale Plays MarcellusMidstream.com
	March 9-11, 2016	Denver, CO Colorado Convention Center	<ul style="list-style-type: none"> Exploration, Drilling, Completions & Production Bakken, Niobrara & Other Rockies Plays DUGRockies.com
	March 28-29, 2016	Austin, TX Omni Barton Creek Resort	<ul style="list-style-type: none"> Raising & Deploying Capital Capital Providers, Investors & Small E&Ps EnergyCapitalConference.com
	May 23-25, 2016	Fort Worth, TX Fort Worth Convention Center	<ul style="list-style-type: none"> Exploration, Drilling, Completions & Production Permian Basin & Emerging Shale Plays DUGPermian.com
	June 21-23, 2016	Pittsburgh, PA David L. Lawrence Convention Center	<ul style="list-style-type: none"> Exploration, Drilling, Completions & Production Marcellus & Utica Shale Plays DUGEast.com
	September 7-8, 2016	Dallas, TX The Ritz-Carlton Hotel	<ul style="list-style-type: none"> Acquisitions, Divestitures & Mergers Buyers & Sellers, Deal-Making ADStrategiesConference.com
	September 12-14, 2016	San Antonio, TX Henry B. Gonzalez Convention Center	<ul style="list-style-type: none"> Upstream & Midstream Operations Eagle Ford & South Texas Plays DUGEagleFord.com
	September 12-14, 2016	San Antonio, TX Henry B. Gonzalez Convention Center	<ul style="list-style-type: none"> Discuss Texas' powerhouse plays to the Gulf Coast's sprawling infrastructure complexes MidstreamTexas.com
	October 26-28, 2016	Oklahoma City, OK Cox Convention Center	<ul style="list-style-type: none"> Exploration, Drilling, Completions & Production Woodford, Mississippi Lime & Other Midcontinent Plays DUGMidcontinent.com
	November 7-8, 2016	Midland, TX Midland County Horseshoe	<ul style="list-style-type: none"> Permian Basin Focus Business Strategies, Economics, Future Plans ExecutiveOilConference.com

CUSTOM & SPECIAL REPORTS

Throughout 2016, *Midstream Business* will produce a series of special reports targeting key topics in the midstream space. Each supplement offers you the opportunity to maximize your marketing investment. Reports include customized content, which directly supports your company's advertising message. Special reports are mailed with corresponding issues of *Midstream Business* magazine and have additional bonus distribution at appropriate industry and investor events.

Call today for details on customized advertising packages.

2016 SPECIAL REPORTS:

- **March:** Capital Formations
LNG Map
- **May:** MLPA Investor Conference Guide
- **December:** Legends and Up and Comers
- **January:** 2016 Unconventional Yearbook

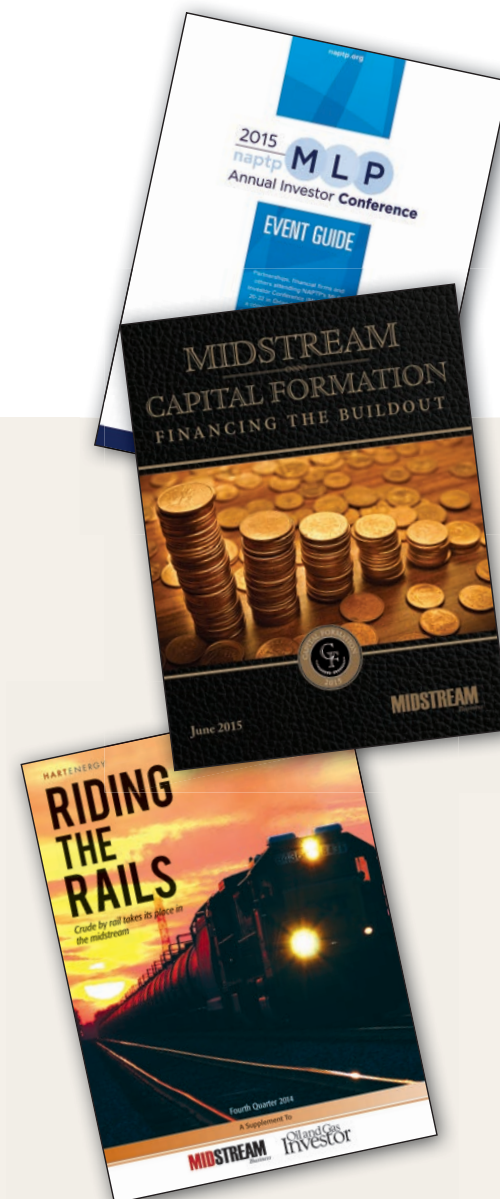
POLYBAG OPPORTUNITIES

Include a custom piece of marketing, such as your annual report, pitch book collateral or a thought-leadership brochure inside a polybag with *Midstream Business*.

- Single or multi-page brochures are accepted
- Select by total subscribers, geography or business type
- Let our experts design, write and print your collateral if preferred

REPRINTS & PDF OPPORTUNITIES

Is your company being featured in a *Midstream Business* article? Or are you contributing as a guest writer? We offer custom reprints of your article with a variety of customizable options.



DIGITAL MEDIA & E-NEWSLETTERS

MidstreamBusiness.com: Technical innovation meets journalistic excellence

Reach over 400,000 annual

Midstream Business viewers online

by incorporating digital elements that drive interaction and reinforce brand awareness for your campaign.

Already advertising in *Midstream Business* magazine?

Support your print campaign with measurable digital advertising solutions.



Digital Display Ads

Showcase your brand by running your digital display ads on MidstreamBusiness.com - the market's only dedicated resource focusing exclusively on the people, deal makers, financiers, operators and industry executives who shape the future of midstream infrastructure throughout North America. Ads can be either static or animated.

Responsive Leaderboard

This high-impact ad unit automatically responds to any device. From a large computer screen to a smartphone, we consistently deliver your message to readers.

Website Specs:

- **Ad unit size:** 1170x90
- **Max file size** – static: 72kb
- **Max file size** – motion HTML 5 only, Flash no longer accepted.

Smartphone Specs:

If your creative is text heavy, it will be necessary to develop a separate version for the smartphone view.

- **Specs:** 320x70
- **Max file size:** 30kb

INVESTMENT: \$2,700-\$2,900 net per month, depending on frequency

Medium Rectangle Ads

- **Ad unit size:** 300x250
- **Max file size:** 60kb

INVESTMENT: \$2,300-2,600 net per month, depending on frequency



Midstream Connect Series

This monthly e-newsletter focuses on one key midstream topic per edition, and reaches Hart Energy's entire midstream community.

Ad Positions

300x200\$1,900 net/edition
Ad units placed throughout content within the e-newsletter.

465x200\$3,100 net/edition
Only one available per newsletter/month

Video pre-roll sponsor\$850 net/edition
Only one available per month

Video Spotlight: We offer one client per edition the opportunity to be included in the video interview segment. Your company then has full privileges to that video, and can add the conversation to your video library (limited to three spotlights per year). Call for details.

With any campaign, your logo is added to the video and our moderator takes a moment to thank the sponsors. Videos are then archived to the website. That extends the shelf life of your advertisement well beyond that of a standard e-newsletter.

MIDSTREAM CONNECT CALENDAR

MONTH	PRIMARY FOCUS
January	Marcellus
February	EPA Regulations
March	GPA
April	Logistics
May	Safety
June	Utica
July	M&A Activity
August	Processing Trends
September	Texas Midstream
October	Midstream Logistics
November	Offshore Pipelines
December	Mexico Infrastructure

Unconventional Connect Series

- Includes timely video interviews and content from Hart Energy as well as guest interviews with leaders in the field
- Monthly e-newsletter focused on key unconventional resource plays (*one play is highlighted in each issue*)
- Highest open rate for our digital "push" products

2016 Connect series programming

Jan.	Eagle Ford
Feb.	Appalachia I (Marcellus)
March	Anadarko Basin (SCOOP/STACK focus)
April	Bakken
May	Greater Rockies (non-Bakken)
June	Permian Basin I (Midland Basin focus)
July	Appalachia II (Utica)
Aug.	Dry Gas Basins
Sept.	Permian Basin II (Delaware Basin focus)
Oct.	Emerging Plays
Nov.	Regulatory (Gas Flaring, Water Management)
Dec.	2Permian Basin III (New Developments)



Traditional Webcasts

Webcasts are promoted through channels such as e-newsletters, websites (including MidstreamBusiness.com, the Unconventional Oil and Gas Center and OilandGas Investor.com), e-blasts and more. Hart Energy can provide an editorial moderator along with support for subject matter development. Traditional webcasts are an effective means to establish your business as a thought leader and generate valuable leads.

INVESTMENT: \$13,000 NET (FREQUENCY DISCOUNTS APPLY)

DIGITAL MEDIA & E-NEWSLETTERS

Interstitial/Roadblock

- Increases brand awareness and drives traffic to your website
- Seen each week for one month – delivers over 50,000 impressions
- Delivers highest click-through rate of all of E&P online properties
- Can contain motion or be static

Contact your sales representative **INVESTMENT: \$7,500 NET/MONTH****



E-Newsletters

Midstream Monitor

This weekly interactive e-newsletter and PDF is a digital digest of midstream news from the prior week. Content includes construction, gathering and processing, technology and regulatory news from around the globe. Coverage also includes commodity prices, debt and equity issues, and our exclusive NGL fractionation spread.



PDF:

Ads are duplications of print ads run in *Midstream Business*

Specs: Full-page (7 x 10 in) or half-page (7 x 4 15/16 in)

Investment: \$1,500 net full-page per week, \$1,000 half-page per week

e-Newsletter:

Specs: Large rectangle ad (465x200)

Max file size: 75kb

File types: JPG, non-animated GIF (must be a static image - Flash, IFrames and Javascript not accepted)

Investment: \$1,100 net per week

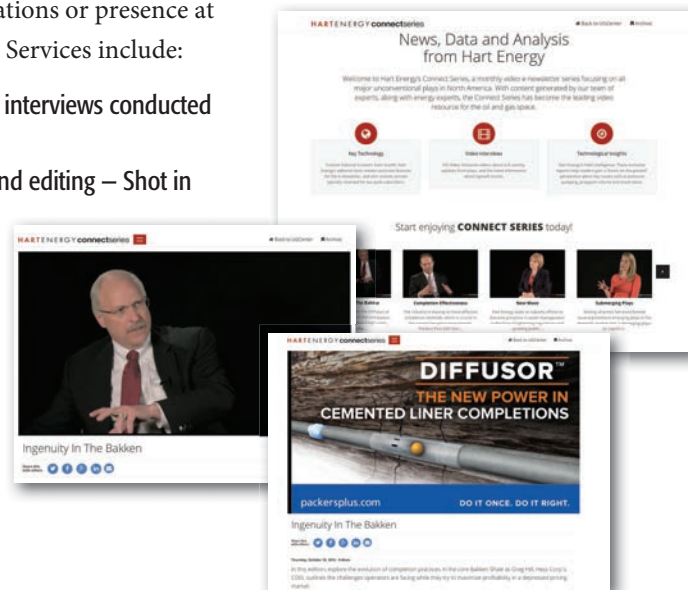
Video Production Services

MidstreamBusiness.com offers turn-key video solutions for companies looking to elevate their investor relations programs, corporate presentations or presence at industry conferences and trade shows. Services include:

- Scripting, question preparation and interviews conducted by an experienced editor
- Set-up, shooting, post-production and editing – Shot in company offices or at events
- Promotion of the live video on OilandGasInvestor.com or UGCenter.com
- Copy of video for your website

Investment: \$8,000 – \$12,000

Contact us for more information on rates and availability



Trade Show Webcast

Trade show webcasts take place at the event and are streamed live to a specific registrant community. Each webcast has a captive, in-person audience as well as viewers around the world. These events are also promoted through traditional mediums such as e-newsletters, websites and more.



Investment: Approximately \$18,500 to \$23,000 net (cost variables include location, travel and general expenses)

Custom Events

Midstream Business will co-brand an event with your company at an agreed upon location, throughout the U.S. This event may also be videotaped as well as streamed live to a registered audience around the globe. Hart Energy will work with your company to attract your target market to the in-person event, and will promote either the live stream or the archived video event extensively via our media channels.

Call for investment options.

White Papers

White papers offer clients the opportunity to be recognized as a thought-leader in a particular field while generating valuable sales leads. As part of your promotion, we leverage the reach and readership of the our community, across all relevant channels. This promotion includes, but is not limited to; websites such as MidstreamBusiness.com, OilandGasInvestor.com, EPmag.com, as well as newsletters, custom e-blasts, and print ads.



Call for investment options.

Custom Digital Programs

Custom digital programs designed to meet your IR or marketing objectives

Whether you have existing thought-leadership research, a white paper, survey or want a custom piece, *MidstreamBusiness* can design, produce and also promote it to our website members and subscribers.



ADVERTISING SPECS

2016 ADVERTISING RATES

	1x	3x	6x	12x
Black & White				
Cover Fold-out Spread	\$25,000	\$20,000	\$18,000	\$16,000
Spread	\$12,850	\$11,950	\$10,400	\$9,195
Full Page	\$7,150	\$6,550	\$5,725	\$5,200
1/2 Page Horizontal	\$4,195	\$3,795	\$3,395	\$2,995
1/4 Page Vertical	\$2,795	\$2,595	\$2,250	\$1,950

MECHANICAL SPECIFICATIONS

Publication Size: The publication size/final trim size is 8.125" x 10.875". All body copy, headings, and other text must be at least 0.25" inside the trim size on all sides (live area). If your ad has a bleed, then the ad should be sized to 8.375" x 11.125" to allow for 0.125" bleed on all sides. The final trim size will still be 8.125" x 10.875". NOTE: Alignment of type and design is not guaranteed on facing page spreads. Precision folding and trim of all copies are not guaranteed.

Paper Stock: 100-lb. gloss-coated offset cover, 70-lb. gloss text offset body (recycled).
Method of Printing: CTP Web on Offset.

Type of Binding: Perfect Bound.

4-Color Ads: Supply digital files in CMYK, plus a color chromalin, matchprint, pictro, or other color proof output from the final ad file. Ads submitted as high-resolution PDFs can also be used as proofs.

Standard Second Color: Standard second colors (red, blue, green, yellow) must be built from process colors. PMS equivalents are given for reference only.

Red: 100 magenta plus 70 yellow (PMS 185) **Green:** 100 cyan plus 100 yellow (PMS 355)
Blue: 00 cyan plus 50 magenta (PMS 300) **Yellow:** 100 process yellow

Matched Color: When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

File Specifications: Preferred format: High-resolution Adobe PDF/X files (distilled at 300 dpi with all fonts embedded). We also accept Quark Xpress and Adobe InDesign files accompanied by collected artwork, scans, logos, and all fonts; Adobe Photoshop TIFF or EPS formats, 300-dpi or better resolution; or Adobe Illustrator EPS files. Media - CD-ROM.

In-House Production: The advertiser must submit copy, plus high-resolution artworks. 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: msbads

Password: 4ads

Directory: ftp/msb_ads

ADVERTISING COORDINATOR

Carol Nunez
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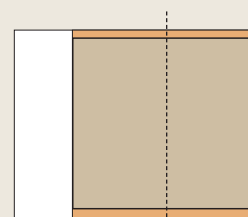
COLOR RATES

	PAGE	SPREAD
4/c Process	\$1,300	\$2,100
2/c Process	\$900	\$1,500

COVER POSITIONS (4/COLOR) 11X ONLY

Outside Back	\$7,995
Inside-Front Cover	\$7,400
Inside-Back Cover	\$6,400

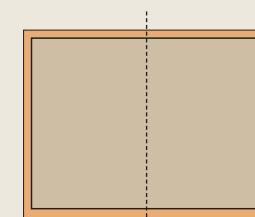
ADVERTISING SIZES



Cover Fold-out Spread

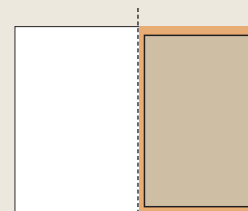
Ad size: 15.1875" x 10.875"
With .125" bleed: 15.3125" x 11.125"

No bleed on left-hand side - contact your sales representative for setup details.



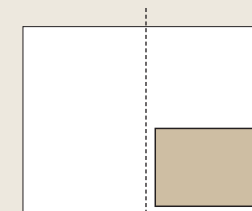
2-Page Spread

Ad size: 16.25" x 10.875"
With .125" bleed: 16.5" x 11.125"



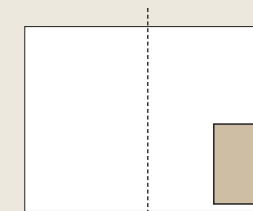
1 Page

Ad size: 8.125" x 10.875"
With .125" bleed: 8.375" x 11.125"



1/2 Horizontal

Ad size:
7" x 4.875"



1/4 Vertical

Ad size:
3.375" x 4.875"

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