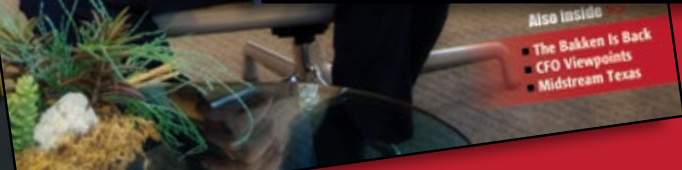
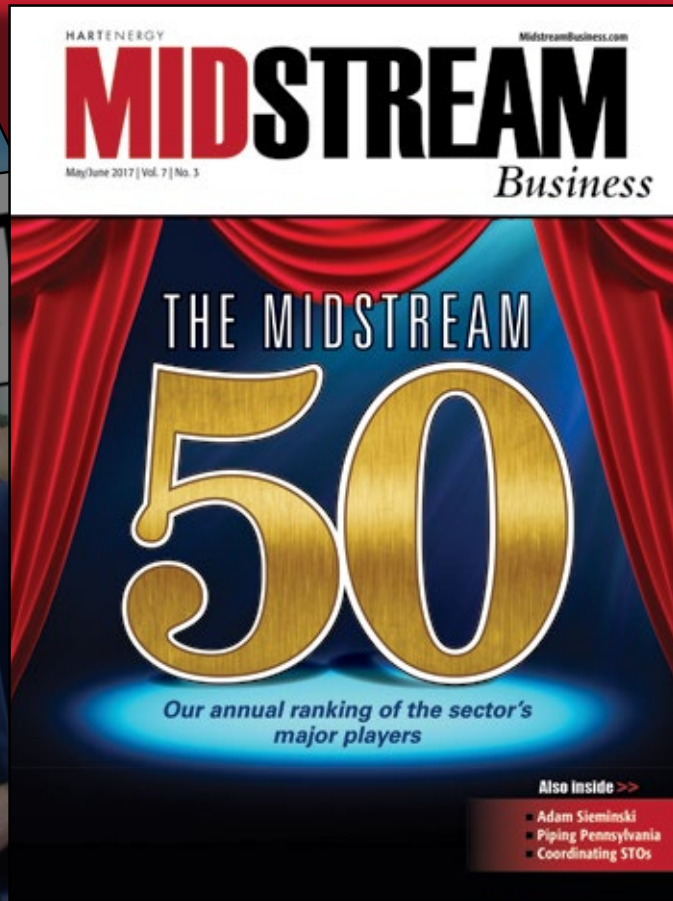


# MIDSTREAM

Business

# 2018

## Editorial Calendar



HARTENERGY

MidstreamBusiness.com

	Ad Closing	Lead Story	The Interview	Industry Profiles	Play Update	Technology	Management Issues	Topics	Conference Coverage	Conferences/ Events	Supplements/ Special Sections
<b>January/February</b>	Closing: Dec. 1, 2017 Ad Due: Dec. 6, 2017	2018 Trends	Senior Executive	Operator	Marcellus-Utica	Pipeline Integrity	Annual Reports/10K	A&D in Midstream		Marcellus-Utica Midstream, DUG Haynesville, DUG Executive Forum	Haynesville Map
<b>March/April</b>	Closing: Feb. 6, 2018 Ad Due: Feb. 9, 2018	Water Handling	Senior Executive	Financial	Niobrara	Internet of Things		Corpus Christi	Marcellus Utica Midstream	DUG Bakken, GPA Midstream	
<b>May/June</b>	Closing: April 4, 2018 Ad Due: April 9, 2018	3rd Annual Midstream 50	Senior Executive	Operator	Delaware Basin	Trucking	HS&E Roundtable	NGL Markets	DUG Bakken	Midstream Texas, MLPA, DUG Permian, DUG East	Capital Formation
<b>July/August</b>	Closing: June 2, 2018 Ad Due: June 8, 2018	Oklahoma Infrastructure	Senior Executive	Financial	Gulf of Mexico	Compression	MLPs vs. C-corps	Mont Belvieu	Midstream Texas	National Institute for Storage Tank Management	U.S. Infrastructure
<b>September/October</b>	Closing: Aug. 3, 2018 Ad Due: Aug. 10, 2018	Annual Gas Processor Rankings	Senior Executive	Operator	East Texas/ Haynesville	Integrity Management	Election/Washington Review	Rail's Role in the Midstream		DUG Eagle Ford, North American Gas Forum	
<b>November/December</b>	Closing: Oct. 3, 2018 Ad Due: Oct. 10, 2018	Finding New Markets (LNG)	Senior Executive	Financial	Midland Basin	Surveyors	Planning and Forecasting	What's Changing in the Downstream?	DUG Eagle Ford	Executive Oil Conference, DUG Midcontinent	Midstream 20 Under 40



Offering management and market trends enabling readers to develop business strategies tailored to future demands.

The official publication of the



**MIDSTREAM BUSINESS:**

**M**idstream Business is the only finance and technical information source dedicated to connecting upstream production to the downstream sector. Since 2011, Midstream Business has kept C-suite executives, managers and engineers updated on the topics that are relevant to the midstream industry. Now, with the introduction of the **Gathered 24** daily e-newsletter, these executives stay cognizant of marketplace opportunities. **Midstream Monitor** and **Midstream Connect** e-newsletters also helps these professionals to stay informed on the latest news in the oil and gas gathering, processing, transportation, storage, maintenance and LNG sectors.

# MIDSTREAM Business 2018 Advertising Specs

## RATES:

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

(All rates are quoted in USD. For rates in other currencies, including sterling, NOK, Euros, etc., please contact your Midstream Business sales representative.)

Color Rates	Page	Spread
4/c Process	\$1,300	\$2,100
2/c Process	\$900	\$1,500

Cover Positions (4/color)	12x
Inside-Front Cover	\$7,995
Inside-Back Cover	\$7,400
Outside-Back Cover	\$6,400

## 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 bleed, then the ad should be sized to 8.375" x 11.125" to allow for 0.125" trim 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 is not guaranteed.

**Paper Stock:** 100-lb. gloss-coated offset cover, 70-lb. coated 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** – 100 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/DVD.

**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

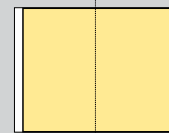
**Password:** 4ads

**Directory:** ftp/msb\_ads

### ADVERTISING COORDINATOR:

Carol Nunez  
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 cnunez@hartenergy.com

## ADVERTISING SIZES

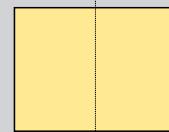


### Cover Fold Out

**Ad size: 15.1875" x 10.875"**

**Bleed: 15.3125" x 11.125"**

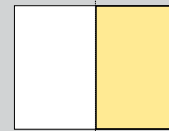
No bleed on left-hand side - contact your sales representative for setup details.



### 2-Page Spread

**Ad size: 16.25" x 10.875"**

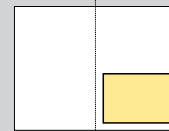
**Bleed: 16.5" x 11.125"**



### Full Page

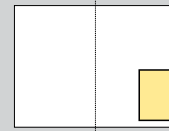
**Ad size: 8.125" x 10.875"**

**Bleed: 8.375" x 11.125"**



### Half Page Horizontal

**Ad size: 7" x 4.875"**



### Quarter Page Vertical

**Ad size: 3.375" x 4.875"**

Rev. 11/2017

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