

# Oil and Gas Investor

## 2018 ADVERTISING & MARKETING STRATEGY

ABOUT OIL AND GAS INVESTOR

AUDIENCE DEFINED

EDITORIAL

CONTENT OFFERING

RATE CARD AND SPECS

CONTACT US

# BRANDING IS CRUCIAL AT EVERY STAGE OF THE BUSINESS CYCLE.



## MAXIMIZING EFFICIENCIES

Market your products, services and technologies to companies who seek to maximize efficiencies and demonstrate your commitment to growth.



## TELL YOUR STORY... IN YOUR OWN WORDS

Tell investors and analysts your company is positioned for today's market conditions and long-term growth.



# SHOW HOW YOU'RE HELPING PARTNERS CAPITALISE TO GROW

Show current and potential partners you have the financial tools and expertise to help them succeed.



**SHELLEY LAMB**  
VICE PRESIDENT & PUBLISHER  
*OIL AND GAS INVESTOR*

RUNNING YOUR BUSINESS  
IS YOUR PRIORITY

BRANDING YOUR  
BUSINESS IS OURS.

***Oil and Gas Investor***  
**can help you:**

- ✓ Reassure stakeholders
- ✓ Inform investors
- ✓ Demonstrate strength
- ✓ Explain performance
- ✓ Support road shows
- ✓ Position for a sale
- ✓ Raise capital
- ✓ Highlight expertise
- ✓ Introduce a new product
- ✓ Monetize assets
- ✓ Advise and consult

# INFORMATIVE, KNOWLEDGEABLE & TRUSTED

For over 40 years, *Oil and Gas Investor* has proudly set the standard for excellence in energy industry journalism.

## WHAT DIFFERENTIATES OIL AND GAS INVESTOR

- A full-time editorial staff of seasoned editors with over 150 years of combined experience covering the oil and gas industry – each with unmatched access to industry decision-makers
- Quality vs. quantity – it's not about having the “most” subscribers; it's about having the “right” subscribers:
  - ✓ 1.2 Hours – average time spent reading each issue\*\*
  - ✓ 100% advertising market share\*\*
  - ✓ 98% U.S. print distribution\*
  - ✓ OGI is the only magazine focused on finance and best business practices for independent E&P companies

**78%** qualified PAID subscribers  
\*(\$239 current price)

**30,428**  
readers\*\*

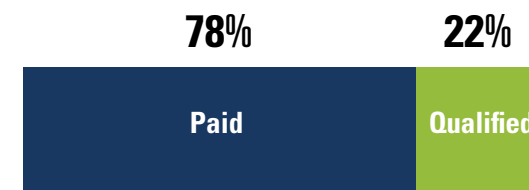
**8.5 years**  
average subscription  
length\*\*

**7,607**  
total distribution\*\*

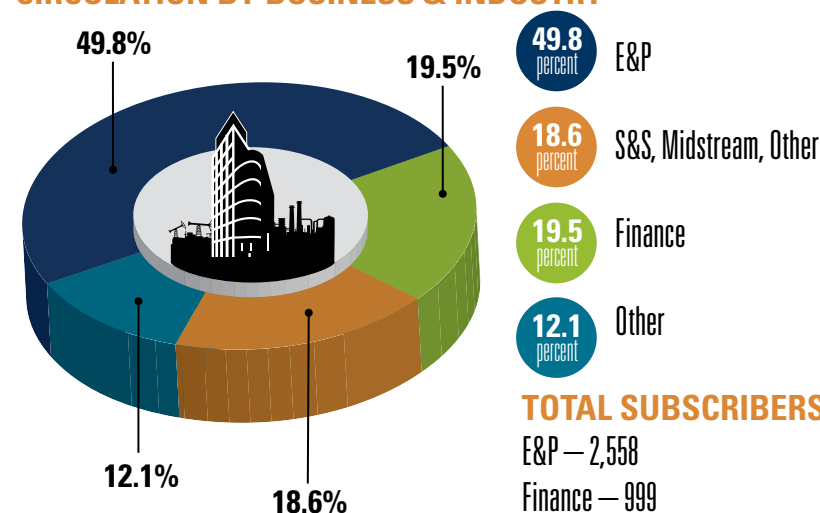
## OUR READERS ARE DECISION-MAKERS\*\*



Over **78%** of subscribers pay the current price of \$239 per year to receive *Oil and Gas Investor*. The remaining **22%** are highly qualified and publisher-approved.\*



## CIRCULATION BY BUSINESS & INDUSTRY\*



## TOTAL SUBSCRIBERS\*

E&P – 2,558  
Finance – 999  
Service & Supply, Drillers – 762  
Others related to the industry – 622



\*\*Average qualified: 4,929 - June 2017 BPA audit. Average non-qualified: 1,240 - June 2017 BPA audit. \*\* 4 Readers per copy. Total Paid, Qualified and Non-qualified is 7,263. Sources 2014 Oil and Gas Investor Subscriber Study. Media Research Corp of America. Publishers Own Data 2005-2014



## AUDIENCE DEFINED

### Public and Private E&P companies

Ensure your company's story stays in front of institutional investors, Wall Street and industry analysts who hold energy stocks.

#### Public E&P companies\*

**A sample of institutional investors who read  
*Oil and Gas Investor*:**

- ✓ *Fidelity Investments*
- ✓ *Franklin Templeton Investments*
- ✓ *JPMorgan Chase & Co. Inc.*
- ✓ *BlackRock Investments*
- ✓ *Oppenheimer & Co.*
- ✓ *Tweedy, Browne Company LLC*
- ✓ *Wellington Management*
- ✓ *State Street Corporation*

*Oil and Gas Investor* has bonus distribution at key investor conferences, providing the right platform to tell your story:

- *IPAA OGIS NYC and Privcap*
- *Enercom's Oil and Gas Conferences*
- *Various financial institution's sell-side conferences*

#### Private E&P companies\*

**As a private E&P, an  
advertisement can help position  
your company to:**

- *Prepare for an IPO*
- *Secure a partner or merger*
- *Raise capital*
- *Purchase or sell producing assets*

**Your advertisement will  
produce results:**

- ✓ *50% of our readers actively seek information on new companies for strategic opportunities*
- ✓ *51% are actively seeking additional information about company management teams at Public E&P Companies\**

**83%** of analysts surveyed turn to *Oil and Gas Investor* for information about public E&P companies\*

**21%** of our readers purchased a stock from a company featured in an advertisement or an article\*

**36%** added a stock to a tracking list\*

**33%** added a stock to their research list\*

**93%** of our readers are actively looking for E&P opportunities

\*Sources: 2014 *Oil and Gas Investor* Subscriber Survey, Media Research Corp of America, Publishers Own Data 2005-2014

**AUDIENCE DEFINED**  
**Financial**

# REACH THE DECISION-MAKERS

Connect with management teams at independent oil and gas companies.

**Capital Providers, Advisors, Consultants  
and Transaction Partners\***

**48%** of our E&P readers  
are actively seeking information  
on raising capital

**32%** are actively seeking  
financial advice

**74%** of our readers are actively  
looking for better business strategies

**65%** are actively  
looking for A&D advice

**Service Providers, Oilfield Service Firms  
and Midstream Operators\***

**97%** reach into top  
public E&P companies

**71%** reach into  
private E&P companies

## Reach motivated buyers:

- 48% of our readers are looking for unconventional oil and gas technology advice
- 33% are seeking midstream and infrastructure information
- 52% are seeking new technology expertise

\*Sources: 2014 Oil and Gas Investor Subscriber Survey, Media Research Corp of America, Publishers Own Data 2005-2014

## EDITORIAL Meet Our Team

**W**ant the scoop from the most knowledgeable editors in the industry? Our editors are experts in the oil and gas industry and welcome your comments and inquiries.

### PEGGY WILLIAMS C.P.G

#### Editorial Director

pwilliams@hartenergy.com

- Certified Petroleum Geologist
- BA Geology University of Rhode Island
- Master's in Energy Resources, University of Pittsburgh
- MS, Technical Communication, University of Colorado

**30+ YEARS**  
*in the industry*



### STEVE TOON

#### Editor-in-Chief

stoon@hartenergy.com

- Joined Hart Energy in 2007 as editor of A&D Watch newsletter and ADCenter.com
- In 2012, he became senior editor of OGI and plays a key role in the magazine's direction
- BA, Baylor University – Journalism

**25+ YEARS**  
*in the industry*



### LESLIE HAINES

#### Executive Editor-at-Large

lhaines@hartenergy.com

- Joined Hart Energy in 1983 and became editor of the magazine in January 1992
- IPAA awarded her the 2nd Annual Lloyd Unsell Award for Excellence in Petroleum Journalism
- 1974 honors graduate of Keene State College in her native New Hampshire

**30+ YEARS**  
*in the industry*



### LEN VERMILLION

#### Group Managing Editor, Digital News Group

lvermillion@hartenergy.com

- Manages editorial content development for Hart Energy's upstream and midstream
- More than 20 years of experience, having led several magazines and digital products
- BA, University of Pittsburgh – Communications and Journalism





## EDITORIAL Meet Our Team



**RICHARD MASON**  
**Chief Technical Director**  
rmason@hartenergy.com

- 24+ years in the industry
- Created first rig activity tracking count in U.S. unconventional basins
- BA, Ohio University – History



**CHRISTOPHER SHEEHAN**  
**Senior Financial Analyst**  
csheehan@hartenergy.com

- Rejoined Hart Energy in 2012 and contributes financial analysis to *Oil and Gas Investor* and *Midstream Business*
- Previously, VP of equity capital markets at Petrie Parkman & Co. and was with RBC Capital Markets as an analyst
- BA, University of Bradford, UK – Economics and German



**DARREN BARBEE**  
**Senior Editor**  
barbee@hartenergy.com

- A&D transactions and a writer for *Oil and Gas Investor*
- Won several national and state awards for reporting in his 17+ years as a journalist
- MA, University of Texas Arlington – Information Systems



**LARRY PRADO**  
**Activity Editor**  
lprado@hartenergy.com

- 9+ years in the industry
- BA, Technical Communications – University College at The University of Denver
- Associate in Electronics Engineering Tech – Arapahoe Community College
- Area of Focus – Activity Highlights
- BA, University College at The University of Denver – Technical Communications



**NISSA DARBONNE**  
**Editor-at-Large**  
ndarbonne@hartenergy.com

- 30+ years in the industry
- The author of *The American Shales*
- BA, University of Louisiana at Lafayette – English and Journalism



**BRANDY FIDLER**  
**Associate Editor**  
agallay@hartenergy.com  
bfidler@hartenergy.com

- 5+ years of editorial experience
- BA, University of North Texas – Journalism



**ERIN PEDIGO**  
**Associate Editor, Midstream Business & Special Projects**  
epedigo@hartenergy.com

- Industry and journalistic experience from Drilling Contractor Magazine at the IADC and Houston Community Newspapers
- BA, Baylor University
- MA, from the University of Nebraska-Lincoln



**EMILY PATSY**  
**Associate Editor, Digital News Group**  
emoser@hartenergy.com

- Previously worked as a reporter for Houston Community Newspapers
- BA, Texas Tech University – Journalism



Oil and Gas  
**Investor**

## JANUARY

### COVER STORY: Gulf Coast Conventionals

- GoM
- MLP's Future Strategy
- Permian Update
- PDP Buyers
- Survey: Industry Outlook
- Conventional Producers

#### BONUS DISTRIBUTION:\*

Marcellus Midstream (MUM), NAPE Summit, IPAA PCC, BMO Capital Markets Forum, Seaport Global Energy Day, Goldman Sachs Global Conference

Ad Closing: December 1, 2017

Ads Due: December 5, 2017

NAPE  
SUMMIT ISSUE

## FEBRUARY

### COVER STORY: East Texas/N. Louisiana

- 2017 Energy Year in Review
- Commercial Banking
- Anatomy of an A&D Deal

#### BONUS DISTRIBUTION:\*

DUG Executive, DUG Haynesville, Enercom Dallas, Credit Suisse Energy Summit, Barclays MLP Access Days

Ad Closing: January 5, 2018

Ads Due: January 10, 2018



#### SPONSORSHIP OPPORTUNITY:

February 6, 2018, Hyatt Regency, Houston, TX

## MARCH

### COVER STORY: Private Equity

- Niobrara
- H17 Chart: A&D Activity
- Equity Markets and Activity Review/ IPOs
- Investment Banking Outlook
- Re-fracturing Update
- Today's Investor Relations Strategy
- Highlights from MUM

#### BONUS DISTRIBUTION:\*

CERA Week, Scotia Howard Weil, Simmons & Co. Conference

Ad Closing: February 3, 2018

Ads Due: February 7, 2018

## APRIL

### COVER STORY: Appalachia: Marcellus & Utica

- Bakken Update
- Hedging Strategies
- PE Investments in Pressure Pumping
- Oilfield Service Startup
- Highlights from ECC

#### BONUS DISTRIBUTION:\*

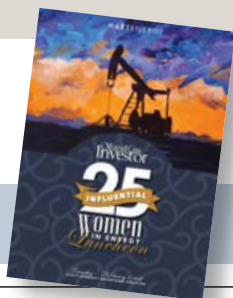
DUG Rockies, OGIS NY, World Oilman's PokerTournament, OTC

Ad Closing: March 2, 2018

Ads Due: March 7, 2018

#### SPECIAL REPORT:

Women in Energy



## MAY

### SPECIAL ISSUE: WATER MANAGEMENT

- Water Sources
- Water Economics
- Waste Water Management
- Highlights from DUG Haynesville & DUG Executive

#### BONUS DISTRIBUTION:\*

Energy Capital Conference, DUG Permian, OTC, AAPG, UBS Global Conference, Stephens Energy Executive Summit, Citi Global Energy & Utilities Conference

Ad Closing: April 4, 2018

Ads Due: April 9, 2018

ENERGY  
CAPITAL  
CONFERENCE ISSUE

## JUNE

### COVER STORY: East Coast Financial Business

- Kansas Plays
- Break-evens by Play
- Analysts View: Completions by Play
- Micro-cap Independent
- Social Media's Influence on Company Strategy
- Highlights from DUG Bakken

#### BONUS DISTRIBUTION:\*

Midstream Texas, DUG East, IPAA Midyear, RBC Global Energy & Power, TPH Hotter 'N Hell Conference, JP Morgan Energy Equity Conf., Wells Fargo W. Coast Energy Conference

Ad Closing: May 4, 2018

Ads Due: May 10, 2018

#### SPECIAL REPORT:

Capital Formation: Here's The Money



\* Cannot guarantee distribution of OGI at all the events listed.



## JULY

### COVER STORY: Big Data and the Independent

- Mexico Plays
- Private Equity Outlook
- Update on Regulations
- Corporate Mergers
- Highlights from DUG Permian

Ad Closing: June 5, 2018

Ads Due: June 11, 2018

## AUGUST

### COVER STORY: Conventional E&Ps

- Barnett & Fayetteville
- Recent Start-up Investment Banking
- Anatomy of a Finance Deal
- Sand Strategies
- An IPO success
- A&D Valuation Trends
- Highlights from DUG East

#### BONUS DISTRIBUTION:\*

Western Energy Alliance (WEA), Enercom's Oil & Gas Conference, Summer NAPE, COGA, TIPRO Annual

Ad Closing: July 3, 2018

Ads Due: July 6, 2018

## SEPTEMBER

### COVER STORY: South Texas

- Canadian Resource Plays
- PE Backed E&P
- Stocks to Watch
- 1H 2018 A&D Chart and Review
- Commercial Banking
- Highlights from Midstream Texas
- Managing Water Challenges

#### BONUS DISTRIBUTION:\*

A&D Strategies Conference, DUG Eagle Ford, Johnson Rice Energy Conference

Ad Closing: August 3, 2018

Ads Due: August 8, 2018

#### SPECIAL REPORT:

Who's Who in E&P A&D

A&D  
FOCUSED  
ISSUE



## OCTOBER

### COVER STORY: Powder River Basin

- Scoop/Stack
- Anatomy of a Finance Deal
- Midstream A&D Update
- Impact of DUCs on Oil and Gas Supply
- Highlights from A&D Conference

#### BONUS DISTRIBUTION:\*

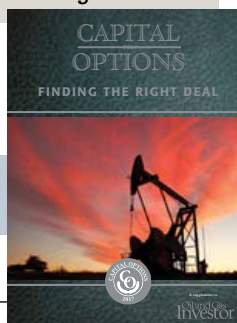
Midstream Finance, SEG, IPAA Chicago

Ad Closing: September 4, 2018

Ads Due: September 10, 2018

#### SPECIAL REPORT:

Capital Options



## NOVEMBER

### COVER STORY: Permian Basin

- Rockies Gas Basins
- PE Investments in E&P Abroad
- Type Curves: Decoding the Mystery
- Price Risk Management
- Highlights from DUG Eagle Ford

#### BONUS DISTRIBUTION:\*

Executive Oil Conference (EOC), DUG Midcontinent, IPAA Annual, Jefferies Annual Energy Conference, BoA Merrill Lynch Global Energy

Ad Closing: October 4, 2018

Ads Due: October 9, 2018

#### SPECIAL REPORT:

Forty Under 40 in Oil and Gas

EXEC OIL  
CONFERENCE  
ISSUE



## DECEMBER

### COVER STORY: LNG & Exports

- South Louisiana
- Analysts Outlook on Hedging
- Wildcatter Profile
- Foreign Asset Buyers
- Highlights from EOC and DUG Midcontinent

#### BONUS DISTRIBUTION:\*

Privcap, Capital One Securities Energy Conf., ITG Energy Conference

Ad Closing: November 5, 2018

Ads Due: November 8, 2018

#### SPECIAL REPORT:

Who's Who in Minerals



\* Cannot guarantee distribution of OGI at all the events listed.

Throughout 2018, *Oil and Gas Investor* will produce a series of special reports covering specific industry topics. Align your message with highly-focused content for a targeted audience or let us develop a custom piece for your business needs.

#### 2018 Special Reports

- APRIL:** Women in Energy  
**JUNE:** Capital Formation  
**SEPTEMBER:** Who's Who in E&P A&D  
**OCTOBER:** Capital Options  
**NOVEMBER:** 40 Under 40 in Oil and Gas  
**DECEMBER:** Who's Who in Minerals

Call today for details  
on customized  
advertising packages.



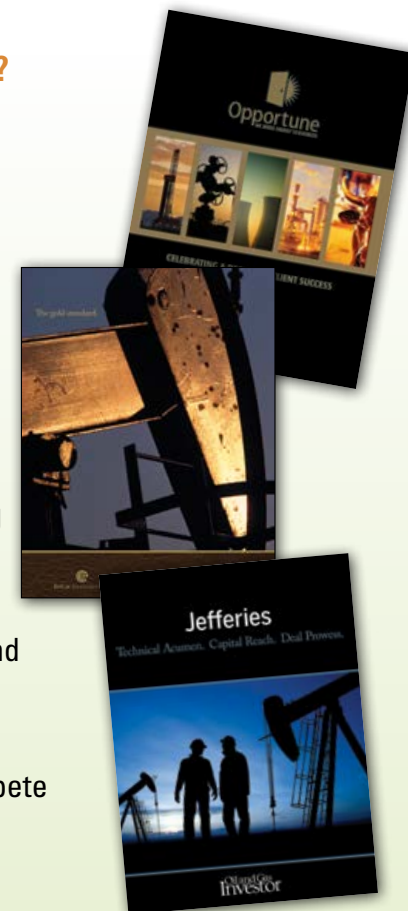
#### Custom Solutions

##### WHY PRODUCE A CUSTOM REPORT?

- Tell your story and have maximum control over how it is conveyed
- Position your company as a thought-leader
- Present your company strategy
- Showcase the expertise of your company and team
- Create a dynamic and customized investor relations package, marketing program, conference brochure or fresh website content
- The market trusts third-party press and they trust ***Oil and Gas Investor***
- Cut through the clutter... in your exclusive publication, you won't compete with other advertisers

##### HOW DOES IT WORK?

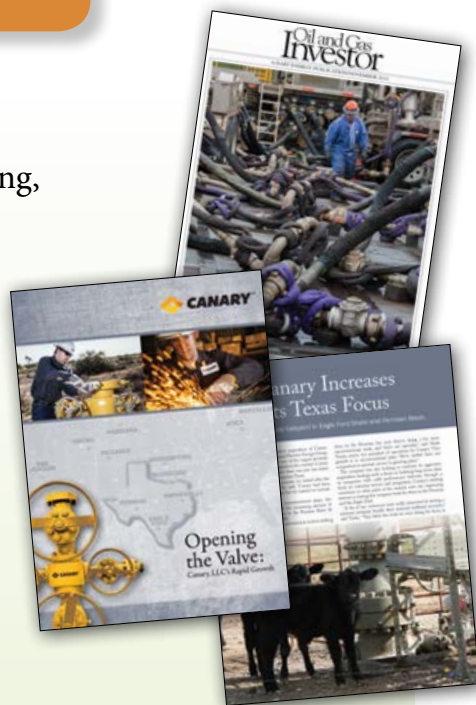
- We offer turnkey solutions – including the writing, design, printing and distribution
- Mail your custom piece with *Oil and Gas Investor* and/or print it for your own use
- Repurpose your piece for white papers, infographics, social media and video



## POLYBAG OPPORTUNITIES

Include a custom piece of marketing, such as your annual report, pitch book collateral or a thought-leadership brochure inside the polybag *Oil and Gas Investor* is mailed in each month.

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



## REPRINTS & PDF OPPORTUNITIES

Is your company being featured in an *Oil and Gas Investor* article, or are you contributing as a guest writer? We offer custom reprints of your article with a variety of customizable options.



**For reprint and pdf opportunities please email:**

**ATTRICE HUNT**  
**ahunt@hartenergy.com**

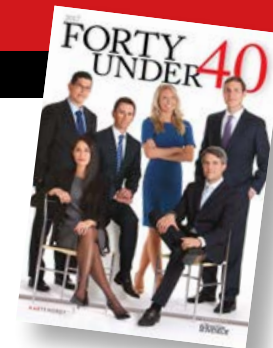
**NOW ACCEPTING 2018 NOMINEES!**

**FORTY UNDER FORTY**

Align your brand with the brightest young talent in the energy sector

Once again, *Oil and Gas Investor* is looking to spotlight these rising stars of E&P, Service, A&D, Midstream, Finance and Consulting. *OGI* created Forty under 40 to showcase this tremendous, emerging talent. We share this goal with our current sponsors.

All honorees will be profiled on [OilandGasInvestor.com](http://OilandGasInvestor.com) and in a special report that will mail to *Oil and Gas Investor* subscribers in November, 2018. The deadline for nominations is Friday, June 1, 2018.



## NOW ACCEPTING NOMINATIONS FOR 2019'S 25 INFLUENTIAL WOMEN IN ENERGY

We invite you to nominate top female industry executives for *Oil and Gas Investor's* 2nd annual 25 Influential Women in Energy. The nominees should represent those who have risen to the top of their professions, are currently active, and who have achieved outstanding success in the oil and gas industry.

A special gala luncheon celebrating the selected honorees will be held in Feb. 2019 in Houston.

All honorees will be profiled in a special report that will mail to *Oil and Gas Investor* subscribers in April, 2019. The deadline for nominations is Friday, August 31, 2018



**NOMINATE NOW!**



# INDUSTRY VOICE

Hart Energy's IndustryVoice™ content marketing program allows marketers to reach our audiences by enabling them to create and place relevant content across our media channels – online, in print, via social media and at live events. This customizable program can be adapted and scaled to your budget and specific goals.

## Digital Channels

- **OGI** digital edition
- **OilandGasInvestor.com**
- **OGI Daily** E-newsletter
- Social media
- SEO: Content visible through organic search with Google and others



See a digital example at  
[OilandGasInvestor.com/industryvoice](http://OilandGasInvestor.com/industryvoice)  
[here.](#)

## Print Channels

- Featured content
- Monthly publication



HARTENERGY  
**IndustryVoice™**  
Industry Voice  
Header in TOC

*A premier content marketing channel*



Give Your Video More Coverage



## CONTENT OFFERING Digital Solutions

**O**il and Gas Investors digital franchise offers a first class browsing experience and includes exclusive rich media content, which bridges the gap between issues of the publication. In addition to those that only purchase our digital content, print subscribers will invest four times the amount of the print subscription to access this digital content., making it a must have for any oil and gas marketer.



*The leading paid content destination for the oil and gas industry.*

**BPA** WORLDWIDE On average, over 50K industry professionals visit [OilandGasInvestor.com](http://OilandGasInvestor.com) each month. Resulting in over 170K page views per month.

### Responsive Leaderboard

- This unit is designed for high visibility on both desktop and mobile devices and automatically responds to any device type.
- The responsive leaderboard offers greater canvas size when compared to other placements resulting in superior performance.

**Dimensions: 1170 x 90 (w x h)**

### Medium Rectangle

- Two positions to select from
- Designed for branding and budgets.
- With a clear call to action, offers above industry average CTR.

**Dimensions: 300w x 250h px**

For rates and additional information on specs, click [HERE](#).

### Interstitial/Roadblock

- Maximizes your brand awareness
- Drives traffic to your website
- Delivers over 100,000 impressions
- Has the highest click-through rate of all OGI online properties
- Can contain motion or be static



# E-NEWSLETTERS

Oil and gas Investors e-newsletters provide marketers with the “push” accompaniment critical to any integrated marketing strategy. Digital ads can be included in any of our e-newsletter programs, and are designed for maximum exposure and engagement.

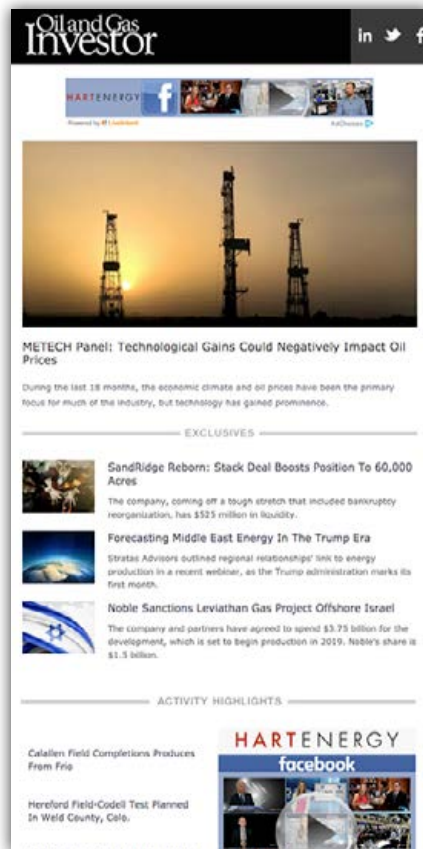
- **Oil and Gas Investor Daily News:** This daily email summarizes key domestic oil and gas news. It includes executive interviews, A&D news, exploration and production updates, new financings and more. It has also been updated with responsive design, which ensures the content and our clients’ ads perform optimally on all display types. Weekly or monthly commitments available.

*Reaches 125-145K subscribers each month.*

## Medium Rectangle

- Max File size 50kb

**Specs: 300w x 250h px**



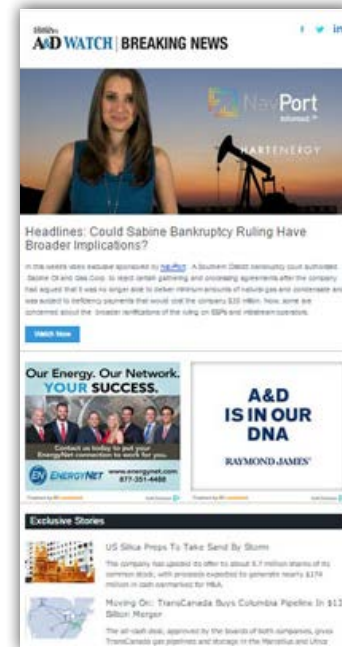
- **A&D Breaking News:** alerts sent via mobile and email whenever A&D and M&A news breaks. This e-note digs deep into the analysis of the deals.

## Medium Rectangle

- Several positions available, premier placements/top positions reserved by date of contract
- Max File size 50kb

**Specs: 300w x 250h px**

*Reaches 60-70k subscribers each month.*



# APPS

- **Breaking News App:** Breaking News from Hart Energy is the industry leading Oil and Gas News Alert App that delivers immediate visibility into energy industry breaking news and provides users with important oil and gas news updates.



Download to your phone today to start exploring the latest content.





## CONTENT OFFERING

### Video Solutions



#### Headlines — A Weekly Video Series

Each week's top stories and breaking news are presented in a 2-3 minute video featured on **OilandGasInvestor.com**. This straightforward, engaging and relevant video receives exceptionally high viewership each week.

***Your company can become a Headlines video sponsor. Several opportunities are available, including a standard pre-roll or a sponsor call out from the program host.***



- Sponsor detail can be as straightforward as a logo or can include motion or custom imagery.
- Text links appear on OilandGasInvestor.com and direct viewers to your website.
- Within the *Oil and Gas Investor* Daily and A-D Breaking News e-Newsletters, the sponsor is identified and a text link is included in the body of the e-Newsletter which also links to your website.
- Headlines is open to the public (not behind pay wall) – delivering maximum reach.

#### Video e-Newsletters

Hart Energy's **Connect e-Newsletter Series** provides readers with premium video and editorial content on the industry's most important topics.

##### Connect Series

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

##### Video Pre-roll Sponsor

- Only one available per video/month

##### Ad Option 1

- **Specs:** 465w x 200h px
- Only one available per video/month

##### Ad Option 2

- **Specs:** 300w x 250h px



## CONTENT OFFERING Events

# Oil and Gas Investor

*Hart Energy produces informative, impactful and innovative oil and gas conferences that attract the industry's best and brightest.*



[Download the Sponsorship Brochure](#)

**May 7, 2018**  
**EnergyCapitalConference.com**  
**Dallas, TX**  
Fairmont Hotel

Oil and Gas investor's **ECC** has a proven track record of uniting hundreds of senior-level executives from small, medium and large-scale E&P companies, midstream operators, service and supply companies and the investment community. Attendees spend time networking, exploring new resources for accessing and deploying capital, and learning new strategies to enhance their business plans. Now more than ever, these executives need your solutions.



[Download the Sponsorship Brochure](#)

**September 5-6, 2018**  
**AdstrategiesConference.com**  
**Dallas, TX**  
The Ritz-Carlton Hotel

Oil and Gas Investor **A&D Strategies and Opportunities Conference & Workshop** has emerged as the industry's largest event focused on market drivers in upstream transactions. Each year, 500+ BD executives, A&D professionals and capital providers converge in Dallas, TX to spend time networking, making deals and exploring the latest A&D market intelligence.

Hart Energy, a leader in energy information services, hosts an array of must-attend annual conferences covering the full spectrum of the oil and gas industry. From our renowned **DUG** conference series for unconventional oil and gas development to specialty events focused on midstream activity and financial transactions, we offer value for every conference attendee.



**January 30-February 1, 2018**  
**MarcellusMidstream.com**  
**Pittsburgh, PA**  
David L. Lawrence Convention Center



**February 20-21, 2018**  
**DUGHaynesville.com**  
**Shreveport, LA**  
Shreveport Convention Center



**February 26, 2018**  
**DUGExecutive.com**  
**Houston, TX**  
Hilton Americas-Houston



**April 24-25, 2018**  
**DUGRockies.com**  
**Denver, CO**  
Colorado Convention Center



**May 21-23, 2018**  
**DUGPermian.com**  
**Fort Worth, TX**  
Fort Worth Convention Center



**June 5-6, 2018**  
**MidstreamTexas.com**  
**Midland, TX**  
Midland County Horseshoe Pavilion



**June 19-21, 2018**  
**DUGEast.com**  
**Pittsburgh, PA**  
David L. Lawrence Convention Center



**September 19-21, 2018**  
**DUGeagleford.com**  
**San Antonio, TX**  
Henry B. Gonzalez Convention Center



**October 23, 2018**  
**MidstreamFinance.com**  
**Dallas, TX**  
Fairmont Hotel



**November 13-15, 2018**  
**DUGMidcontinent.com**  
**Oklahoma City, OK**  
Cox Convention Center



[Download the Sponsorship Brochure](#)

**November 5-6, 2018**  
**ExecutiveOilConference.com**  
**Midland, TX**  
Midland Horseshoe Arena

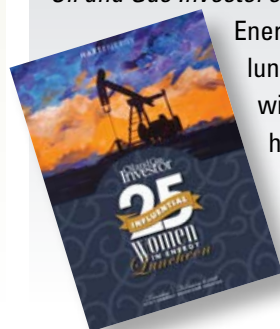
Over the last two decades, the **Executive Oil Conference** has hosted thousands of senior-level oil and gas executives and financial professionals focused on the oil-rich Permian Basin plays in West Texas. If you provide products and services to E&P companies operating in West Texas, or if you are looking to expand into the region, the **Executive Oil Conference** is a unique opportunity to meet with all of the region's leaders under one roof.



[Download the Sponsorship Brochure](#)

**February 12, 2019**  
**Houston, TX**  
Hyatt Regency

Join over 500 top industry executives to celebrate Oil and Gas Investor's 25 Influential Women In Energy honorees at a gala luncheon. Network and dine with distinguished leaders who have risen to the top of their professions and achieved outstanding success in the oil and gas industry.



## 2018 B/W Rates

	1x	3x	6x	12x
2-Page Spread	\$18,800	\$17,300	\$15,300	\$13,400
1/2 Horizontal Spread	\$10,100	\$9,700	\$9,100	\$7,100
Full Page	\$10,000	\$9,100	\$8,100	\$7,100
1/2 Horizontal Page	\$5,900	\$5,500	\$4,800	\$4,400
1/4 Page	\$3,400	\$3,200	\$2,800	\$2,500

Color Rates	Page/ Fraction
4/C Process	\$1,875
2/C Process	\$1,215

Cover Positions (includes 4/C process)	12x
Outside Back Cover	\$10,400
Inside Front Cover	\$9,800
Inside Back Cover	\$8,200

Call for quotes on inserts, white papers and custom publishing programs. All rates are in US Dollars

**Subscription:** Monthly, 12 issues \$297/year

### Special Positions

Front Cover Gate Fold	Call for pricing and availability
Placement before NewsWell	5% premium or 12x commitment
Placement in NewsWell	3% premium or 12x commitment

## MECHANICAL SPECIFICATIONS

**Publication Size:** The publication size/final trim size is 8.25" x 11.25." 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 8.25" x 10.75" to allow for 0.125" trim on all sides. The final trim size will still be 8" x 10.5." **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:** 80-lb. gloss-coated offset cover, 70-lb. coated offset body

**Method of Printing:** Sheetfed

**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.

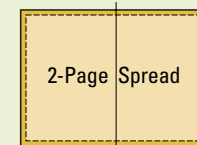
**File Specifications:** Preferred format: High-resolution Adobe PDF/X files (distilled at 300 dpi with all fonts embedded). We also accept Quark Xpress and Adobe InDesign files accompanied by collected artwork, scans, logos, and all fonts; Adobe Photoshop TIFF or EPS formats, 300-dpi or better resolution;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

## ADVERTISING SIZES

 Ad size/trim area for non bleed ad

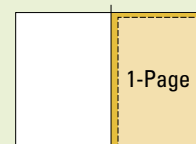
 Ad size/trim area for bleed ad



### 2-Page Spread

**Ad Size:** 16 1/4" x 11 1/4"  
**w/Bleed:** 16 3/4" x 11 1/2"

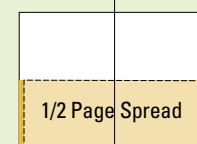
(Must allow 1/8" on both sides and bottom for trim)



### 1-Page

**Ad Size:** 8 1/4" x 11 1/4"  
**w/Bleed:** 8 1/2" x 11 1/2"

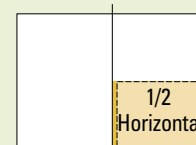
(Must allow 1/8" on both sides and bottom for trim)



### Half Page Spread

**Ad Size:**  
**w/Bleed:** 16 3/4" x 5 13/16"

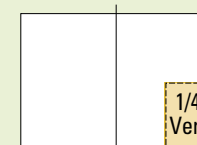
(Must allow 1/8" on both sides and bottom for trim)



### Half Horizontal

**Ad Size:**  
**w/Bleed:** 8 1/2" x 5 13/16"

(Must allow 1/8" on both sides and bottom for trim)



### Quarter Vertical

**Ad Size:**  
**w/Bleed:** 4" x 5 13/16"

(Must allow 1/8" on both sides and bottom for trim)

### ADVERTISING COORDINATOR:

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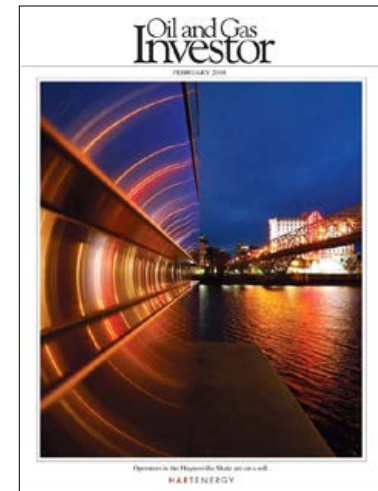
**FTP Site for Ads:** Please upload collected files as zipped archives.

**Host:** ftp.hartenergy.com  
**User ID:** ogiads  
**Password:** ogiads  
**Directory:** ftp/ogi\_ads



# SALES TEAM

As you plan for 2018, we encourage you to contact your **Oil and Gas Investor** sales representative. Our team can help you work through the intricacies of content marketing and ensure you get best use from our communications channels. We have multiple packages and options for all budget considerations.

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