

UNCONVENTIONAL OIL & GAS REPORT™

NEWS FROM NORTH AMERICAN BASINS

2016 MEDIA INFORMATION

UNCONVENTIONAL OIL & GAS REPORT™



**BOB
TIPPEE**

Bob Tippee has been Chief Editor of *Oil & Gas Journal* since January 1999 and a member of the *Journal* staff since October 1977. Before joining the magazine, he worked as a reporter at the *Tulsa World* and served for four years as an officer in the US Air Force. A native of St. Louis, he holds a degree in journalism from the University of Tulsa.



**PAULA
DITRICK**

Paula Ditrack became UOGR Editor in November 2014 after having covered oil and gas from Houston for more than 20 years. She joined *Oil & Gas Journal* in February 2001 where she developed a health, safety, and environment beat. Ditrack also is familiar with the industry's financial aspects and writes the daily *OGJ* market story.

Previously, she worked for Dow Jones and United Press International. She began writing about oil and gas as UPI's West Texas bureau chief during the 1980s. She earned a Bachelor's of Science degree in journalism from the University of Nebraska in 1974.



**MATT
ZBOROWSKI**

Matt Zborowski has been *Oil & Gas Journal's* resident Staff Writer since August 2013. His daily responsibilities include finding, writing, and editing news, managing those stories on *OGJ's* web site, and managing *OGJ's* Twitter account, which boasts 110,000 followers and counting.

Born and raised in world oil and gas capital and *OGJ* headquarters Houston, Zborowski briefly left Texas to attain his degree in Print Journalism at Louisiana State University.

Unconventional Oil & Gas Report provides detailed news coverage of North American shale and other tight-formation plays and business developments within them. Unlike any other publication in the market, *UOGR* covers news of local interest on a play-by-play basis including: permitting trends and totals, individual wells of special significance, production starts, technical and geologic trends, discoveries, and other upstream news. It also covers important midstream and pipeline projects in each of the plays.

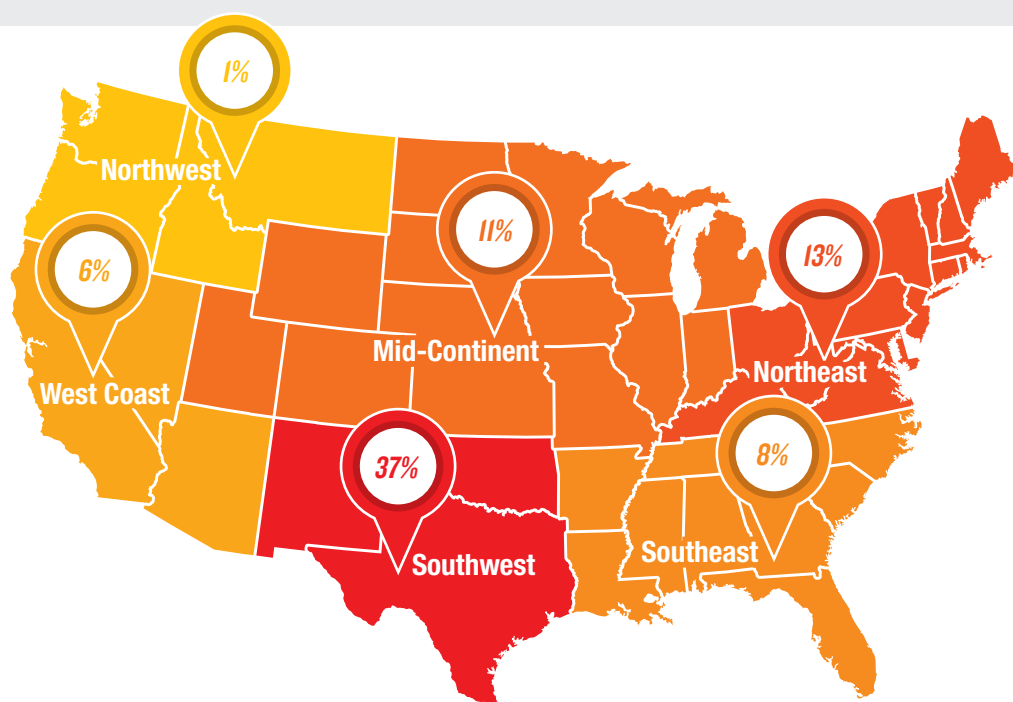
Beyond operational news, *UOGR* follows key personnel moves, local political developments, and financial stories. It publishes locally focused features and stories based on interviews of key executives of companies involved in unconventional resource plays. It is an important news publication for industry professionals, lively in presentation but serious in purpose.

Each issue is organized by shale and basin, providing the audience a quick review of industry activity specific to each locale. The local focused coverage of important developments in each specific play is both professionally valuable to readers in those plays as well as professionally interesting to readers in other plays. This format is a publishing variation of the "think global/act local" business paradigm. It capitalizes on two practicalities of the continued expansion of unconventional resources development: 1) many companies and individuals operate in more than one play and thus have multiple local areas of interest; and 2) professionals always look to other localities for alerts to problems and clues to solutions applicable where they work.

UOGR 2016 CIRCULATION

CIRCULATION BY REGION

Southwest	13,733
International	7,825
Northeast	4,721
Mid-Continent	4,006
Southeast	2,836
West Coast	2,152
Canada	889
Northwest	463
Mexico	229
Total	36,854



JOB FUNCTION

Executive Management (CEO, COO, CFO, President, VP, Partner, Director)	20,528	55.7%
Exploration, Drilling, Development & Production Mgmt., Engineering Mgmt.	7,887	21.4%
Purchasing, Consulting and Land Services	3,501	9.5%
Field Professionals, including Superintendent, Foreman, Toolpusher	2,727	8.0%
Geologist or Geophysical	2,211	5.4%
Total	36,854	100%








BUSINESS INDUSTRY

Oil & Gas Producing Companies	14,889	40.4%
Engineering, Drilling, Completions, Consulting, Service Companies	11,609	31.5%
Investor, Financial Services	5,750	15.6%
Government, Regulatory, Manufacturer, Association	4,606	12.5%
Total	36,854	100%

RATES, SPECS, AND DISTRIBUTION

RATES All rates are represented in gross U.S. Dollars

Unconventional Oil & Gas Report	1X	3X	6X	12X	18x	24X
Full Page Tab	12,800	11,525	10,250	8,975	8,335	7,690
Junior Full Page	8,725	7,850	6,975	6,250	5,880	5,355
1/2 Page Spread	9,700	8,750	7,750	6,900	6,550	5,950
1/2 Page Horizontal	5,675	5,125	4,550	4,000	3,715	3,425
1/2 Page Vertical	5,675	5,125	4,500	4,000	3,715	3,425
1/4 Page Vertical	3,975	3,575	3,150	2,800	2,600	2,400
Full Page Tab Spread	17,950	16,150	14,350	12,850	11,725	10,900

AD SIZE	FULL PAGE TAB SPREAD	FULL PAGE TAB	JUNIOR FULL PAGE	1/2 PAGE SPREAD	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	1/4 PAGE VERTICAL
							
LIVE AREA (W x H)	20.25" x 12.5" 514mm x 317mm	9.375" x 12" 238mm x 305mm	7" x 9.5" 178mm x 241mm	20.25" x 6" 514mm x 152mm	9.25" x 6" 235mm x 152mm	4.625" x 12" 118mm x 305mm	4.625" x 6" 118mm x 152mm
TRIM	20.75" x 13" 527mm x 330mm	10.375" x 13" 263mm x 330mm					
BLEED	21" x 13.25" 533mm x 337mm	10.625" x 13.25" 270mm x 337mm		21" x 7" 533mm x 179mm	10.625" x 7" 270mm x 179mm		

EDITORIAL DISTRIBUTION CALENDAR

NOVEMBER/DECEMBER 2015

AD CLOSE: Nov 11 • MATERIAL DUE: Nov 16

Bonus Distribution: ♦ Houston Oilfield Expo, Dec 9 – 10, Houston, TX
♦ NAPE Rockies, Dec 9 – 11, Denver, CO

JANUARY/FEBRUARY

AD CLOSE: Jan 7 • MATERIAL DUE: Jan 14

Bonus Distribution: ♦ SPE Hydraulic Fracturing, Feb 9 – 11, The Woodlands, TX
♦ Winter NAPE, Feb 10 – 12, Houston, TX
♦ IADC/SPE Drilling Conference, Mar 1 – 3, Fort Worth, TX
♦ SPE ICoTA, Mar 22 – 23, Houston, TX
♦ Ark-La-Tex Oilfield Expo, Mar 30 – 31, Shreveport, LA

MARCH/APRIL

AD CLOSE: Mar 8 • MATERIAL DUE: Mar 15

Bonus Distribution: ♦ SPE Improved Oil Recovery Conference, Apr 9 – 13, Tulsa, OK
♦ GPA Annual Convention, Apr 10 – 13, New Orleans, LA
♦ Offshore Technology Conference, May 2 – 5, Houston, TX

MAY/JUNE

AD CLOSE: May 6 • MATERIAL DUE: May 13

Bonus Distribution: ♦ AAPG Annual Conference, Jun 19 – 22, Calgary, Canada
♦ IPAA Midyear Meeting, Jun 27 – 29, Colorado Springs, CO
♦ South Texas Oilfield Expo, July 2016, San Antonio, TX
♦ URTEC, Aug 1 – 3, San Antonio, TX
♦ TIPRO Summer Conference *TBD

JULY/AUGUST

AD CLOSE: Jul 6 • MATERIAL DUE: Jul 13

Bonus Distribution: ♦ NAPE South, Aug 10 – 11, Houston, TX
♦ Power-Gen Natural Gas, Aug 23 – 25, Columbus, OH
♦ Pipeline Week, Sept 20 – 22, The Woodlands, TX
♦ SPE ATCE, Sept 26 – 28, Dubai, UAE
♦ OKC Oilfield Expo *TBD

SEPTEMBER/OCTOBER

AD CLOSE: Sept 7 • MATERIAL DUE: Sept 14

Bonus Distribution: ♦ NAPE Rockies, Oct 12 – 13, Denver, CO
♦ SEG Annual Meeting, Oct 16 – 21, Dallas, TX
♦ IPAA Annual Meeting, Nov 9 – 11, Sea Island, GA

NOVEMBER/DECEMBER

AD CLOSE: Nov 7 • MATERIAL DUE: Nov 14

Bonus Distribution: ♦ Houston Oilfield Expo *TBD

HOW TO SUBMIT YOUR AD MATERIALS

To upload ad materials to our FTP site:

Maximum file size is 250MB—please stuff or zip your files before sending and wait to close your browser window until you get your upload confirmation.

1. Go to digitalads.pennwell.com
2. Select print material option
3. Select *Unconventional Oil & Gas Report* from publication list and click next
4. Fill in required information and optional comments.
5. Click on select file and then click on upload file after you have selected your file.
6. Wait on upload confirmation before closing browser.

Depending on speed of connection and file size, this may take some time. Please be patient.

To email ad materials:

For files under 10 MB, please e-mail your ad to: admaterial@pennwell.com. Include advertiser name, publication name and issue date.

To mail ad materials:

Send contract, insertion order(s), correspondence, proofs, copy and complete advertising materials to:

Ad Traffic Manager
Unconventional Oil & Gas Report
PennWell Corporation
1421 S. Sheridan Road
Tulsa, OK 74112-6600

HOW UNCONVENTIONAL OIL & GAS REPORT AUDIENCES CONSUME DIGITAL MEDIA



67% VIEW OUR MEDIA
ON WEB BROWSERS ON A
COMPUTER



59% VIEW OUR MEDIA
FROM DOWNLOADABLE
PDF



28% VIEW OUR MEDIA
ON
MOBILE DEVICES



12% VIEW OUR MEDIA
USING OUR
MOBILE APP

DIGITAL OPPORTUNITIES



eNEWSLETTER

UOGR delivers the latest news and technology to over 56,000 opt-in subscribers every Tuesday. Align your marketing message with premium, targeted content.

- Leaderboard/Anchor \$3,500
- Skyscraper \$3,200
- Intro (Text Ad) \$2,900
- Middle 1 or 2 position \$3,200
- Middle 3 or 4 Position \$2,900



***59%** OF OUR AUDIENCE
VISITED THE COMPANY'S WEBSITE
AS A RESULT OF VIEWING AN
eNEWSLETTER ADVERTISEMENT

UOGR ONLINE

With **170,309**** unique visitors, the UOGR homepage allows you to strategically place your marketing message near relevant, up-to-date content for high visibility.

- Leaderboard/Anchor \$3,750
- Skyscraper \$3,750
- Site Sponsor \$3,750
- Pushdown \$5,750
- Page Peel \$4,000
- Welcome Ad \$5,000

Page Peel \$4,500

EMAIL LIST RENTAL

Reach targeted audiences with your custom message in an email deployment. Your message will be sent to industry professionals that you've specified from our database list selects and can be used for a nearly unlimited variety of promotional programs.



***54%** OF OUR AUDIENCE
RESPONDS TO ADS
THAT ARE
TECHNOLOGY /
PRODUCT FOCUSED

DIGITAL OPPORTUNITIES



WHITE PAPER PRODUCTS

Generate sales leads and raise brand awareness with UOGR white paper postings. You will receive registration contact reports showing who downloaded your white paper. White papers are returned in search results as well, broadening your online reach and exposure. **\$4,950/MONTH**

- 1-5 white papers posted per month.
- One dedicated email to the defined audience (by client) of 5,000 (per month)
- Client defined audience of 5,000 from UOGR data card OR two dedicated emails to 2,500 recipients (per month) from client defined audience
- Emails will include links to each white paper hosted for that month
- Logo replacement with white paper
- 100 word description of white paper
- Company profile on white paper page (200 words, plus link to company website)
- Search prioritization

WEBCASTS

Generate qualified, active leads while presenting your technology or expertise to targeted industry professionals. Sponsors can participate in brand-selected topics or sponsor a custom topic. After the one-hour live event, the webcast is promoted as on-demand and hosted on the UOGR website for six months. Sponsors receive detailed registration information from a captive global audience of industry professionals, providing your sales staff with a database of quality prospects.

- Branded registration page with data collection fields specific to your needs
- Receive full reporting on all registrants including breakdown of live and on-demand attendees
- 24/7 protected access to the registration database
- Targeted audience selection
- Sponsorship includes two pre-event email invitations to a targeted audience as well as a post-event email with details on how to access the webcast on-demand
- On-demand archive is available within 24 hours of the live event
- White paper promotion program (additional \$2,500)



PennWell Marketing Solutions is a full—service marketing agency that works alongside PennWell media brands to provide data, experience, and industry knowledge. Whether it's branding, thought leadership, SEO, or content marketing, our integrated approach enables us to create fresh new marketing pieces, campaigns, and strategies to fulfill your marketing objectives.

- With our roots in media, we are knowledgeable in creating effective marketing pieces that translate into print, mobile, and online.

- *Our affiliation with numerous conferences and exhibitions around the world provides experience in driving results from your tradeshow presence.*
- *As a familiar face in multiple industries, PennWell Marketing Solutions excels in introducing new brands and products to uncharted market segments.*
- *Access to PennWell information resources gives us the data and intelligence necessary to provide a thorough competitive analysis — perfect for exploring and navigating new geographic or industry markets.*

From copywriting to design and production, our team creates compelling, specialized, and targeted messaging that resonates with audiences across new and traditional media platforms. Speak with our team of marketing professionals about developing your next website; corporate brochure; tradeshow display promotional video; print, online, or social campaign; whitepaper or technical article. From industry to industry, we know what works. Partner with PennWell Marketing Solutions—the brand you know and trust—to deliver sound marketing solutions and results.

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