



**OIL&GAS**  
**FINANCIAL**  
**JOURNAL**®

# 2016 MEDIA RESOURCE

The Executive Publication for the Oil & Gas Industry



## OUR MISSION – YOUR SUCCESS

*Oil & Gas Financial Journal* is the premier publication for petroleum executives, financial providers, institutional and retail investors, and other decision makers in the global oil and gas industry. Our experienced editors, along with top industry experts, apply their decades of expertise to produce useful news, commentary, and information for our executive audience about the latest developments in the petroleum industry and how it affects their businesses.

*Oil & Gas Financial Journal* delivers this insightful content in a broad variety of formats to suit your busy schedule – a monthly print publication, an identical digital publication, a web version, a mobile app for “on the go” access to content, and a website that is updated throughout each day. Our editors also produce eight monthly e-newsletters covering key industry sectors, including unconventional resources, government regulation, acquisition and divestment (A&D) activity, and midstream finance and infrastructure development. In addition, OGFJ publishes special-edition newsletters during major conferences and exhibitions. OGFJ has also achieved the largest audited social media presence of any publication serving the oil and gas executive marketplace, a vitally important tool for industry marketers in this digital age.

*Oil & Gas Financial Journal* delivers the news the way you want it, to the industry’s leaders who have requested it – from the printed page to the Twitter-verse. Our mission is to provide insight and analyses that will contribute to your success.

**71.5%** of readers are either somewhat likely or very likely to click on an online advertisement after seeing that company’s ad in an industry magazine

*2015 Audience Readership Survey*

**68%** of subscribers have purchasing influence or authority

*2015 Audience Readership Survey*

**59.8%** of readers visited a company’s website as a result of viewing a print advertisement

*2015 Audience Readership Survey*

**57.4%** of OGFJ readers said their organizations are more likely to evaluate products and systems from alternative vendors than they were five years ago

*2015 Audience Readership Survey*



**CHIEF EDITOR**

**Don Stowers**  
[DonS@PennWell.com](mailto:DonS@PennWell.com)

Don Stowers was named Chief Editor of Oil & Gas Financial Journal in 2004, the same year the publication was launched by PennWell Corporation. Stowers is an award-winning energy writer and editor with more than 30 years of experience reporting on the global petroleum industry and the financial community. He has a bachelor's degree in journalism from the University of Houston.



**EDITOR**

**Mikaila Adams**  
[Mikaila@PennWell.com](mailto:Mikaila@PennWell.com)

Mikaila Adams joined *Oil & Gas Financial Journal* in 2005 and was named Editor in 2015. In addition to her work on OGFJ, she edits eight electronic newsletters and is responsible for the brand's website and social media channels. She previously served as an editor for the University of Texas Health Science Center. Adams holds an English degree with a specialization in technical communication from Texas Tech University.

**CONTRIBUTING EDITORS**

Experts from the petroleum industry, the financial services sector, research firms, consultancies, and law firms, as well as senior editors at other PennWell publications, are among the frequent writers and contributors to *Oil & Gas Financial Journal*. Contributing editors include Laura Bell, *Oil & Gas Journal*; David Michael Cohen, PLS Inc.; Paula Dittrick, *Oil & Gas Journal*; Brian Lidsky, PLS Inc.; Debbie Markley, OGFJ; Per Magnus Nysveen, Rystad Energy; Nick Snow, *Oil & Gas Journal*; Imre Szilagyi, geologist and economist; Don Warlick, Warlick Energy; Leslie Wei, Rystad Energy; and John White, Roth Capital Partners.

**EDITORIAL ADVISORY BOARD**

*Oil & Gas Financial Journal's* Editorial Advisory Board meets with the editors, publishers, and other senior members periodically to discuss topics such as trends and other relevant issues. The board includes the following industry experts: E. Russell "Rusty" Braziel, RBN Energy LLC; Michael A. Cinelli, Locke Lord LLP; Mickey Coats, BOK Financial; Adrian Goodisman, Scotia Waterous (USA) Inc.; Bradley Holmes, EnergyIR; Maynard Holt, Tudor, Pickering, Holt & Co.; Carole Minor, Encore Communications; Jaryl Strong, BHP Billiton; John M. White, Roth Capital Partners; and Ron Whitmire, EnerVest Ltd.

**53.5%** of readers have purchasing influence or authority of \$100,000 or more

*2015 Audience Readership Survey*

**79.2%** of the audience is a company official, director, or manager

*2015 Audience Readership Survey*

**THE FINAL WORD  
NEW FEATURE!**

*Oil & Gas Financial Journal* has started a new editorial column called "The Final Word." The opinion column regularly contains commentary from CEOs and other industry leaders on a variety of subjects intended to stir the interest of our executive audience. Topics include highly relevant issues such as pricing forecasts, regulatory issues, geopolitical issues, industry trends, and more – all aimed at stimulating further discussion. The column runs just opposite the inside back cover page, which is typically a well-read position in any publication. "The Final Word" is the last editorial page in the magazine, hence the name.

For editorial guidelines and other information about contributing an article to "The Final Word" or to any other section of OGFJ, contact: Don Stowers, Chief Editor, at [DonS@PennWell.com](mailto:DonS@PennWell.com) or 713-963-6235.

**100%** One Year Qualified Circulation

**9,585** North American subscribers

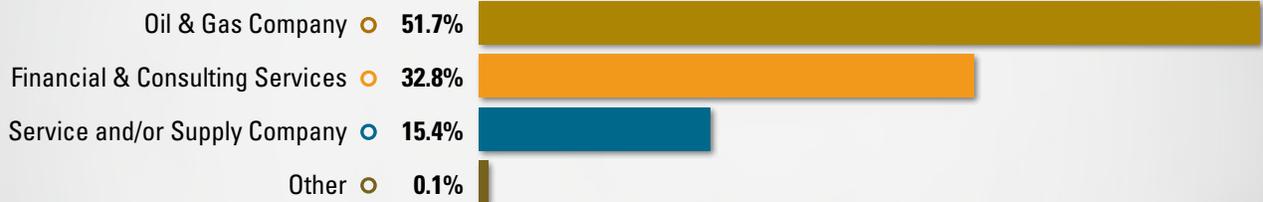
**6,027** subscribers beyond North America

**15,612**

OGFJ has the largest circulation of any publication serving finance and investment professionals in the oil and gas industry.

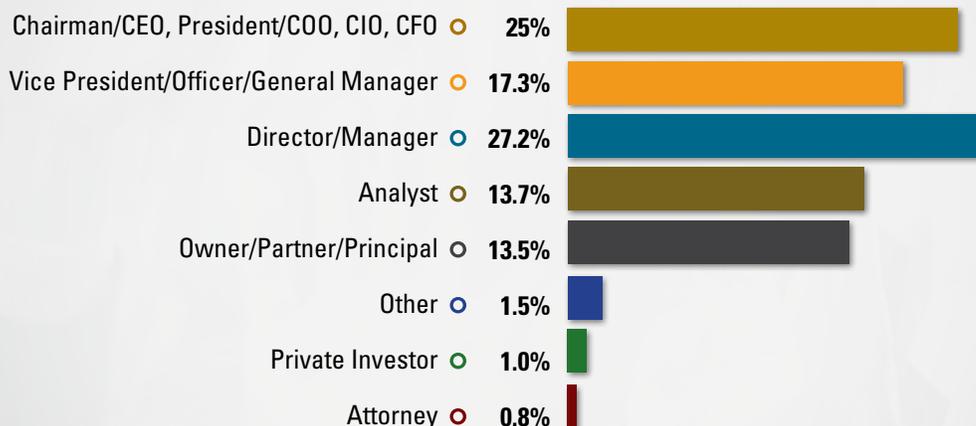
BPA Brand Report June 2015

**QUALIFIED SUBSCRIBERS BY INDUSTRY**



BPA Brand Report June 2015

**QUALIFIED SUBSCRIBERS BY JOB TITLE**



BPA Brand Report June 2015

**REACH:**  
**WHO YOU WANT TO, WHEN YOU WANT TO, HOW YOU WANT TO**

*Oil & Gas Financial Journal* serves high-quality editorial content to a global subscriber base. Our primary channels – magazine, website, social media, and mobile app – serve a BPA-audited circulation that is 100% one year qualified.\* BPA International is the largest auditing service for business and professional publications. Twice a year, OGFJ enlists BPA International to issue an audit statement verifying the circulation, which is critical to your advertising effectiveness. OGFJ invests in BPA audits to assure the highest quality of subscriber. As an OGFJ advertiser, you can place your message confidently, knowing that OGFJ is circulated to buyers of your products instead of unknown recipients. **New in 2015**, OGFJ has invested in auditing more than just the print magazine:

**MAGAZINE PRINT ADS**

Advertising in the industry's leading media resource allows you to reach tens of thousands of decision makers with buying authority worldwide.

The magazine delivers time-sensitive news, in-depth analysis, case studies, real-world applications of new products, industry opinion, and the latest market trends – bringing you the highest-quality, most highly educated potential customers worldwide. **See rates and specs on page 8.**

**ONLINE BANNERS**

Digital banner ads are a flexible and economic way for advertisers to build their brand and drive traffic to their websites. OGFJ.com banners can be placed on the home page or within specific topic centers, based on the product or service being promoted. **See rates and specs on page 9.**

**SOCIAL MEDIA BOOST (23,000+ FOLLOWERS)**

The Twitter Boost drives additional traffic to your sponsored content hosted on OGFJ's website. It increases awareness of your sponsored webcasts, white papers, videos, or other products to thousands of industry professionals actively engaged in social media. Aligning with OGFJ's highly respected content allows you to increase awareness to your target audience. This unique opportunity invites industry professionals to engage with your content via social networks.

**Contact your sales rep for current pricing.**



\*BPA Brand Report June 2015

**MOBILE WEBSITE**

Mobile-friendly website engages industry professionals in a highly targeted and impactful way by reaching professionals as they shift their content consumption from their desks to their phones on the weekends and on the road. **See rates and specs on page 8.**

**OGFJ MOBILE APP (16,000+ DOWNLOADS)**

The OGFJ mobile app is downloaded hundreds of times each month and is accessed by thousands of oil and gas and financial professionals. By sponsoring the app, your ad will be viewed by a dedicated audience that uses OGFJ as a primary source for its industry news.

**See specs on page 10.**

**Contact your sales rep for current pricing.**



**OIL & GAS FINANCIAL JOURNAL** **BRAND REPORT** **BPA WORLDWIDE**

FOR THE 6 MONTH PERIOD ENDED JUNE 2015

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**OIL & GAS FINANCIAL JOURNAL** focuses on the financial and investment side of the global petroleum industry. Each issue contains a broad spectrum of analysis and in-depth articles on such topics as financing, capital availability, mergers & acquisitions, risk management, corporate governance, investor information, the latest industry trends, and hot topics such as shale economics. The content of every issue is also available to subscribers globally via the online digital version.

**BRAND REPORT PURPOSE**  
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNELS**

<p><b>OIL &amp; GAS FINANCIAL JOURNAL</b></p> <p>6 Issues in the period 45,615 average circulation</p>	<p><b>OIL &amp; GAS FINANCIAL JOURNAL APP</b></p> <p>16,254 cumulative downloads</p>	<p><b>OIL &amp; GAS FINANCIAL JOURNAL WEBSITE</b></p> <p>66,308 average unique browsers</p>	<p><b>OIL &amp; GAS FINANCIAL JOURNAL SOCIAL MEDIA</b></p> <p>23,574 Twitter Followers 7,541 Facebook likes 1,644 LinkedIn group members</p>
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See additional digital solutions on pages 10-11.

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Editorial Focus	NAPE	Oilfield Services	Capital Sources	Offshore Economics	M&A / A&D	Finance and Investments
Financial	North American Prospects / OGFJ100P Quarterly (Private Companies) / Top US Investment Opportunities / Top Global Investment Opportunities	Top 25 OFS Firms / OFS Consolidation / OGFJ150 Quarterly Report (Public Companies)	US Banking Sector / Global Banking / Venture Capital	Offshore Risk Management / Project Financing / OGFJ100P (Private Companies)	Top M&A Firms / Top M&A Transactions / OGFJ150 Quarterly Report (Public Companies)	The Rise of Private Equity / Alternative Financing Sources / Raising Capital
Industries	Land Services Review / Midstream Infrastructure	Oilfield Service Companies / Water Management / Fracturing Regulations	US Crude Exports / Drone Regulations	Upstream Software & Technology / Mexico Energy Reform	Top International E&P Companies / Global Shale Development	US Shales / Rail Transportation / PNEC Review
Special Reports			3rd Annual Energy Banking Expertise & Relationships			Private Equity
Ad Close	8-Dec	7-Jan	4-Feb	8-Mar	8-Apr	6-May
Materials Due	15-Dec	14-Jan	11-Feb	15-Mar	15-Apr	13-May
Bonus Distribution	NAPE International February 10-12 Houston, Texas	EnerCom Oil & Services Conference March 9-10 San Francisco, California	IPAA OGIS New York April 11-13 New York, New York	PNEC May 17-19 Houston, Texas	Louisiana Energy Conference (TBD)	IPAA OGIS Midyear Meeting, June 27-29 Colorado Springs, Colorado
			ESRI Petroleum Users Conference, April 26-28 Houston, Texas	Offshore Technology Conference, May 2-5 Houston, Texas		

**59.8%** of OGFJ readers visited a company's website after viewing an advertisement in a print magazine

Source: OGFJ 2015 Readership Study



**MAPS**

OGFJ maps are the perfect tool to increase your brand presence. Maps are highly visible and target specific vertical markets. Often displayed in high-traffic areas, OGFJ maps provide long-term, broad exposure. Watch for the following maps in 2016:

- Bakken
- Central Rockies
- Eagle Ford
- Global Shale
- Marcellus
- Mississippi Lime
- Monterey Shale
- North American Shale



JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Unconventional Resources	Asset Management	Energy Trading Risk Management	Private Capital	Midstream Finance	2017 Outlook
Shale Economics / Shale M&A Activities / Maximizing M&A Value / OGFJ100P Quarterly (Private Companies)	Asset Management Survey / Hedging Strategies / OGFJ150 Quarterly Report (Public Companies)	Who's Who in Energy Trading / Risk Management Strategies / Tax & Accounting Issues	Who's Who in Private Equity / Exit Strategies / Wealth Management / OGFJ100P Quarterly (Private Companies)	Financing Midstream Infrastructure / Midstream M&A / OGFJ150 Quarterly (Public Companies)	US Economic Forecast / Global Economic Forecast / Executive Compensation
Top Shale Plays and Players / Emerging Shale Plays	Gulf of Mexico Shelf / Reservoir Management / Drone Regulation Update	2016 US Election / California Oil & Gas	Midcontinent Plays	Infrastructure Buildout / Midstream Regulatory Environment / Pipeline Week Review / MLP / US LNG Exports	Enhanced Recovery
	Software Solutions				Small- to Mid-Cap Service Companies
8-Jun	11-Jul	9-Aug	12-Sep	10-Oct	3-Nov
15-Jun	18-Jul	16-Aug	19-Sep	17-Oct	10-Nov
URTEC August 1-3 San Antonio, Texas	NAPE Summer August 10-11 Houston, Texas	IPAA OGIS West September 26-28 San Francisco, California	IPAA Annual Meeting November 9-11 Sea Island, Georgia		IPAA Private Capital Conference January 22, 2017 Houston, Texas
EnerCom's Oil & Gas Conference Denver, Colorado (TBD)	Pipeline Week September 20-22 The Woodlands, Texas				
	POWER-GEN Natural Gas August 23-25 Columbus, Ohio				

**55.3%** of OGFJ readers use the print magazine to do their jobs better

Source: OGFJ 2015 Readership Survey

### SPECIAL REPORTS

Reach and influence select audiences when you place your ad or corporate profile in *Oil & Gas Financial Journal* special reports. These reports, including a bonus distribution, are distributed to the entire OGFJ circulation, and are a great opportunity to reach highly targeted and select audiences. New special reports for 2016 include:

MARCH	JUNE	AUGUST	DECEMBER
3rd Annual Energy Banking Expertise & Relationships	Private Equity	Software Solutions	Small- to Mid-Cap Service Companies

## DISPLAY ADVERTISING RATES

4-COLOR PROCESS	1X	3X	6X	12X	18X	24X	36X	48X
FULL PAGE	8,245	8,060	7,685	6,240	5,890	5,835	5,790	5,735
2/3 PAGE	7,440	6,650	6,270	5,735	5,710	5,685	5,610	5,560
1/2 PAGE	6,010	5,610	5,085	4,600	4,590	4,435	4,385	4,335
1/3 PAGE	5,085	4,825	4,435	4,055	4,030	4,005	3,980	3,955
1/4 PAGE	4,434	4,055	3,675	3,140	3,110	3,085	3,060	3,035
FULL PAGE SPREAD	14,175	14,070	13,965	13,795	13,770	13,745	13,720	13,695
1/2 PAGE SPREAD	10,286	10,169	10,034	9,897	9,869	9,843	9,818	9,792

## PRINT AD SPECIFICATIONS

	FULL PAGE SPREAD	HALF PAGE SPREAD	FULL PAGE
AD SIZE			
TRIM (W x H)	16" x 10.5" 406mm x 267mm	16" x 5.25" 406mm x 133mm	8" x 10.5" 203mm x 267mm
BLEED	16.25" x 10.75" 413mm x 274mm	16.25" x 5.5" 413mm x 140mm	8.25" x 10.75" 210mm x 274mm
LIVE AREA	15" x 9.5" 381mm x 241mm	15" x 5" 381mm x 127mm	7" x 9.5" 178mm x 241mm

	2/3 PAGE	1/2 ISLAND	1/2 VERTICAL	1/2 HORIZONTAL
AD SIZE				
TRIM (W x H)	—	—	—	—
BLEED	5.25" x 10.75" 133mm x 274mm	5.25" x 8.25" 133mm x 210mm	4.125" x 10.75" 105mm x 274mm	8.25" x 5.5" 210mm x 140mm
LIVE AREA	4.5" x 9.5" 114mm x 241mm	4.5" x 7.375" 114mm x 187mm	3.375" x 9.5" 86mm x 241mm	7" x 4.875" 178mm x 124mm

	1/3 VERTICAL	1/3 SQUARE	1/3 HORIZONTAL	1/4 PAGE
AD SIZE				
TRIM (W x H)	—	—	—	—
BLEED	—	—	—	—
LIVE AREA	2.25" x 9.5" 57mm x 241mm	4.5" x 4.875" 114mm x 124mm	7" x 3.3125" 178mm x 84mm	3.375" x 4.875" 86mm x 124mm

**NOTE:** All text, logos, borders, and boxes that do not bleed should stay within the live area. There is no charge for bleeds.

### Method of Printing, Binding, and Paper:

Web Offset  
Perfect Binding, 0.125-in. off backbone  
Cover: 80-lb text weight coated  
Body pages: 30-lb text weight coated

Increase your dwell and click-through rates in the digital issues by including rich media for \$1,000.

Segment your audience with split runs for \$1,000.

Premium positions are available for an additional 10% gross and include: IFC, IBC, OBC, Opposite TOC, Editor's Comments, and others. Please contact your representative for rates and availability.

**NOTE:** Prices listed are gross USD and are subject to a 15% agency commission allowance.

### For reprints, contact:

Rhonda Brown, Foster Printing Services  
866.879.9144, ext. 194  
RhondaB@FosterPrinting.com

### HOW TO SUBMIT YOUR AD MATERIALS

#### To upload ad materials to our FTP site:

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

1. Go to <http://digitalads.pennwell.com>
2. Choose "print ad"
3. Select Oil & Gas Financial Journal (0060) from the drop-down menu
4. Fill in the required information and then select "upload ad"

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 email your ad to: [admaterial@pennwell.com](mailto: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  
OGFJ  
PennWell Corporation  
1421 S. Sheridan Road  
Tulsa, OK 74112-6600

#### Issuance

*Oil & Gas Financial Journal* is issued on the 15th of every month.

**PAGE PEEL**



The Page Peel is one of the largest online ad units available. The peel begins as a “dog ear” in the upper right-hand corner of the page and, on mouse-over, extends down and to the left of the page. Receive higher than average click-through rates, resulting in targeted lead generation and traffic to your online content and offerings.

Two rotations available

**Exclusive sponsorship – \$3,750**

**Rotating sponsorship – \$2,500**

For specs, please visit:  
<http://www.pennwell.com/advertise/products/page-peel-sponsorship.html>

**PUSH DOWN**



The Push Down banner ad auto-expands beneath the site navigation once every 24 hours to support more detailed messages. It provides ongoing visibility while collapsed.

Three rotations available

**Exclusive sponsorship – \$3,750**

**Rotating sponsorship – \$2,750**

For specs, please visit:  
[www.pennwell.com/index/pushdown-specs.html](http://www.pennwell.com/index/pushdown-specs.html)

**HOMEPAGE PLUS**

Homepage Plus online sponsorships generate broad visibility for your brand and product messaging among industry professionals worldwide.

**LEADERBOARD – \$2,350**



Two rotations available: Leaderboard and Anchor

Dimensions: 728 x 90, 40 kb  
300 x 250 (for mobile)  
.jpg or .gif (can be animated)

**SKYSCRAPER – \$2,050**



Two rotations available  
Dimensions: 300 x 600, 40 kb  
.jpg or .gif (can be animated)

**ROTATING SITE SPONSOR – \$1,475**



Run of site; six positions available  
Dimensions: 300 x 250, 40 kb  
.jpg or .gif (can be animated)

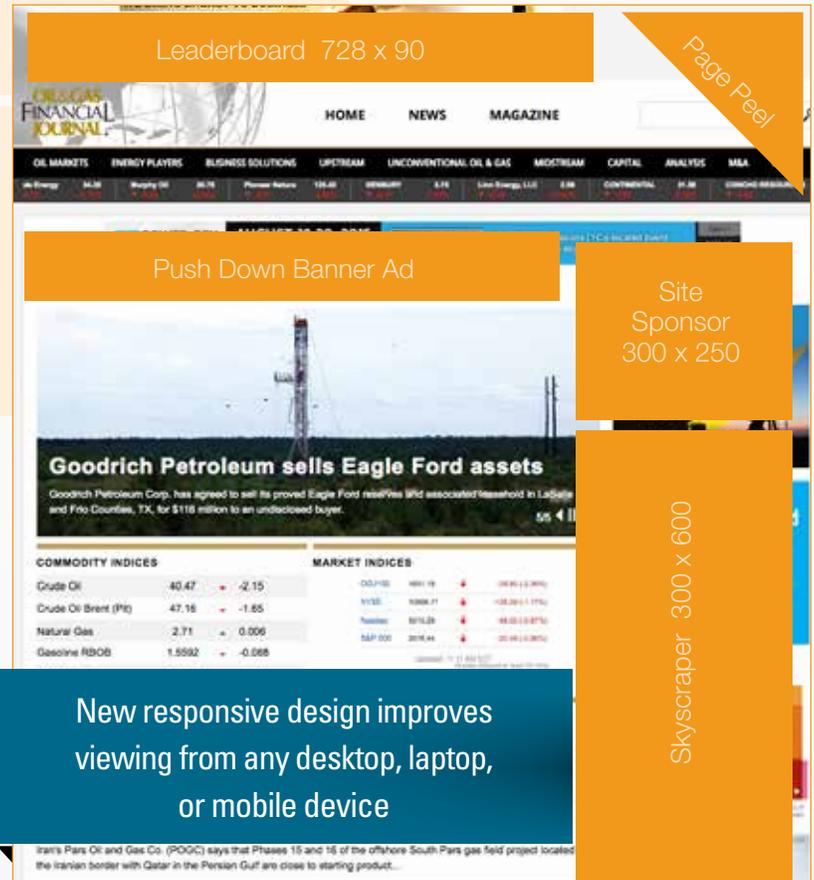
**TOPIC CENTER  
SPONSORSHIPS**

Align your message with relevant content and within specific verticals to target specific audiences. Place a single banner ad or be the exclusive sponsor of a topic center.

Topic Center	Site Sponsor	Middle Position	Leaderboard	Exclusive
Oil Markets	\$550	\$650	\$750	\$1,105
Energy Players	\$550	\$650	\$750	\$1,105
Midstream	\$550	\$650	\$750	\$1,105
Capital	\$550	\$650	\$750	\$1,105
Business Solutions	\$550	\$650	\$750	\$1,105
Upstream	\$550	\$650	\$750	\$1,105
Mergers & Acquisitions	\$550	\$650	\$750	\$1,105
Analysis	\$550	\$650	\$750	\$1,105
Unconventional	\$800	\$900	\$1,000	\$2,280

**64.1%** of OGFJ readers surveyed rely on industry websites to perform their job functions

Source: OGFJ 2015 Readership Survey



New responsive design improves viewing from any desktop, laptop, or mobile device

**OGFJ.com is organized into the following topic centers**

Prices listed are USD gross rate for one month

Ad displays on desktop site

Ad displays on mobile site

Visit [OGFJ.com/advertise](http://OGFJ.com/advertise) to view mobile-responsive ad specs, hybrid ad units, and plain text availability.

**DIGITAL MEDIA SOLUTIONS**

**Webcast Sponsorships**

Webcasts generate highly qualified, active leads while presenting your technology expertise to industry professionals. Sponsorships leverage the OGFJ brand to help position sponsoring organizations as industry experts. The live event is available on demand and promoted on the OGFJ.com website for six months. Sponsors receive detailed registration information from all registrants, providing your sales staff with a database of quality prospects.

**Email List Rentals**

Offering quick response at a low cost, Email List Rentals allow you to reach a targeted audience with your custom email deployment. Your message will be sent to industry professionals you've specified from our database list selects and can be used for a nearly unlimited variety of promotional programs.

**VIDEO SOLUTIONS**

**Video White Papers**

These 5- to 12-minute, professionally produced videos are shot at your location of choice by our experienced video team. The final video may be hosted on our website with an optional registration form, enabling you to generate leads and drive traffic to your website.

**Custom Video Channel**

The Custom Video Channel extends the reach of video you have created (or that we have custom produced) with an exclusive landing page on our relevant website, providing exposure to your target audience.

Banner advertising on your exclusive landing page provides a branding opportunity for your company and/or products. A targeted email to our audience drives viewers to your content.

**White Paper Sponsorships**

White Paper Sponsorships ensure that your content is visible where industry decision makers go to conduct purchasing research and create vendor short lists. Online White Paper Sponsorships leverage our site's content depth and SEO expertise, resulting in a powerful marketing tool to educate your next potential customer. Custom registration forms help provide your sales staff with a database of quality leads.

White papers are posted to our website to generate leads not only from our audience but from online searches as well. To increase exposure and maximize performance, emails are sent to targeted users from our database.

PRODUCT	PRICE
DIGITAL MAGAZINE ADVERTISING (WITH RICH MEDIA)	\$1,000
DIGITAL MAGAZINE ADVERTISING (SPLIT RUN)	\$1,000
EMAIL LIST RENTALS	\$575 per 1,000 / minimum of \$2,300
WEBCAST SPONSORSHIP	\$12,000
CUSTOM VIDEO CHANNEL	\$4,650
VIDEO WHITE PAPERS	\$4,650

MOBILE APP SPONSOR
OPTION 1: ADVERTISER LOGO IN WHITE WITH TRANSPARENT BACKGROUND. 210X175 .GIF OR 24-BIT .PNG 10 KB
OPTION 2: 320X50 .JPG OR .GIF (CAN BE ANIMATED) 15 KB

EXPECT **HIGH-IMPACT** RESULTS



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

**From industry to industry, we know what works.**

Visit [www.pennwellmarketing.com](http://www.pennwellmarketing.com) to learn more, or contact Paul Andrews at 240-595-2352.

**NEW!**

OGFJ eNewsletters deliver industry news and information to thousands of opt-in subscribers worldwide. Target specific industry segments and an audience that has indicated an interest in specific topic categories.

**74%** of OGFJ readers click on an ad or visit a company's website as a result of seeing an eNewsletter ad

Source: OGFJ 2015 Readership Survey

**OIL & GAS FINANCIAL JOURNAL**

**SHALE MONITOR**  
http://e1.nedb-media.com/ie.html

Leaderboard 728 x 90

Data: The New Game Changer in Oil and Gas  
Access the whitepaper "Data: The New Game Changer in Oil and Gas" sponsored by Seven Lakes Technologies - a rapidly growing technology solutions firm offering products and services to the oil and gas sector.

Production, spending levels, and trends in North American shale plays  
The total liquid supply from North American shale production will increase by 1.4 million barrels of oil equivalent per day in 2014 compared to 2013, according to Rystad Energy. See where production and spending are likely to occur.

Difficult water management  
Today, much more attention is being paid to issues surrounding the management of oilfield water used in upstream oil and gas operations. Managing increased volumes of frac flowback water garners headlines, but there is more to be said concerning the huge and growing volumes of produced water.

Battles continue over local bans on hydraulic fracturing  
In towns across America, hydraulic fracturing continues to be a hot-button issue, with municipalities in at least twelve states adopting measures to ban hydraulic fracturing altogether on a temporary or permanent basis. Recent developments in Texas, California, and Colorado demonstrate that battles continue over local bans on hydraulic fracturing.

WoodMac: Unconventional 3.0  
Wood Mackenzie has identified the three distinct phases of the unconventional onshore revolution and has explored the future of the sector in North America and internationally.

Liberty Resources II signs Bakken asset transaction agreement  
Liberty Resources II LLC has signed a definitive agreement with Emerato Oil Inc. to exchange a portion of its holdings in North Dakota's Williston Basin for additional acreage in the Williston Basin and UG76.4M. In addition, Liberty will acquire 4,175 net acres in Williams County, North Dakota, which will add an estimated 30 operated drilling locations to the company's current portfolio.

Lucas Energy and QVR form Eagle Ford joint venture  
Lucas Energy Inc. has signed a binding participation agreement with Oak Valley Resources LLC to jointly develop Lucas Energy's Karnes County, Texas, acreage in the Eagle Ford shale formation.

Vine Oil & Gas LP and Blackstone Energy Partners signed a definitive agreement to acquire the Haynesville assets of SINEPI LP and Shell Gulf of Mexico Inc., affiliates of Royal Dutch Shell plc, for US\$1.2B.

EV Energy Partners to sell certain Eagle Ford formation rights  
EV Energy Partners LP has agreed to sell certain Eagle Ford formation rights to an undisclosed buyer.

Unconventional Resources Man...

Square 180 x 150

Skyscraper 160 x 600

**OGFJ WEEKLY**

45,606+ subscribers\*

The OGFJ Weekly Serves as a recap of the previous week's subscribers' trending content and highlights any breaking news for the week. **Monday afternoons**

**A&D MONITOR**

43,364+ subscribers\*

Keeps track of oil and gas transactions in the US, Canada, and worldwide – covering upstream, midstream, oilfield services, and technology deals, including insightful analysis.

1st Tuesday of each month

**SHALE MONITOR**

29,636+ subscribers\*

Builds brand awareness around content related to developments in the thriving North American and global unconventional oil and gas sectors. **4th Tuesday of each month**

**REGULATORY MONITOR**

42,922+ subscribers\*

Places your message before people who are keeping up to date with federal, state, and local regulatory issues that impact the oil and gas industry. **2nd Tuesday of each month**

**MIDSTREAM REPORT**

47,862+ subscribers\*

Targets audiences focusing on the financing, construction, and implementation of midstream facilities with your brand message. **3rd Tuesday of each month**

**CONFERENCE & EXHIBITION Newsletters**

Contact your OGFJ sales representative for details

**Banner and eNewsletter Creative Requirements**

Max. file size: 40 kb

File format: .gif (static) and .jpg only

eNewsletter ad submissions should be static

May include a 50-word (max.) text backup with URL

LEADERBOARD	728 x 90 pixels	\$1,750
SKYSCRAPER	160 x 600 pixels	\$1,100
SQUARE SITE SPONSOR	180 x 150 pixels	\$975

**NOTE:** Prices listed are USD gross monthly rates.

\* Subscriber circulation is subject to fluctuation

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