



OIL&GAS
FINANCIAL
JOURNAL®

2017 MEDIA RESOURCE

The Executive Publication for the Oil & Gas Industry

PennWell®

OUR MISSION – YOUR SUCCESS

Oil & Gas Financial Journal is the premier executive publication for the oil and gas industry. *More senior executives in the global petroleum business get their news and information from OGFJ than any other publication serving this demographic. In addition to these industry leaders, OGFJ also reaches a large audience of influential professionals in the finance and investment community – bankers, private capital providers, hedge fund managers, industry analysts, consultants, institutional investors, and high net worth individuals.

Our mission is to provide these decision-makers with crucial information and analysis from industry experts and our experienced editors about the latest developments in the global petroleum industry and how it affects their business.

OGFJ delivers this insightful content in a variety of ways to suit the busy schedule of our executive audience – a monthly publication in both print and digital formats; a mobile app for “on the go” access to content from smart phones and tablets; and a website that is continually updated with the latest energy news. In addition, our editors produce eight monthly e-newsletters that cover key industry sectors: Shale Monitor (unconventional resources); A&D Monitor (mergers, acquisitions, and divestitures); Regulatory Monitor, (government regulation and legal issues); and OGFJ Midstream Report (transportation and processing). We also publish special-edition newsletters during major conferences and exhibitions.

**Oil and Gas Financial Journal, BPA Brand Report, June 2016 and Oil and Gas Investor, BPA Brand Report, June 2016*

We are proud of our reputation and the respect we have earned over the years of serving this industry, but we won't rest on our laurels. Our goal is to continue to improve our content and how we deliver this content in order to help our readers grow their business.

Mitch Duffy – Publisher

Don Stowers – Chief Editor

78.2%

of our audience are typically looking for market analysis and trends when visiting www.ogfj.com

2016 Audience Readership Survey

72%

of subscribers have purchasing influence or authority

2016 Audience Readership Survey

43.9%

of OGFJ readers said their organizations are more likely to evaluate products and systems from alternate vendors than they were last year

2016 Audience Readership Survey

63.5%

of the audience relies on print magazines as an offline source of information to do their jobs

2016 Audience Readership Survey



CHIEF EDITOR

Don Stowers
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

Mikaila Adams joined *Oil & Gas Financial Journal* in 2005 and was named Editor in 2016. 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.; Per Magnus Nysveen, Rystad Energy; Nick Snow, *Oil & Gas Journal*; Imre Szilagyi, geologist and economist; 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, Communications Executive; Mickey Coats, BOK Financial; Adrian Goodisman, Moelis & Company; Bradley Holmes, EnergyIR; Maynard Holt, Tudor, Pickering, Holt & Co.; Carole Minor, Encore Communications; Jaryl Strong, Media Relations; John M. White, Roth Capital Partners; and Ron Whitmire, EnerVest Ltd.

55.6%

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

2016 Audience Readership Survey

59.4%

of our readers describe their occupation as Executive Management

2016 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 or 713-963-6235.

100% One Year Qualified Circulation

10,187 North American subscribers

5,816 subscribers beyond North America

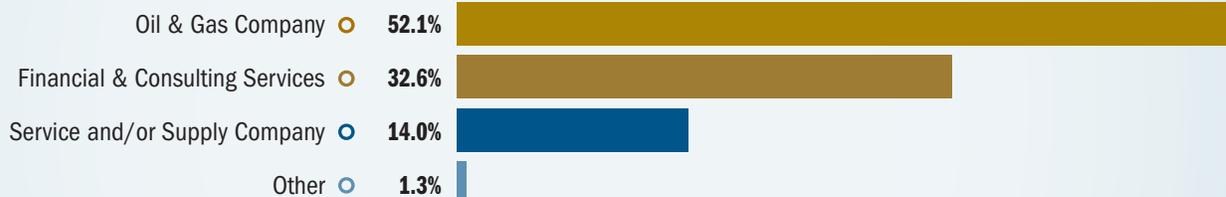
16,003

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

*Oil and Gas Financial Journal, BPA Brand Report, June 2016 and Oil and Gas Investor, BPA Brand Report, June 2016

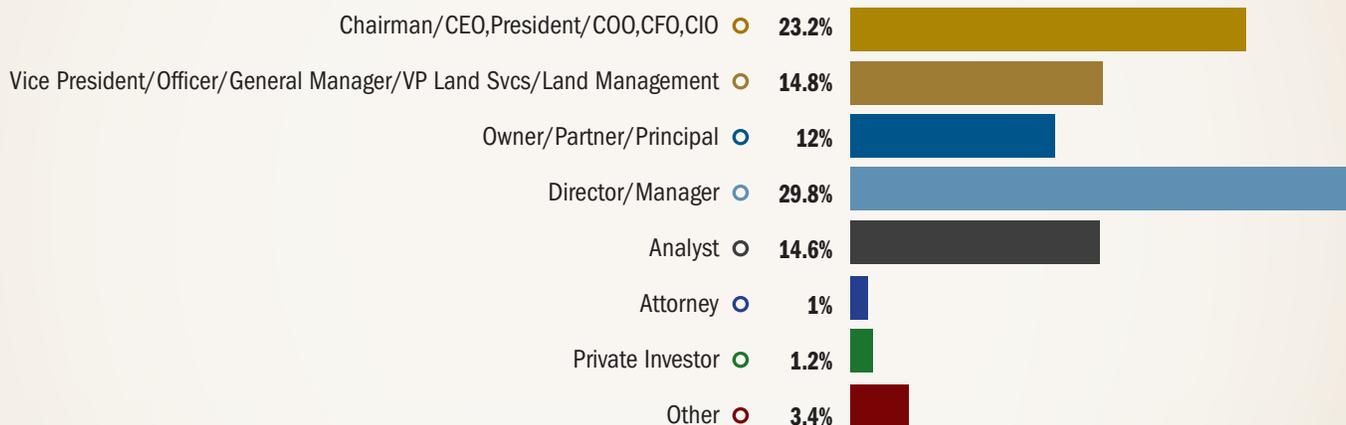
BPA Brand Report June 2016

QUALIFIED SUBSCRIBERS BY INDUSTRY



BPA Brand Report June 2016, TQ = 16,003

QUALIFIED SUBSCRIBERS BY JOB TITLE



BPA Brand Report June 2016, TQ = 16,003

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 Worldwide is the largest auditing service for business and professional publications. Twice a year, OGFJ enlists BPA Worldwide 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 customers of your products instead of unknown recipients. 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 thousands of decision makers with buying authority worldwide.

* *Publisher's own data*

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 11.**

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 10.**

SOCIAL MEDIA BOOST (30,676+ 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.

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 11.**

OGFJ MOBILE APP (25,000+ 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 9.

Contact your sales rep for current pricing.



REVISÉD COPY (See Additional Data)
OIL & GAS FINANCIAL JOURNAL BRAND REPORT
FOR THE 6 MONTH PERIOD ENDED JUNE 2016

No attempt has been made to rank the information shown 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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www.ogfj.com

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 insight 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-regulated 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

OIL & GAS FINANCIAL JOURNAL

6 Issues in the period
15,742 average circulation

OIL & GAS FINANCIAL JOURNAL APP

25,021 cumulative downloads

OIL & GAS FINANCIAL JOURNAL WEBSITE

61,883 average unique viewers

OIL & GAS FINANCIAL JOURNAL

30,676 Twitter followers
12,174 Facebook likes
1,837 LinkedIn group members

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	NonPaid	Paid	Average
OIL & GAS FINANCIAL JOURNAL (6 issues in the period)	15,742	-	15,742
a. Print	5,920	-	5,920
b. Digital	10,222	-	10,222
1. Requested	10,222	-	10,222
2. Non-Requested	-	-	-
OIL & GAS FINANCIAL JOURNAL APP (Cumulative Downloads)	*25,021	-	*25,021
OIL & GAS FINANCIAL JOURNAL WEBSITE (Monthly Unique Viewers with 155:215 average Page Impressions)	61,883	-	61,883
OIL & GAS FINANCIAL JOURNAL SOCIAL MEDIA			
a. Twitter followers	*30,676	-	*30,676
b. Facebook likes	*12,174	-	*12,174
c. LinkedIn group members	*1,837	-	*1,837

*App Downloads and Social Media claims are cumulative figures, not averages.



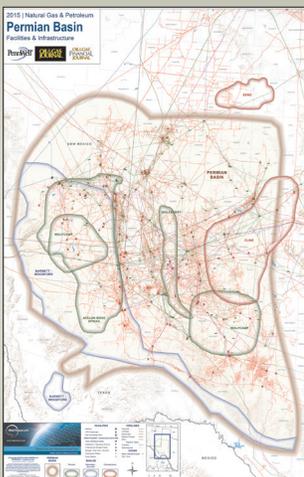
*BPA Brand Report June 2016

See additional digital solutions on pages 10-11.

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Editorial Focus	NAPE	Energy Consulting	Capital Sources	Data Management & Integration	Deal Making	Finance and Investments
In This Issue	North American Prospects; Upstream Investment & Financial Opportunities; US Election Impact; US Crude Oil Exports	Top Consulting Companies (Survey); Environmental & Regulatory; Tax & Accounting Issues	Energy Banking; Private Capital; Venture Capital; Restructuring & Reorganization	Digital Transformation; Big Data; Asset Optimization; Improving Efficiencies; Offshore Economics	Top US Transactions; Top International Deals; Capital Availability; Credit Outlook	Industry Recovery; Investing in Stocks and Commodities; Royalty Trusts; Hedging Options
Special Reports	OGFJ100P Quarterly Report (US Private Companies)	OGJ150 Quarterly Report (US Public Companies)	Energy Banking: Expertise & Relationships; Top 40 US Oilfield Services Companies		OGJ150 Quarterly Report (US Public Companies)	Private Capital
Ad Close	08 Dec 16'	07 Jan	04 Feb	07 Mar	08 Apr	06 May
Materials Due	15 Dec 16'	13 Jan	10 Feb	14 Mar	17 Apr	12 May
Bonus Distribution	NAPE Summit, Houston	EnerCom San Francisco	IPAA OGIS, New York	Offshore Technology Conference, Houston; PNEC, Houston	Louisiana Energy Conference	

26.47% of OGFJ readers visited a company's website after viewing an advertisement in a print magazine

Source: 2016 Audience Readership Survey



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 2017:

- 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	Software Solutions	Private Capital	Midstream Finance	2018 Outlook
Shale Economics; Top Shale Deals; Natural Gas Update; US Crude Oil Exports	Asset Management Survey / Hedging Strategies / OGJ150 Quarterly Report (Public Companies)	Tax & Accounting Issues; Reservoir Management; Data Integration; Keeping Up With the Technology Curve	Who's Who in Private Equity; Wealth Management; Responsible Environmental Practices	Midstream Infrastructure; Regulatory Update; Midstream M&A; MLPs	Economic Forecast; Executive Compensation; Top Private Capital Deals in 2017
OGFJ100P Quarterly Report (US Private Companies)		Top 40 Oilfield Service Companies	OGFJ100P Quarterly Report (US Private Companies)	Top Midstream Companies; OGJ150 Quarterly Report (US Public Companies)	
08 Jun	11 Jul	09 Aug	12 Sept	10 Oct	03 Nov
15 Jun	18 Jul	16 Aug	19 Sept	17 Oct	10 Nov
URTEC; Summer NAPE, Houston; EnerCom's Oil & Services Conference, Denver; PowerGen Natural Gas	Pipeline Week	IPAA OGIS West			IPAA Private Capital Conference, Houston

63.54% of OGJF readers use the print magazine to do their jobs better

Source: 2016 Audience 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 OGJF circulation, and are a great opportunity to reach highly targeted and select audiences. New special reports for 2017 include:

MARCH	JUNE	SEPTEMBER	NOVEMBER
Energy Banking	Private Capital	Top 40 Oilfield Service Companies	Top Midstream Companies

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.

55% of our readers rely on newsletters as an online source of information to do their job

Source: 2016 Audience Readership Survey

OGFJ Weekly Update | View online | August 1, 2016 | Forward to a Friend

OIL&GAS FINANCIAL JOURNAL

OGFJ WEEKLY

August 1, 2016

Leaderboard 728 x 90

Sponsored
Gaining Advantages through Joint Ventures
Today's market volatility is likely to prompt oil and gas companies to explore the use of new joint ventures to increase efficiencies, mitigate risk, and overcome capital constraints. A joint venture approach can effectively combine capital and operating capabilities to allow large projects to be undertaken and energy resources to be developed. Get the new [whitepaper](#) from Founders Investment Banking today!

OGFJ Weekly provides quick access to current and archived content made most popular by our readers over the past seven days. OGFJ Weekly content is compiled from the archives of [OGFJ.com](#), *Oil & Gas Financial Journal*, and OGFJ newsletters. Take a look and see what's trending.

Trending content July 25 - July 29

The Hz San Andres
Relatively new for investors, the Horizontal San Andres could generate very strong economics and IRRs.

Continue Reading » Share: [f](#) [t](#) [in](#) [g+](#) [x](#)

OGFJ100P Private company update
While only a slight drop, a slip from No. 8 to No. 10 makes Petro-Hunt the biggest mover in the Top 10 by total BOE production when comparing this OGFJ100P to the previous installment in April.

Continue Reading » Share: [f](#) [t](#) [in](#) [g+](#) [x](#)

Viper Energy makes Permian acquisition, commences public

Skyscraper 300 x 600

Middle Position 300 x 250

OGFJ WEEKLY

50,000 recipients*

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

50,000 recipients*

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

REGULATORY MONITOR

49,000 recipients*

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

42,000 recipients*

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

SHALE MONITOR

43,000 recipients*

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*

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

AD TYPE	SIZE	PRICE
LEADERBOARD	728 x 90 pixels	\$1,750
SKYSCRAPER	300 x 600 pixels	\$1,100
MIDDLE POSITION	300 x 250 pixels	\$975

NOTE: Prices listed are USD gross monthly rates.

* Publisher's own data, subscriber circulation is subject to fluctuation

Visit OGFJ.com/advertise for mobile-responsive ad specs.

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.

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.

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.

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

Oil & Gas Financial Journal 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.ogfj.com/marketing.html to learn more, or contact Mitch Duffy at 713-963-6286 | mitchd@pennwell.com

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.

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>

62.8% of OGFJ readers surveyed rely on industry / magazine websites to do their job

Source: 2016 Audience Readership Survey

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

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

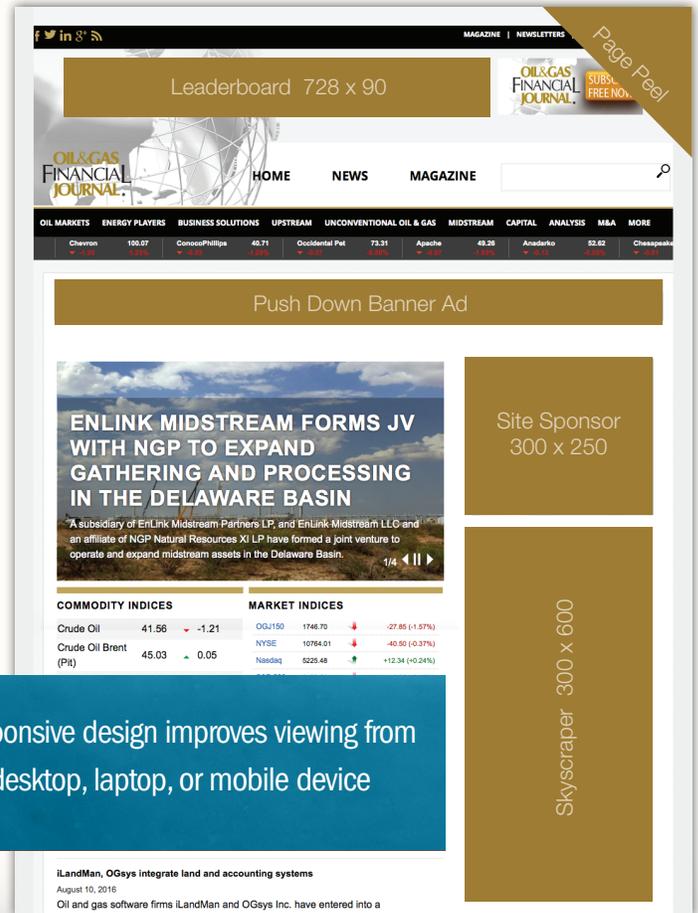


Two rotations available
 Dimensions: 300 x 600, 40 kb
 .jpg or .gif (can be animated)

ROTATING SITE SPONSOR – \$1,475



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



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

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

Visit OGFJ.com/advertise to view mobile-responsive ad specs, hybrid ad units, and plain text availability.

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

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: admaterail@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.

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

PUBLISHER/SALES INFORMATION

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