

INSERTION & ARTWORK DEADLINES

MAGAZINE ADVERTISING DEADLINES

	DEADLINES	BONUS DISTRIBUTION
ISSUE 1	Insertion: January 8, 2018 Artwork: January 15, 2018	
ISSUE 2	Insertion: March 5, 2018 Artwork: March 12, 2018	DUG Permian Williston Basin Petroleum Conference
ISSUE 3	Insertion: May 7, 2018 Artwork: May 14, 2018	Bakken Conference (in bags) NAPE Summer DUG Eagle Ford DUG East
ISSUE 4	Insertion: June 25, 2018 Artwork: July 9, 2018	NDPC Annual Meeting DUG Midcontinent
ISSUE 5	Insertion: September 4, 2018 Artwork: September 11, 2018	OilComm Executive Oil Conference
ISSUE 6	Insertion: November 5, 2018 Artwork: November 12, 2018	Energy Generation Conference NAPE Summit

WEBINAR SPONSORSHIP DEADLINES

JANUARY

Deadline: December 22, 2017

FEBRUARY

Deadline: January 19, 2018

MARCH

Deadline: February 16, 2018

APRIL

Deadline: March 23, 2018

MAY

Deadline: April 20, 2018

JUNE

Deadline: May 18, 2018

JULY

Deadline: June 22, 2018

AUGUST

Deadline: July 20, 2018

SEPTEMBER

Deadline: August 24, 2018

OCTOBER

Deadline: September 21, 2018

NOVEMBER

Deadline: October 19, 2018

DECEMBER

Deadline: November 16, 2018

RATES & SPECS

RATES











All display advertising rates: per insertion, in U.S. dollars

ALL PRICES NET

	1x Rate	3x Rate	6x Rate
Marketplace	\$299	\$299	\$299
1/3 Page	\$1,601	\$1,444	\$1,284
1/2 Page	\$1,765	\$1,605	\$1,391
2/3 Page	\$2,141	\$1,927	\$1,772
Full Page	\$2,467	\$2,253	\$2,042
1/2 Spread Page	\$2,467	\$2,253	\$2,042
2 Page Spread	\$3,676	\$3,357	\$3,030

PREMIUM PLACEMENT:
 +25% **Inside Front Cover**
 +25% **Opposite Contents Page**
 +25% **Inside Back Cover**
\$4,994 Back Cover

SIZES

	Non-Bleed Ad Size	With Bleed Ad Size	Trim Size	Live Area Size*
 Two-Page Spread	16" x 9.875"	17" x 11.375"	17" x 10.875"	16.5" x 10.375"
 Half-Page Spread	16" x 4.625"	17" x 5.375"	17" x 5.125"	16.5" x 4.875"
 Full Page	7.5" x 9.875"	9" x 11.375"	8.5" x 10.875"	8" x 10.375"
 1/2 Page H	7.5" x 4.625"	9" x 5.375"	8.5" x 5.125"	8" x 4.875"
 1/3 Page H	7.5" x 3.375"	9" x 4.125"	8.5" x 3.875"	8" x 3.625"
 1/3 Page V	2.5" x 9.875"	3.25" x 11.375"	3" x 10.875"	2.25" x 10.375"
 1/2 Page V	3.75" x 9.875"	4.5" x 11.375"	4.25" x 10.875"	3.5" x 10.375"
 2/3 Page V	5" x 9.875"	5.75" x 11.375"	5.5" x 10.875"	4.75" x 10.375"
 1/2 Page Island	5" x 6.875"	N/A		
 1/3 Page Island	5" x 5.125"	N/A		

INCREASE EXPOSURE

Call for pricing.



COVERWRAPS

Cover wraps are attached to the front of the magazine. Prices vary by issue.



BELLYBANDS

Bellybands wrap around the outside of the magazine. Prices vary by issue.

PUBLICATION INFORMATION

Publication (Trim) Size: 8.5" x 10.875"

Live Area: 8" x 10.375"

Paper Stock: 70-lb. gloss-coated guts, 80-lb. gloss-coated cover

Method of Printing: Web press, 150 lpi, process color

Binding: Saddle-Stitched

Applications: Designed in Adobe InDesign. PC files.

Ad placement: Apart from Premium Ad Placements, vertical ads are placed along the outside of the page and horizontal ads are placed at the bottom of the page.

Proofs: We do not supply proofs

Storage of Advertisement: 24 months

ARTWORK SPECS

Color: CMYK/process colors only. **NO SPOT COLORS.**

All spot colors must be converted to CMYK. Color quality is not guaranteed if spot colors are used. No built-in black type.

Fonts: Outline or embed all fonts in the PDF

File Format: High-Res PDF

Resolution: All advertising materials must be at least 300 dpi and submitted at 100% size.

Bleed: Refer to SIZES for the different bleed-size ads. A 1/4" bleed is required for each side that bleeds. PLEASE CHECK THE LIVE AREA. Ads sizes that don't bleed will have a 1/2" border around the ad.

Live area: To prevent info being trimmed off, all text, logos, etc., must be kept 1/2" in from the edge of the ad.

PDF Files: Save with all fonts and images embedded. Save without color profiles. Once PDF is created, please check the bleed – see below for BLEED specifications. If submitted artwork does not meet specifications a new file will be requested.

Trapping: Save files without trapping preferences.

Color Profiles: Whenever possible – do not embed or include color profiles.

CREATING ARTWORK

In-House Production: The North American Shale magazine will create advertisements for clients. The advertiser must submit ad copy, plus high-resolution logos and photos. Photos may be purchased for advertisement, but at the client's expense. Submission of materials should be completed at least one month prior to the artwork deadline. No fee for in-house ad creations when advertising in North American Shale magazine.

SUBMITTING ARTWORK

FTP Site: Uploaded to our FTP site.

Call 866-746-8385 for info.

Email: artwork@bbiinternational.com

Send hard copy artwork:

North American Shale magazine

Attn: Advertising Coordinator

308 2nd Ave. N., Suite 304

Grand Forks, ND 58203

ADVERTISING CONTACT:

North American Shale magazine

Phone: 866-746-8385 | Fax: 701-746-5367

service@bbiinternational.com



INSERTS/OUTSERTS

Inserts are stitched into the magazine on 100# stock. Outserts are poly-bagged with the magazine.

Please call 866-746-8385 or e-mail service@bbiinternational.com for details.