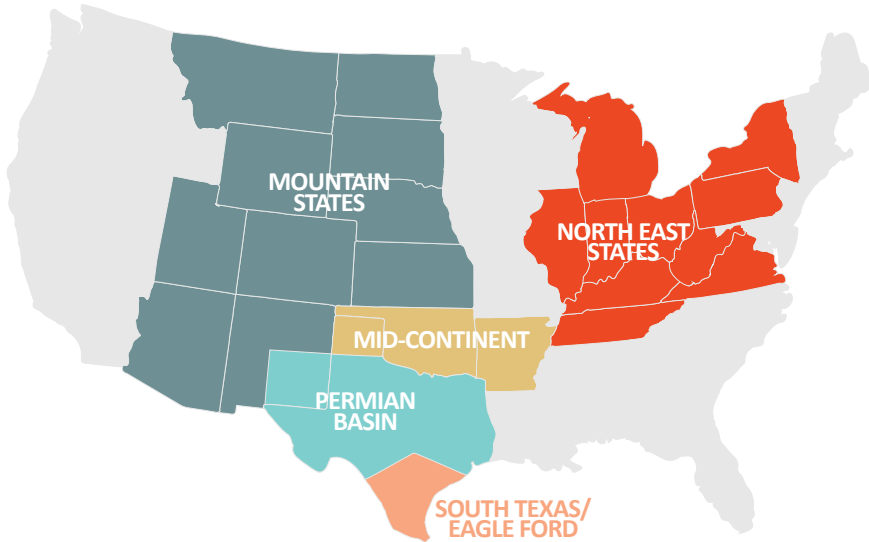


# CIRCULATION

Looking to Target  
Exploration & Production Companies?

Exploration & Production Industry Professionals in All Shale Plays



**351**

Owners, Partners,  
Presidents, Chairmen,  
CEOs, Operation  
Officers

**Mountain States  
Shale Plays**

**223**

Owners, Partners,  
Presidents, Chairmen,  
CEOs, Operation  
Officers

**North East  
Shale Plays**

**389**

Owners, Partners,  
Presidents, Chairmen,  
CEOs, Operation  
Officers

**Permian Basin  
Shale Play**

**392**

Owners, Partners,  
Presidents, Chairmen,  
CEOs, Operation  
Officers

**Mid-Continent  
Shale Plays**

**487**

Owners, Partners, Presidents,  
Chairmen, CEOs, Operation Officers

**South Texas/Eagle Ford**

To view a list of exploration and production companies receiveing *North American Shale* magazine, contact us at 866-746-8385 or email us at [service@bbiinternational.com](mailto:service@bbiinternational.com)

Each Report is Mailed to  
7,500 Shale Oil and Gas Professionals

## SUBSCRIPTIONS

*North American Shale* magazine's reports are printed annually (2 individual reports) — FREE of charge — to subscribers.

Subscriptions are available at [NorthAmericanShaleMagazine.com](http://NorthAmericanShaleMagazine.com)

Subscriptions can also be processed via the phone by calling 866-746-8385.

## CIRCULATION

*North American Shale* magazine's report is distributed to the following groups doing business in the North American Shales:

- Oil & gas executives
- Drilling contractors
- Investment teams
- Economic developers
- City planners
- Real estate firms
- Material suppliers
- Logistics teams
- Construction companies
- Lease holders
- Accountants
- Legislators
- Transportation companies
- Companies supporting the region's industry

## BONUS DISTRIBUTIONS

*North American Shale* magazine's reports will be available at the following industry events:

### BAKKEN REPORT

- The Bakken Conference & Expo
- Williston Basin Petroleum Conference
- DUG Rockies Conference & Exhibition
- DUG Midcontinent
- Shale Markets Energy Exposition
- Energy Generation Conference
- NAPE Summer

### PERMIAN REPORT

- DUG Eagle Ford
- OilComm
- Permian Basin International Oil Show
- Executive Oil Conference
- DUG Permian Basin
- NAPE Summit

# ADVERTISING DEADLINES

See page 5 for specific Bakken & Permian Report Bonus Distributions



**Insertion:** March 30, 2020  
**Artwork:** April 6, 2020



**Insertion:** Sept. 8, 2020  
**Artwork:** Sept. 14, 2020

## RATES

### PRICING ALL PRICES NET

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

#### Bakken and/or Permian Reports (print)

Marketplace	\$795
1/2 Page	\$1,195
Full Page	\$1,995
White Paper/Case Study	\$2,495 per page
Sponsored Content Pkg	\$4,995

#### Additional Advertising Options (online)

Weekly Video Sponsor	\$795
Press Release Packages	\$795 & \$1,795
NorthAmericanShaleMagazine.com	\$295 - \$995
The Schale Scene E-Newsletter	\$115 - \$395
Digital Press Package	\$1,995

#### BAKKEN AND/OR PERMIAN REPORTS PREMIUM PLACEMENT:

- +25% Inside Front Cover
- +25% Opposite Contents
- +25% Inside Back Cover
- \$4,994 Back Cover

## INCREASE EXPOSURE

Call for pricing. Please call 866-746-8385 or e-mail [service@bbiinternational.com](mailto:service@bbiinternational.com) for details.



#### COVERWRAPS

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



#### BELLYBANDS

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



#### INSERTS/OUTSERTS

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

## SIZES



**Full Page**

<b>Non-Bleed Ad</b>	7.5" x 9.875"
<b>With Bleed Ad</b>	9" x 11.375"
<b>Trim</b>	8.5" x 10.875"
<b>Live Area*</b>	8" x 10.375"



**1/2 Page**

<b>Non-Bleed Ad</b>	7.5" x 4.625"
<b>With Bleed Ad</b>	9" x 5.375"
<b>Trim</b>	8.5" x 5.125"
<b>Live Area*</b>	8" x 4.875"



**Marketplace**

**Image Size:** 3.7" x 3.23" (300 dpi)  
**Write-up:** 50-60 words\*  
**Contact info:** Address, phone, website  
\*Address, phone number and website are not counted in the 50-60 word write-up

#### 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 or Perfect-Bind (depending on page count)  
**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

#### SUBMITTING ARTWORK

**ADVERTISING CONTACT**  
FTP Site: Uploaded to our FTP site.  
Call 866-746-8385 for info.  
Phone: 866-746-8385 | Fax: 701-746-5367

Email: [artwork@bbiinternational.com](mailto:artwork@bbiinternational.com)  
[service@bbiinternational.com](mailto:service@bbiinternational.com)

Send hard copy artwork:  
**North American Shale magazine**  
Attn: Marketing & Advertising Coordinator  
308 2nd Ave. N., Suite 304  
Grand Forks, ND 58203

#### 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" page border around the ad.  
**\*Live area:** To prevent text, logos, etc. from being trimmed off, keep info 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.