

ONLINE OVERVIEW



The Shale Scene **74,500**
E-Newsletter Subscribers

NorthAmericanShaleMagazine.com
Visitors / Page Views

27,981 Avg. Visitors/Month
335,781 Avg. Visitors/Year
39,341 Avg. Page Views/Month
472,092 Avg. Page Views/Year

1.39 Pages/Visits
0:59 Average Visit Duration
87.5% New Visitors

NorthAmericanShaleMagazine.com

#1 ONLINE SOURCE

of News & Information About North American Shale Business & Policy

“An Always Accessible Route to the North American Shale Plays”

Top 10 Visits by State

All Stats from Google Analytics – July 1, 2018 – June 30, 2019



73,992

Texas



20,585

Colorado



19,224

North Dakota



18,257

Virginia



16,470

California



14,389

New York



9,275

Oklahoma



7,654

Illinois



4,570

Oregon



4,513

Florida

Social Media



4,901 **5,687**
Followers Network Referrals



861 **8,193**
Followers Network Referrals



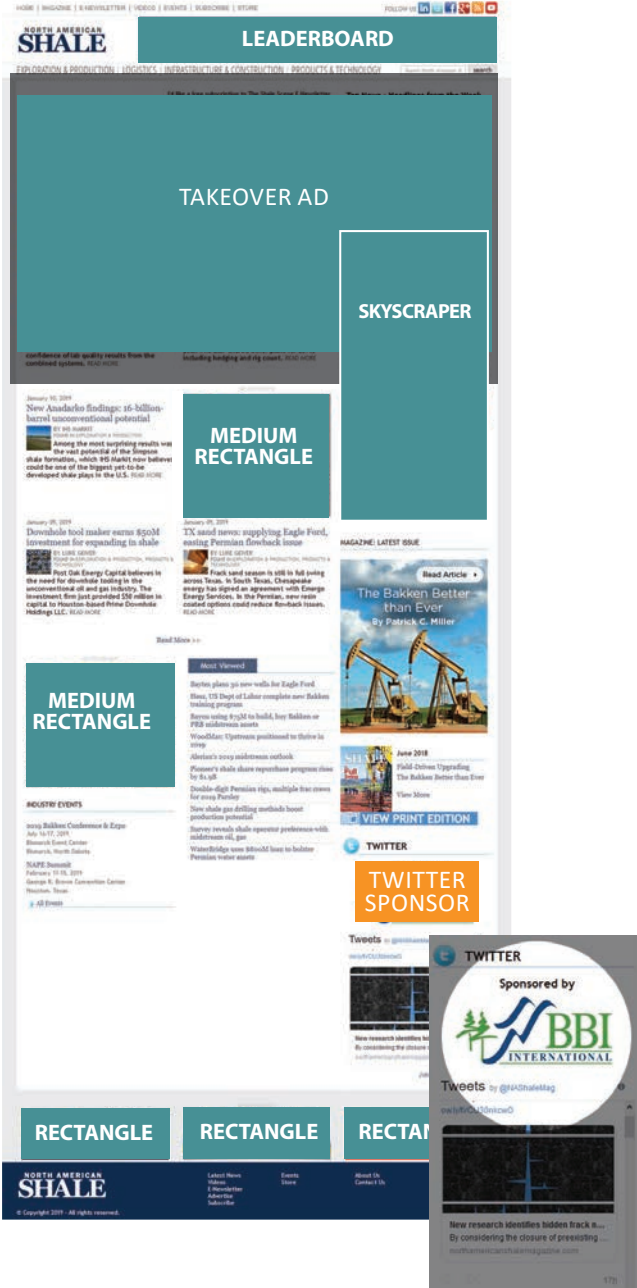
196 **5,545**
Followers Network Referrals

NORTH AMERICAN
SHALE

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ONLINE ADVERTISING

NorthAmericanShaleMagazine.com



1 LEADERBOARD \$995/month

DIMENSIONS 728 x 90 pixels
 FILE SIZE 40k limit
 POSITION Top of every page viewed within the site
 AVAILABILITY 4 ad slots per month
 ROTATION Maximum 4 ads rotate randomly
 FORMAT JPEG, GIF, or animated GIF

2 SKYSCRAPER \$895/month

DIMENSIONS 300 x 600 pixels
 FILE SIZE 40k limit
 POSITION Right-hand side on every page viewed within the site
 AVAILABILITY 4 ad slots per month
 ROTATION Maximum 4 ads rotate randomly
 FORMAT JPEG, GIF, or animated GIF

3 MEDIUM RECTANGLE \$595/month

DIMENSIONS 300 x 250 pixels
 FILE SIZE 40k limit
 POSITION Home page and right side within content
 AVAILABILITY 10 ad slots per month
 ROTATION Maximum 10 ads rotate randomly
 FORMAT JPEG, GIF, or animated GIF

4 RECTANGLE \$295/month

DIMENSIONS 300 x 100 pixels
 FILE SIZE 40k limit
 POSITION Bottom of every page
 AVAILABILITY 10 Ad Slots
 ROTATION Maximum 10 ads rotate randomly
 FORMAT JPEG, GIF, or animated GIF

5 TAKEOVER AD \$5,995/month

DIMENSIONS 956 x 500 pixels
 FILE SIZE 100k limit
 POSITION Visible for 25 seconds, taking over homepage
 AVAILABILITY 1 ad slot per month
 FORMAT JPEG, GIF, PNG

6 TWITTER SPONSOR \$795/month

DIMENSIONS Maximum of 300 w or 125 h pixels
 FILE SIZE 25k limit
 POSITION Twitter section of homepage *see example*
 AVAILABILITY 1 ad slot per month
 FORMAT JPEG, GIF, PNG

ONLINE AD SCHEDULE

Month	Insertion / Artwork	Month	Insertion / Artwork
January 2020	December 16, 2019	July 2020	June 15
February 2020	January 15	August 2020	July 15
March 2020	February 14	September 2020	August 14
April 2020	March 16	October 2020	September 15
May 2020	April 15	November 2020	October 15
June 2020	May 15	December 2020	November 16