

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, animated GIF, or Flash

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, animated GIF, or Flash

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, animated GIF, or Flash

4

RECTANGLE \$195/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, animated GIF, or Flash

NorthAmericanShaleMagazine.com Schedule

ISSUE	ONLINE INSERTION/ARTWORK
January 2017	December 15, 2016
February 2017	January 13
March 2017	February 15
April 2017	March 15
May 2017	April 14
June 2017	May 15
July 2017	June 15
August 2017	July 14
September 2017	August 15
October 2017	September 15
November 2017	October 13
December 2017	November 15

The screenshot shows the North American Shale Magazine website. At the top, there's a navigation bar with 'HOME | MAGAZINE | E-NEWSLETTER | BLOG | EVENTS | JOBS | DIRECTORY | SUBSCRIBE | STORE'. The main header features the 'NORTH AMERICAN SHALE' logo and a 'LEADERBOARD' section. Below the header, there are several content blocks: 'LATEST NEWS' with articles like 'Trump signs memos to move forward on DAPL, Keystone XL pipelines', 'Halcon exits Eagle Ford to focus on Bakken, Permian', and 'Permian Basin midstream assets become hot purchase item'. There are also 'MEDIUM RECTANGLE' and 'RECTANGLE' ad spots. A 'SKYSCRAPER' ad is visible on the right side. At the bottom, there's a 'TWITTER' section and a 'VIEW PRINT EDITION' button.

NorthAmericanShaleMagazine.com:

Average Visitors/mo: **25,419**

Avg. Visitors/year: **305,027**

Avg. Pageviews/mo: **41,906**

Avg. Pageviews/year: **502,879**