

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' and social media icons. 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 'Abraxas Petroleum, an independent exploration and production company that has been focused on the Williston Basin and the Eagle Ford of East Texas for several years is exiting the Eagle Ford for the Permian and the Bakken.'; 'MEDIUM RECTANGLE' ads; 'INDUSTRY EVENTS' listing conferences like 'NAPE Summit' and 'The Bakken Conference & Expo'; and a 'TWITTER' feed. At the bottom, there are three 'RECTANGLE' ads and a footer with 'NORTH AMERICAN SHALE' logo, 'Latest News Blog E-Newsletter Advertise Subscribe', 'Events Jobs Store', and 'About Us Contact Us'.

NorthAmericanShaleMagazine.com:

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

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

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

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