

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 \$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, animated GIF, or Flash

NorthAmericanShaleMagazine.com Schedule

ISSUE	ONLINE INSERTION/ARTWORK
January 2019	December 14, 2018
February 2019	January 15
March 2019	February 15
April 2019	March 15
May 2019	April 15
June 2019	May 15
July 2019	June 14
August 2019	July 15
September 2019	August 15
October 2019	September 16
November 2019	October 15
December 2019	November 15

The screenshot displays the North American Shale Magazine website interface. At the top, there is a navigation bar with links for HOME, MAGAZINE, E-NEWSLETTER, VIDEOS, EVENTS, and STORE. A search bar is located on the right. Below the navigation, the main content area features several articles with images and headlines, such as 'Following 6-well test, Freedom goes all-in on Eagle Ford' and 'Ares acquires Paradigm to bolster Bakken midstream assets'. On the right side, there are three distinct ad placements: a 'LEADERBOARD' at the top, a 'SKYSCRAPER' in the middle, and a 'MEDIUM RECTANGLE' at the bottom. A 'Most Viewed' section is also visible. At the bottom of the page, there are three 'RECTANGLE' ad slots and a footer with the magazine's logo, contact information, and copyright notice.

NorthAmericanShaleMagazine.com:

Average Visitors/mo: 10,652

Avg. Visitors/year: 127,830

Avg. Pageviews/mo: 14,820

Avg. Pageviews/year: 177,834