

# North American Shale Magazine Online



**NorthAmericanShaleMagazine.com**

IS THE

# #1 ONLINE SOURCE

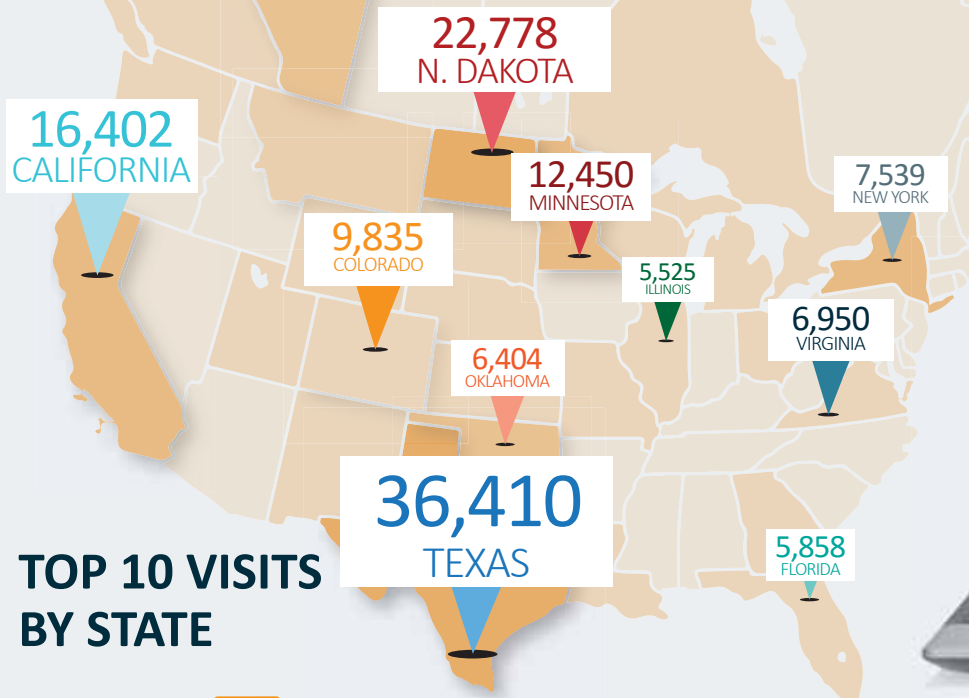
OF NEWS AND INFORMATION ABOUT  
NORTH AMERICAN SHALE BUSINESSES & POLICY

***“AN ALWAYS ACCESSIBLE ROUTE TO  
THE NORTH AMERICAN SHALE PLAYS”***

## OVERVIEW

# NorthAmericanShaleMagazine.com AT A GLANCE

## A Direct Route to Gas/Oil Operators & Users



# 83%

OF ONLINE VISITORS ARE INSIDE THE U.S.

# 67%

OF ONLINE VISITORS ARE NEW VISITORS



**54,984**  
SHALE SCENE SUBSCRIBERS



**34,190**  
PAGE VIEWS PER/MO.



**21,260**  
VISITS PER/MO.



**1.61**  
PAGES / VISITS



**00:01:25**  
AVERAGE VISIT DURATION

All Stats from Google Analytics – July 1, 2015 – June 30, 2016

For more details on analytics please call 866-746-8385 or email [service@bbiinternational.com](mailto:service@bbiinternational.com).

## CONNECTING YOUR ADVERTISEMENT WITH SOCIAL MEDIA

Every story the editorial team writes is published on *North American Shale magazine's* extensive social media network, bringing the social media audience to your advertisement.



**Google+**  
[plus.google.com/b/114244677126456415213](https://plus.google.com/b/114244677126456415213)



**3,760**  
Network Referrals  
**LinkedIn**  
[www.linkedin.com/company/north-american-shale-magazine](http://www.linkedin.com/company/north-american-shale-magazine)



**617**  
Followers  
**5,130**  
Network Referrals  
**FACEBOOK**  
[www.facebook.com/NorthAmericanShale](http://www.facebook.com/NorthAmericanShale)



**4,645**  
Followers  
**2,238**  
Network Referrals  
**TWITTER**  
[@NASHaleMag](https://twitter.com/NASHaleMag)

# 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

## 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

ISSUE	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



NorthAmericanShaleMagazine.com:

Average Visitors/mo: 10,652

Avg. Visitors/year: 127,830

Avg. Pageviews/mo: 14,820

Avg. Pageviews/year: 177,834

