

THE SHALE SCENE E-NEWSLETTER ADVERTISING

41,983 Subscribers *Sent Every Tuesday*

1

LEADERBOARD-TOP

\$395/week

DIMENSIONS 728 x 90 pixels
 FILE SIZE 40k limit
 FORMAT JPEG, GIF, (no animated GIFs)

2

MEDIUM RECTANGLE

\$395/week

DIMENSIONS 300x250 pixels
 FILE SIZE 40k limit
 FORMAT JPEG, GIF, (no animated GIFs)

3

LEADERBOARD-BOTTOM

\$115/week

DIMENSIONS 728 x 90 pixels
 FILE SIZE 40k limit
 FORMAT JPEG, GIF, (no animated GIFs)

The screenshot shows the layout of the North American Shale magazine's e-newsletter. At the top, it says "North American Shale magazine's THE SHALE SCENE May 3, 2017". Below this is a "LEADERBOARD-TOP" section. The main content area includes several articles with "MEDIUM RECTANGLE" ad spots. On the right side, there are sections for "Weekly Top News", "Read Q&A From The Play", "Read Data Details", and "Industry Events". At the bottom, there is a "LEADERBOARD-BOTTOM" section and the magazine's contact information: "308 Second Ave. N., Suite 304 | Grand Forks, ND 58203 | northamericanshalemagazine.com | 866-746-8385".

WEEK/ISSUE	INSERTION & ARTWORK
Wed., Jan. 4	Wed., Dec. 28, 2016
Wed., Jan 11	Wed., Jan. 4
Wed., Jan 18	Wed., Jan 11
Wed., Jan 25	Wed., Jan 18
Wed., Feb 1	Wed., Jan 25
Wed., Feb 8	Wed., Feb 1
Wed., Feb. 15	Wed., Feb 8
Wed., Feb. 22	Wed., Feb. 15
Wed., Mar. 1	Wed., Feb. 22
Wed., Mar. 8	Wed., Mar. 1
Wed., Mar. 15	Wed., Mar. 8
Wed., Mar. 22	Wed., Mar. 15
Wed., Mar. 29	Wed., Mar. 22
Wed., Apr. 5	Wed., Mar. 29
Wed., Apr. 12	Wed., Apr. 5
Wed., Apr. 19	Wed., Apr. 12
Wed., Apr. 26	Wed., Apr. 19
Tues., May 2	Wed., Apr. 26
Tues., May 9	Tues., May 2
Tues., May 16	Tues., May 9
Tues., May 23	Tues., May 16
Tues., May 30	Tues., May 23
Tues., June 6	Tues., May 30
Tues., June 13	Tues., June 6
Tues., June 20	Tues., June 13
Tues., June 27	Tues., June 20
Tues., July 4	Tues., June 27
Tues., July 11	Tues., July 4
Tues., July 18	Tues., July 11
Tues., July 25	Tues., July 18
Tues., Aug. 1	Tues., July 25
Tues., Aug. 8	Tues., Aug. 1
Tues., Aug. 15	Tues., Aug. 8
Tues., Aug. 22	Tues., Aug. 15
Tues., Aug. 29	Tues., Aug. 22
Tues., Sept. 5	Tues., Aug. 29
Tues., Sept. 12	Tues., Sept. 5
Tues., Sept. 19	Tues., Sept. 12
Tues., Sept. 26	Tues., Sept. 19
Tues., Oct. 3	Tues., Sept. 26
Tues., Oct. 10	Tues., Oct. 3
Tues., Oct. 17	Tues., Oct. 10
Tues., Oct. 24	Tues., Oct. 17
Tues., Oct. 31	Tues., Oct. 24
Tues., Nov. 7	Tues., Oct. 31
Tues., Nov. 14	Tues., Nov. 7
Tues., Nov. 21	Tues., Nov. 14
Tues., Nov. 28	Tues., Nov. 21
Tues., Dec. 5	Tues., Nov. 28
Tues., Dec. 12	Tues., Dec. 5
Tues., Dec. 19	Tues., Dec. 12
Tues., Dec. 26	Tues., Dec. 19

QUESTIONS? Contact North American Shale magazine at (866) 746-8385, or by email at service@bbiinternational.com