

PBO&G[®] ilGas

Media Kit | 2017



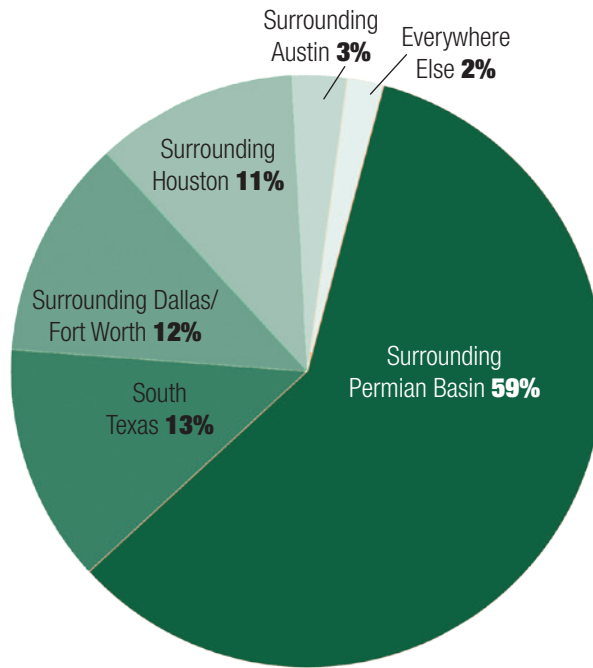
Audience

Permian Basin Oil & Gas Magazine is a monthly business-to-business publication focusing entirely on the oil and gas vertical in the 54-county region in Texas and New Mexico known as the Permian Basin. We deliver highly-targeted content with a balance of stories not only about the technology and statistics of oil and gas production, but also about the people making it all happen.

Who reads PBOG?

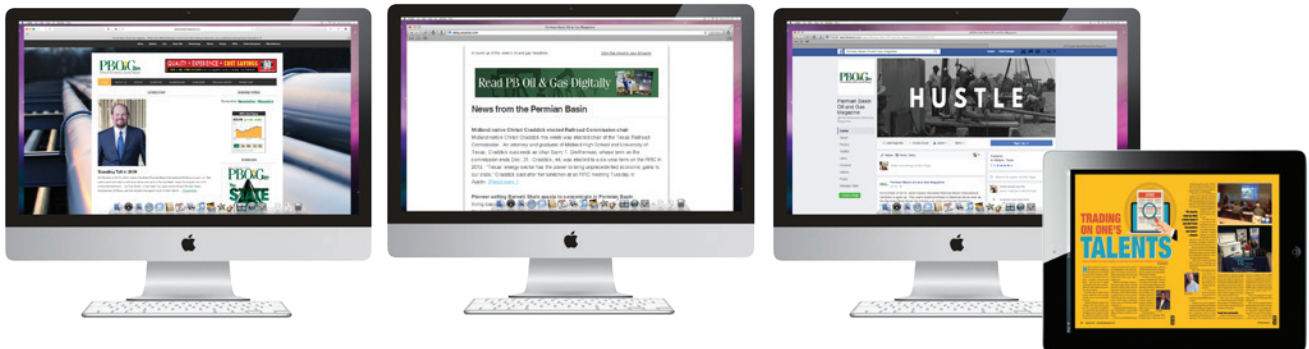
More than **80%** of our readers live in Texas, and most of those are in and around Midland and Odessa.

PBOG Print Readership in Texas



More than just a magazine!

News and stories reach beyond the print magazine. Our digital audience is engaged, and growing!



Partnering with PBOG exposes your company to more than 30,000 people doing business in the Permian Basin each month.

2017 Editorial Calendar

JANUARY | DEADLINE: DEC. 1

Features:

- The State of Oil, Part IV: The Results You've Been Waiting For: Election returns and what they mean for the Permian.
- The PBIOS Show: Trends and Takeaways
- Offshore and Onshore: Why Offshore Loses and Onshore Wins
- Top Hand Profile
- Executive Oil Conference Wrapup

Service Industry Articles:

- Geophysical and Seismic
- Producers and Exploration

FEBRUARY | DEADLINE: DEC. 30

Features:

- The Selective Recovery: How a realigned, streamlined industry bounces back—with some sectors being bigger winners than others. Part 1 in a 3-parter.
- The Texas Legislature (online story)
- New Mexico Legislative Session
- The "Tier 1" Rig and How it is Changing the Drilling Landscape

Service Industry Articles:

- Marketing and the Oilfield
- Auctioneers

MARCH | DEADLINE: FEB. 1

Features:

- The Selective Recovery: How a realigned, streamlined industry bounces back—with some sectors being bigger winners than others. Part 2 in a 3-parter.
- Top Hand Banquet Wrapup in words and pictures
- Permian Basin Energy Expo (Formerly MEE) – a Preview
- Will \$60 Be the New \$80? Price per barrel and what it means to Basin operators

Service Industry Articles:

- Well Servicing
- Tool and Equipment Rental

APRIL | DEADLINE: MARCH 1

Features:

- The Selective Recovery: How a realigned, streamlined industry bounces back—with some sectors being bigger winners than others. Part 3 in a 3-parter.
- Remembering Eddie Chiles and the Western Company
- Safety Special Issue
- Mexico and the Permian Connection
- Quarterly Earnings Reports (4th quarter 2015)

Service Industry Articles:

- Drilling Mud
- Outsourcing: the Basin's new normal?

MAY | DEADLINE: MARCH 31

Features:

- The Texas Legislature: Wins and Losses
- New Mexico Legislature: Wins and Losses
- Servicemen and Servicewomen of the Permian
- How Goes the "Cemetery"? What's to happen with the stacked rigs?
- PBPA Sporting Clay Shoot and Pit Challenge Preview

Service Industry Articles:

- Automation, Controls, and Measurement
- Tubulars: A Struggling Niche Revives

JUNE | DEADLINE: MAY 1

Features:

- Bigger Than Ever: How completions are more intense and more productive, and how that change is defining the Basin. Part 1 in a 3-Parter
- Permian Basin Energy Expo: Every Exhibit, Every Speaker
- The Nitty Gritty of Sand: a Market Sector on the Rise
- Spring Swing Golf Tournament

Service Industry Articles:

- Dirtwork and Site Prep
- Water Management and Treatment

JULY | DEADLINE: JUNE 1

Features:

- Bigger Than Ever: How completions are more intense and more productive, and how that change is defining the Basin. Part 2 in a 3-Parter
- Leadership
- Hobbs, NM: The Basin's Third Capital and its Quiet Emergence
- Railroads and Their Relevance
- Quarterly Earnings Reports (1st quarter)

Service Industry Articles:

- Trucking
- Wireline and Testing

AUGUST | DEADLINE: JUNE 30

Features:

- Eagle Ford Issue
- Bigger Than Ever: How completions are more intense and more productive, and how that change is defining the Basin. Part 3 in a 3-Parter
- Data Security – New Issues, New Approaches
- Sporting Clay Shoot and Pit Challenge – the Smoke Clears

Service Industry Articles:

- Training and Education
- Crude Marketing and Midstream

SEPTEMBER | DEADLINE: AUG. 1

Features:

- Oil and Gas Investing, Permian Style
- Getting Clean: Environmental Cleaning, Waste Management, and Disposal Services
- Information Technology and How It is Changing Things
- Natural Gas

Service Industry Articles:

- Well Servicing
- Sand and Proppants: Supply and Demand

OCTOBER | DEADLINE: SEPT. 1

Features:

- Threshold of a New Age: As America comes into its own as oil's global swing producer, and as the Basin becomes the nation's, and the world's, biggest oilfield, a power shift unfolds. Part 1 of a 3-parter.
- Economic Impact - National, Regional, State (TX plus NM), Local
- PBPA Annual Meeting Agenda
- Quarterly Earnings Reports (2nd quarter)

Service Industry Articles:

- Downhole Tools
- Well Treating and Chemical

NOVEMBER | DEADLINE: SEPT. 29

Features:

- Threshold of a New Age: As America comes into its own as oil's global swing producer, and as the Basin becomes the nation's, and the world's, biggest oilfield, a power shift unfolds. Part 2 of a 3-parter.
- Midstream in Motion: the Business of Pipelines
- Doing More with Less: Lessons from Local Pros
- Commercial Real Estate: Trends

Service Industry Articles:

- Pump Services
- Drilling

DECEMBER | DEADLINE: NOV. 1

Features:

- Threshold of a New Age: As America comes into its own as oil's global swing producer, and as the Basin becomes the nation's, and the world's, biggest oilfield, a power shift unfolds. Part 3 of a 3-parter.
- Supply Chains
- Paying It Forward
- Top Hand Honoree, profiled

Service Industry Articles:

- Rentals: Strategies to Save
- Fluid Services

Advertising Packages






Reach our entire audience each month and SAVE! Bundled advertising is the most efficient and economical way to get your company name in front of more than 30,000 individuals doing business in the oil & gas vertical in the Permian Basin.

Package Pricing

	3x	6x	12x	24x
Full Page Package	\$2,400	\$2,000	\$1,800	\$1,600
Half Page Package	\$1,750	\$1,650	\$1,450	\$1,250
Quarter Page Package	\$1,200	\$1,050	\$900	\$700



What's in a Package?

	Full Page Package	Half Page Package	Quarter Page Package
Print Ad 	✓	✓	✓
Digital Magazine 	✓	✓	✓
Website 	✓	✓	✓
PBOG Blast E-Newsletter 	✓	✓	
Website 	✓		

A La Carte Print Pricing

Special Positions	1x	3x	6x	12x	24x
Inside Front			\$2,160	\$2,025	\$1,890
Back Cover			\$4,320	\$3,240	\$2,700
Inside Back			\$2,160	\$2,025	\$1,890
Page 3			\$2,160	\$2,025	\$1,890

Add a digital bundle to your special position print ad for only \$600.

Run of Publication	1x	3x	6x	12x	24x
Full Page Spread	\$3,780	\$3,280	\$3,180	\$2,780	\$2,480
Full Page	\$1,890	\$1,640	\$1,590	\$1,200	\$1,050
Junior Spread	\$1,890	\$1,640	\$1,590	\$1,390	\$1,050
Half Page	\$1,512	\$1,362	\$1,212	\$1,012	\$900
Quarter Page	\$1,080	\$830	\$735	\$600	\$500

Un-Bound Options	1x	3x	6x	12x	24x
Belly Band	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000

Special positions available at a 20% premium.

A La Carte Digital Pricing



Website | www.pboilandgasmagazine.com

	1x	3x	6x	12x	24x
Leaderboard	\$750	\$600	\$550	\$400	\$350
Wide Skyscraper	\$550	\$500	\$400	\$300	\$250
Medium Rectangle	\$400	\$300	\$250	\$200	\$150
Sponsored Content	\$750				



Social Media | Tell your story to our social media audience.

	1x	3x	6x	12x	24x
Social Media Mention	\$100	\$100	\$100	\$100	\$100
Expanded Audience	\$500	\$400	\$300	\$200	\$150



Digital Magazine | Each month, our print magazine is published online digitally. Your print ad runs automatically. You can add video for \$450 per insertion.



PBOG Blast | Every Friday we blast news and stories to inboxes everywhere!

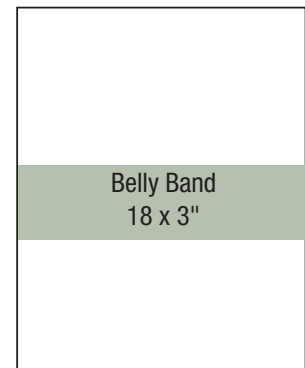
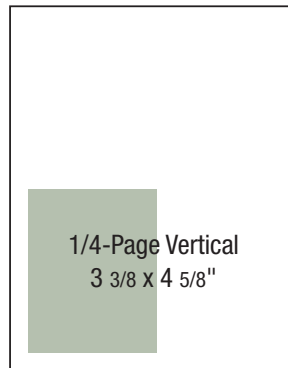
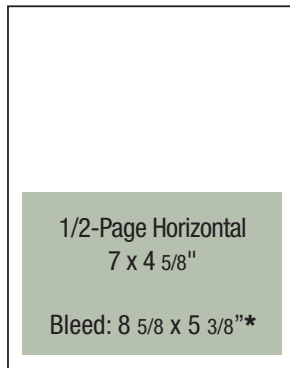
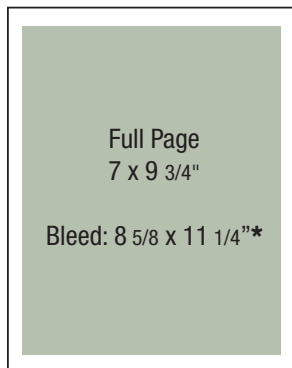
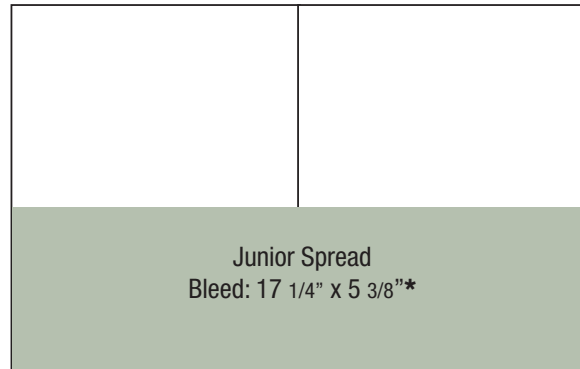
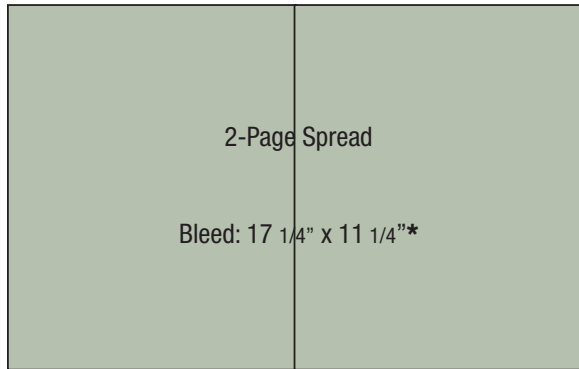
	1x	3x	6x	12x	24x	36x
Leaderboard	\$750	\$650	\$600	\$550	\$500	\$450
Sponsored Content	\$750	\$650	\$600	\$550	\$500	\$450
Sponsored Story	\$250	\$200	\$150	\$125	\$100	\$75

Leaderboard: This is a display ad for your company, linked to a webpage of your choice.

Sponsored Content: This is a story or press release about your company. It includes an image of your choice, and your company logo.

Sponsored Story: This is your company logo placed by a story that is scheduled to run. Logos are placed run of publication.

Print Advertising Sizes



Web & Newsletter Advertising Sizes

Leaderboard: 728x90 pixels

Medium Rectangle: 300x250 pixels

Wide Skyscraper: 160x600 pixels

Rectangle: 180x150 pixels

Web and newsletter ads should be 72 dpi; JPEG or GIF file types are preferred.

Print & Digital Specifications

PRINT SPECIFICATIONS

Publication trim size: 8 1/2 x 11"

*Live copy should be kept at a minimum of 1/2" from the trim size on all bleeds.

Acceptable File Types

We accept TIF, JPEG, EPS and PDF files for our print ads. Files may be submitted on Flash Drives, CD-ROMs, via e-mail, or shared via Dropbox.

Font Usage

Please ensure that any fonts embedded in EPS files are included. Ad files in PDF format or a rasterized TIF file may be sent without fonts.

Graphic Issues

You must include all graphics with EPS files. If there are embedded fonts in your graphics, those font files must be included also. For optimal reproductions, photos should be scanned at a minimum resolution of 300 dpi. Be sure to scan images in at least the size they appear in your ad since enlarging images after scanning reduces resolution. Your files must have a resolution of 300 dpi and be CMYK.

WEB & NEWSLETTER SPECIFICATIONS

We accept JPEG, PNG, and GIF files for our web ads. Animated GIF ads are acceptable for the website, but not for newsletter insertions. Files may be submitted on Flash Drives, CD-ROMs, via e-mail or shared via Dropbox. Your files must have a resolution of 72 dpi and be RGB.

VIDEO SPECIFICATIONS

Acceptable File Types

Videos for use in our digital publications should be submitted in one of the following formats: FLV, MP4, MPG, MPEG, MOV, OGV, OGG, WMV, and AVI. The optimal ratio is 4:3 or 16:9. Your video resolution must be even numbers in width and height. Odd number resolutions will not process. The max file size for all formats is 50 MB. Videos will be sized to fit within your ad in the digital issue, and you can request where within your ad you'd like the video to be located. Files may be submitted on Flash Drives, CD-ROMs, via e-mail or shared via Dropbox.