

PBO&ilGas®

Media Kit | 2018



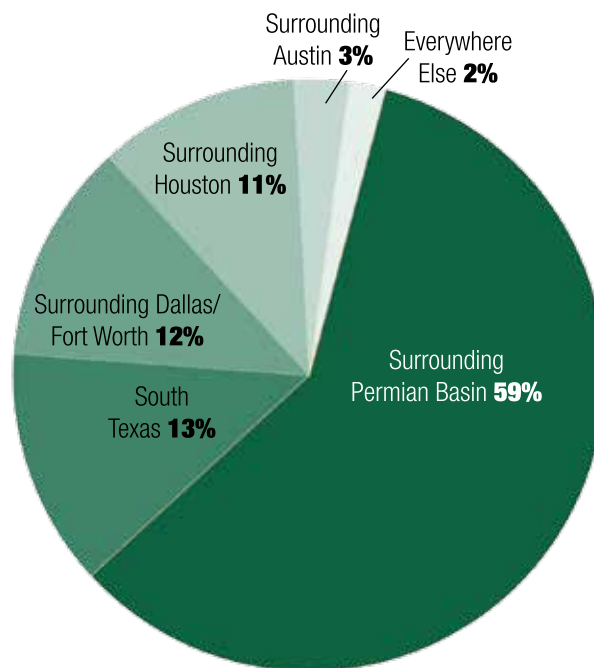
Audience

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.

2018 Editorial Calendar

JANUARY | DEADLINE: DEC. 1

Features:

Exports and How They Will Transform the Basin
Top Hand Profile

Service Industry Articles:

Sand and Proppants
Banking and Finance

FEBRUARY | DEADLINE: JAN. 2

Features:

The Frac'ing Issue
Natural Gas—The Basin's Biggest Surprise

Service Industry Articles:

Tool and Equipment Rental
Well Stimulation

MARCH | DEADLINE: FEB. 1

Features:

Top Hand Banquet Wrapup in words and pictures
Permian Basin Energy Expo – a Preview

Service Industry Articles:

Information Technology
Well Servicing

APRIL | DEADLINE: MARCH 1

Features:

Marketing—Why and How You Need to Be Doing It
The Hot Plays Today

Service Industry Articles:

Drilling and Completion
Outsourcing

MAY | DEADLINE: APRIL 2

Features:

New Mexico Issue
Innovation in the Oilfield

Service Industry Articles:

Safety
Water Treatment and Supply

JUNE | DEADLINE: MAY 1

Features:

Did Land Prices Climb Too Far?
Permian Basin Energy Expo: Every Exhibit, Every Speaker
Spring Swing Golf Tournament

Service Industry Articles:

Tubulars and Pipe Service
Construction and Dirt Work

JULY | DEADLINE: JUNE 1

Features:

Leadership
The Rig Hand of 2018: A New Breed

Service Industry Articles:

Trucking
Data Security

AUGUST | DEADLINE: JULY 2

Features:

How These Companies Survived the Downturn of 2015-2017
Roads and Infrastructure

Service Industry Articles:

Automation
Chemicals and Well Treating

SEPTEMBER | DEADLINE: AUG. 1

Features:

The Basin and the Rest of the World (It's a world market today)
Hiring: Everyone's Challenge

Service Industry Articles:

Environmental
Auctions

OCTOBER | DEADLINE: AUG. 31

Features:

Economic Impact - National, Regional, State (TX plus NM), Local
PBPA Annual Meeting Agenda

Service Industry Articles:

Downhole Hardware
Geophysical / Seismic

NOVEMBER | DEADLINE: OCT. 1

Features:

A Look Back at Wall Street's PerMania
West of Odessa: The New Hotbeds

Service Industry Articles:

Midstream: The Big Buildout – Midstream's Huge Year
Tool and Equipment Rental

DECEMBER | DEADLINE: NOV. 1

Features:

Previewing the 2019 Legislatures in Texas and New Mexico
PBPA Annual Meeting Highlights

Service Industry Articles:

Well Servicing
Manufacturing

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

You save
up to
58%!


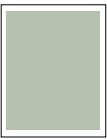
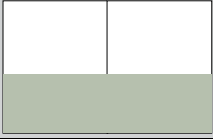
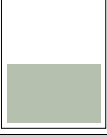

What's in a Package?

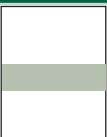
	Full Page Package	Half Page Package	Quarter Page Package
Print Ad 	 ✓	 ✓	 ✓
Digital Magazine 	 ✓	 ✓	 ✓
Website 	 ✓	 ✓	 ✓
PBOG Blast E-Newsletter 	 ✓	 COMPANY LOGO ✓	
Social Media 	 ✓		

A La Carte Print Pricing Monthly Readership: 8,500

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.

Prices listed are per insertion and net agency commission.

A La Carte Digital Pricing



Website | www.pboilandgasmagazine.com Monthly Audience: 5,000

	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				

**Prices above are per month*

Social Media | Tell your story to our social media audience. Monthly Audience: 10,000

	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! Monthly Audience: 8,500

	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.

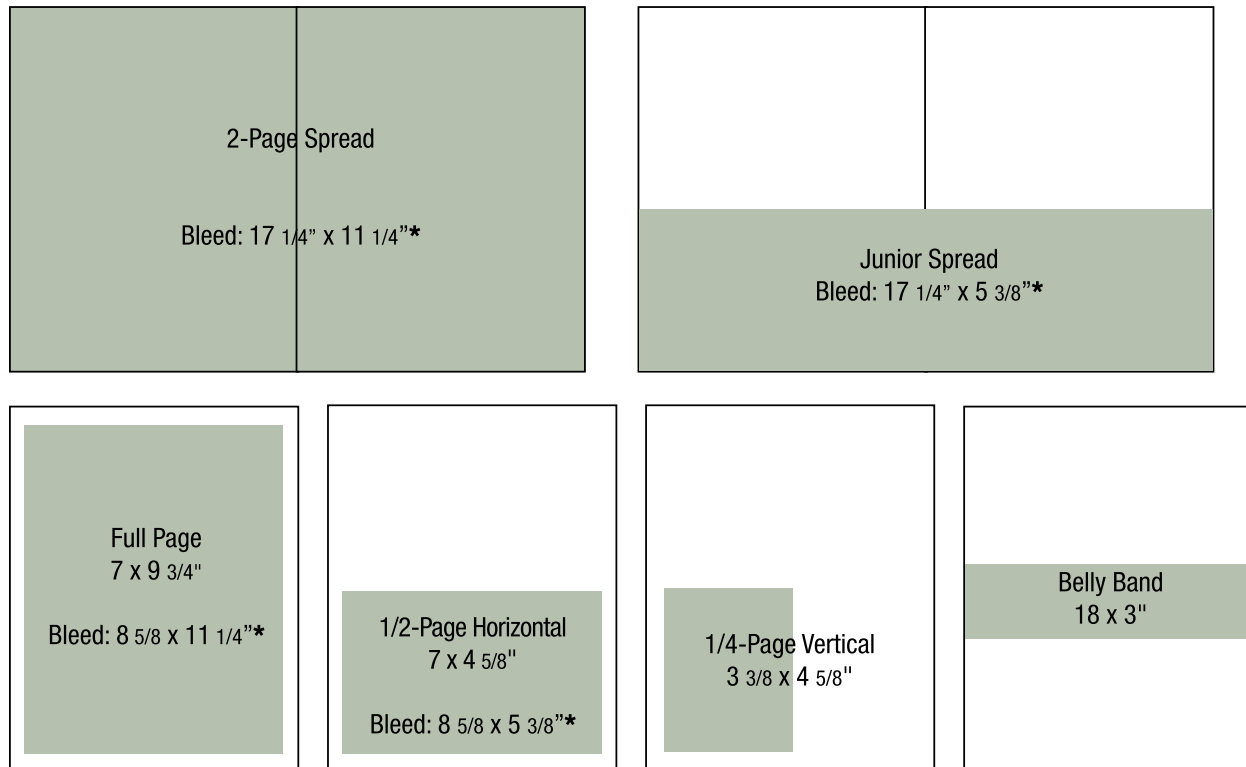
Sponsored Content: This is a story or press release about your company. It includes an image of your choice, and your company logo.

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

Unless otherwise noted, prices above are per insertion and net agency commission.



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.