

Online Advertising

At **OilandGasInvestor.com** you can further leverage the affinity for *Oil and Gas Investor* content – the most trusted and respected brand in the industry – by incorporating an online component to your marketing mix. OilandGasInvestor.com is a subscription based website. Annual membership subscriptions to OilandGasInvestor.com sell for \$997, and each VIP membership includes:

- 12 issues of *Oil and Gas Investor* magazine
- Two websites -  
- Daily breaking news e-notes, playbooks, e-newsletters and much more!

Reach these exclusive members by advertising directly to them via:

- Leaderboard / banner ads
- Rectangle ads – Run of site or specific pages
- Keywords - Text links - Microsites
- Button ads on OilandGasInvestor.com TODAY daily e-notes
- Button ads on UGCenter.com TODAY daily e-notes
- Content Integration Units
- Lead generation via Webinars or White Paper downloads
- And much more! Call for details

Webinars on OilandGasInvestor.com

Influential content, quality sales leads, unparalleled results, guaranteed

Educate shareholders, reach new investors or brand your firm's expertise to the most successful energy professionals with a sponsorship of an **OilandGasInvestor.com** editorial Webinar, an effective platform to deliver specialized or custom content to a premium audience. They also effectively integrate your brand with credible and influential content from a highly respected source – *Oil and Gas Investor*.

Key benefits of sponsoring an OilandGasInvestor.com Webinar

- Integrated marketing to drive audience acquisition
- Customized registration forms
- 6 months of hosting
- Guaranteed number of qualified leads
- Leads delivered weekly via e-mail
- 30-60 minute audio format – video is also an option for an additional fee
- Turnkey solution

October 2008 - October 2009

% change Year/Year

Visits	430,907	+203%
Unique Visits	213,682	+434%
Page Views	1,037,767	+287%



OilandGasInvestor.com – 2008 Eddie Award:
Gold Winner for Online, Best Website,
Business to Business.

Silver Winner: *BusinessWeek.com*

Additional Opportunities on OilandGasInvestor.com

Embedded Microsite

A Microsite within **OilandGasInvestor.com** featuring your digital assets, white papers, Webcasts, case studies, collateral, and much more. It will dramatically increase your market penetration, elevate awareness, deliver a deeper message, and expedite engagement with your partners and peers.

Video

Feature your latest M&A deal or financing announcement and have it included in an edition of the daily **OilandGasInvestor.com Today** e-Notes.

Scrolling Tickers

Your custom message runs throughout our pages like a stock ticker – great for shareholder updates, announcement of recent deal participation, or to deliver relevant information to *OilandGasInvestor* visitors

Prestitial Ad

The prestitial ad or welcome ad, appears the first time someone enters OilandGasInvestor.com each day, no matter what their entry point.

Story Toolbar Sponsorship

Your logo is prominently displayed alongside the “Article Tools” bar above and below each article. When a reader clicks on your logo, a dropdown box appears promoting up to three of your assets with click-through links.

Contact your sales manager for more details and pricing for above.

OilandGasInvestor.com/advertise

Leaderboard Ad

Leaderboard

Home page (1 of 4)	728 x 90 Pixels	\$5,000/Month
Home page (exclusive)	728 x 90 Pixels	\$10,000/Month
Run of site (1 of 4)	728 x 90 Pixels	\$7,500/Month
Run of site (exclusive)	728 x 90 Pixels	\$20,000/Month

Medium Rectangle Ad

Keywords

Text Links

Sponsor
Company name
Product name
Industry term
 \$1,000/Month/Word

Home Page
75 characters max w/link
 1st Position \$3,000/Month
 2nd Position \$2,500/Month
 3rd Position \$2,000/Month

Expandable Ad

1x	3x	6x	12x
\$3,000	\$2,500	\$2,000	\$1,500

Medium Rectangle

300 x 250
Home Page
 1st Position \$5,000/ Month
 2nd Position \$4,000/Month
 3rd Position \$3,500/Month

Run of Site
 1st Position \$9,000/Month
 2nd Position \$8,000/Month
 3rd Position \$7,500/Month

Small Rectangle

300 x 125
Home Page
 1st Position \$3,500/ Month
 2nd Position \$3,000/Month
 3rd Position \$2,200/Month
Run of Site
 1st Position \$5,000/Month
 2nd Position \$4,500/Month
 3rd Position \$4,000/Month



<http://www.oilandgasinvestor.com/adspecs/>

**Daily and Weekly e-Notes:
 Immediate reach to a premium
 and targeted audience**

Advertise in the daily e-notes:
 delivered every morning to
 3500+ oil and gas executives
 or energy teams focused on
 unconventional plays. These
 content rich e-notes keep
 readers current on news,
 financing, A&D deals and
 people on the move—as
 it happens.

OilandGasInvestorTODAY.com

	1x	3x	6x	12x
145 x 145	\$2,800	\$2,500	\$2,250	\$2,000
145 x 260	\$5,000	\$4,500	\$4,000	\$1,500

UGcenterTODAY.com

	1x	3x	6x	12x
145 x 145	\$2,800	\$2,500	\$2,250	\$2,000
145 x 260	\$5,000	\$4,500	\$4,000	\$3,500

