

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. *Oil and Gas Investor* offers a broad range of programs, from traditional to custom, specifically designed to help enhance your brand, strategically align your company with *Oil and Gas Investor* award winning content and reach decision-makers at every stage of the branding process.



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

Silver Winner: BusinessWeek.com

Hosted by *Folio Magazine*, The Eddie Awards recognize excellence in magazine editorial and this year's competition drew more than 2,800 entries and was judged by 100 industry experts.

Since the June 1, 2008 launch of OilandGasInvestor.com

- Visits have increased **105%**
- Unique visits have increased **82%**
- Page views have increased **133%**

Webcasts

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 custom Webcast event or sponsorship of an **OilandGasInvestor.com** editorial Webcast. These powerful programs are a virtual extension of your deal team and provide 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 features and components of sponsoring an OilandGasInvestor.com Webcast

- 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

Additional Opportunities on OilandGasInvestor.com

Video

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

Key benefits to sponsoring an OilandGasInvestor.com Webcast

- **Exclusive** – Build your brand and reach powerful executives by co-branding with *Oil and Gas Investor*, the leading editorial and marketing resource in the industry.
- **Content ownership** – Choose the topic that works best for your company, product or service.
- **Lead ownership** – Access new prospects and cultivate new customers with an engaging, rich media format that brands and educates.
- **Measurable ROI** – Improve your ROI using built-in lead classification, reporting tools and custom registration.
- **Promotion** – Comprehensive integrated audience acquisition campaign delivers a well-crafted message to the right prospects.

OilandGasInvestor.com Editorial Webcast Schedule:

Listen in as our editors explore timely topics with experts from the E&P industry and financial world. Sponsorships Available.

January	A&D Outlook for 2009
February	Haynesville Shale
March	Oil Shales
April	Private Equity
May	Gulf of Mexico
June	Buy-side Perspectives
July	Appalachian Shale
August	Shale A&D
September	Tight Gas Opportunities
October	Louisiana Shale
November	Rocky Mountain Gas
December	Industry Outlook 2010

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.



Banners

Home page (1 of 4)	728 x 90 Pixels
Home page (exclusive)	728 x 90 Pixels
Run of site (1 of 4)	728 x 90 Pixels
Run of site (exclusive)	728 x 90 Pixels

Leaderboard

\$5,000/Month
\$10,000/Month
\$7,500/Month
\$20,000/Month

Content Integration Unit

Ownership, Branding, Leads, and Lead Generation

Exclusively sponsor an **OilandGasInvestor.com** Content Center: Exploration & Production, Finance and Investing, M&A Activity

Program Benefits and Details

- **Exclusive** – One position is available in each Content Center; 3-month minimum
- **Great branding** – Each CIU is embedded in the main page and every article page of your selected Content Center.
- **Take ownership** – Lock in your core presence and visibility and lock out your competition.
- **Drive lead generation by promoting your best four assets** – White papers, case studies, events, Webcasts, collateral, and more.
- **Turnkey solution** – Provide content and *Oil and Gas Investor* builds the CIU.

OilandGasInvestor.com e-Notes:

Immediate results, traffic, and leads

Sponsor daily or weekly e-newsletter – delivered every morning with a weekly recap each Friday to 3500+ oil and gas executives offering current and relevant company news, new financings and industry M&A deals.

	1x	3x	6x	12x
Position 1	\$2,800	\$2,500	\$2,250	\$2,000
Position 2	\$2,500	\$2,225	\$2,000	\$1,500
Position 3	\$2,000	\$1,750	\$1,500	\$1,250
Position 4	\$1,350	\$1,200	\$1,000	\$750

Medium Rectangle

300 x 225

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

Keywords

Sponsor

Company name

Product name

Industry term

\$1,000/Month/Word

Text Links

Home Page

75 characters max w/link

1st Position \$3,000/Month

2nd Position \$2,500/Month

3rd Position \$2,000/Month

A-Dcenter.com

A-Dcenter.com is the definitive online energy-asset marketplace for Acquisition and Divestiture professionals. Featuring the single source of nearly all active offerings – On The Market – the exclusive searchable, sortable, and real-time marketplace for new and archived asset listings.

Additional content includes:

- Video Interviews
- Who's Who in E&P A&D Database
- Networking Events Calendar
- Online Exclusives
- Blogs
- Survey Results
- Print & Web Archives
- A&D Conference Archives
- Breaking News E-Alerts

A-Dcenter.com and **A&D Watch newsletter** – both offer the exclusive opportunity to incorporate an online advertising program with a print program to effectively reach key decision-makers active at every stage of the A&D cycle.

Webcasts

Influential content, quality sales leads, unparalleled results, guaranteed

Highlight your advisory team's expertise with a custom Webcast event or sponsorship of an **A-Dcenter.com** editorial Webcast. These powerful programs are a virtual extension of your deal team and provide an effective platform to deliver specialized or custom content to a premium audience.

Embedded Microsite

Let us build you a Microsite within **A-Dcenter.com**. This can be your own page featuring your deal team, key tombstones of successful deals – it is your site featured on the leading A&D website in the industry.

Content Integration Unit

Achieve ownership, branding, and lead generation by exclusively sponsoring an **A-Dcenter.com** Content Center.



Online Opportunities on A-Dcenter.com

Video

Feature your latest A&D deal or financing announcement and have it included in an edition of the A&D Watch e-news alerts.

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 A-Dcenter.com visitors.

Prestitial Ad

The prestitial ad or welcome ad, appears the first time someone enters **A-Dcenter.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.

A&D Watch Breaking News Alerts

Immediate results, traffic, and leads

Sponsor the popular breaking news alerts e-mailed to A&D professionals as important industry news occurs.

225 x 225 pixel advertisement

\$3000 month

\$2500/month 6x schedule

\$2000 month 12x schedule



A&D Watch is the upstream energy industry's only newsletter specifically written and developed for the acquisitions and divestitures sector. This monthly report reveals details on assets that are on the market; deals that have been done, including prices paid; who's raising money to fund acquisitions; who is unable to raise money; who's providing money and on what terms; new sources of capital; new A&D advisory firms and brokers; and much more exclusive E&P business-development news.

Subscription: Monthly/12 issues/\$747 year

Full Color Positions

Back Cover	\$3500
Inside Front Cover	\$3300
Inside Back Cover	\$3000
Center Spread	\$5500
Select Inside Pages	\$3000

Advertising Rates

Black & White

	1x	6x	12x
1 page	3000	2500	2200
1/2 Horizontal	2000	1850	1500
1/4 page	1500	1300	1000

Banners

Home page (1 of 4)	728 x 90 Pixels	\$5,000/Month
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Leaderboard