



**OIL&GAS**  
**FINANCIAL**  
**JOURNAL**®

2012 | media resource

# 2012 OGFJ Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>SPECIAL ISSUES</b>		OIL SERVICES ISSUE	FINANCE & INVESTMENT	OFFSHORE ISSUE	M&A ISSUE	
<b>FINANCIAL</b>	<ul style="list-style-type: none"> <li>Wealth Management</li> <li>Capital Availability</li> <li>Venture Capital</li> <li>OGFJ100P Quarterly (Private Companies)</li> </ul>	<ul style="list-style-type: none"> <li>M&amp;A in Oilfield Services Sector</li> <li>OGJ150 Quarterly (Public Companies)</li> </ul>	<ul style="list-style-type: none"> <li>International Finance</li> <li>Financing Midstream Projects</li> <li>Who are the Investors</li> </ul>	<ul style="list-style-type: none"> <li>OGFJ100P Quarterly (Private Companies)</li> </ul>	<ul style="list-style-type: none"> <li>Top M&amp;A Firms</li> <li>Top M&amp;A Transactions</li> <li>Maximizing M&amp;A Value</li> <li>OGJ150 Quarterly (Public Companies)</li> </ul>	<ul style="list-style-type: none"> <li>Corporate Governance</li> <li>Unlocking Value in Energy Stocks</li> </ul>
<b>E&amp;P</b>	<ul style="list-style-type: none"> <li>Oil &amp; Gas Industry Outlook</li> <li>Small-Cap Players</li> </ul>	<ul style="list-style-type: none"> <li>Top Oilfield Services Companies</li> <li>Water Management Issues</li> <li>Safety and Product Liability</li> </ul>	<ul style="list-style-type: none"> <li>Investing in Technology</li> <li>Natural Gas Infrastructure Expansion</li> </ul>	<ul style="list-style-type: none"> <li>Deepwater Gulf of Mexico</li> <li>Safety &amp; Environmental Issues</li> </ul>	<ul style="list-style-type: none"> <li>Shale Midstream Activity</li> <li>Hot International Plays</li> <li>LNG</li> </ul>	<ul style="list-style-type: none"> <li>Top International E&amp;P Companies</li> <li>Risk Management Issues</li> <li>Hurricane Readiness</li> <li>Climate Change and The Arctic</li> </ul>
<b>SHALE UPDATE</b>	Permian Basin	Niobrara	Eagle Ford	Utica	Marcellus	Barnett
<b>BONUS DISTRIBUTION</b>	<p><b>NAPE Expo</b> Houston, TX Feb. 22-24</p> <p><b>THE WORLD MONEYSHOW</b> Orlando, FL February 9-12</p>	<p><b>EnerCom's Oil &amp; Services Conference</b> San Francisco, CA Feb. 21-23</p> <p><b>NAPE Expo</b> Houston, TX Feb. 22-24</p>	<p><b>Howard Weil 40th Annual Energy Conference</b> New Orleans, LA Mar. 25-29</p> <p><b>IPAA'S OGIS East</b> New York, NY Apr. 16-18</p>	<p><b>AAPG Annual Convention &amp; Exhibition</b> Long Beach, CA Apr. 22-25</p> <p><b>Offshore Technology Conference</b> Houston, TX Apr. 30-May 3</p>	<p><b>BENTEK's Benposium</b> Houston, TX June 11-14</p> <p><b>EnerCom's London Oil &amp; Gas Conference</b> London June 13-14</p>	<p><b>IPAA Mid-Year Meeting</b> Colorado Springs, CO June 27-29</p>
<b>AD CLOSE DATES</b>	Dec 5	Jan 6	Feb 3	Mar 8	Apr 9	May 7

Why Financial and M&A Institutions should advertise:

- To target executives looking for:
  - :: Capital
  - :: M&A Opportunities
  - :: Divestiture Expertise
  - :: E&P Opportunities
  - :: Deal Structure Expertise
  - :: Consulting Expertise
- To show strength and liquidity

Why E&P and Service Firms should advertise:

- To target financial institutions and capital (public and private)
- To improve shareholder value
- To gain analyst and industry coverage
- To develop partnerships with E&P firms, as well as service and supply firms.

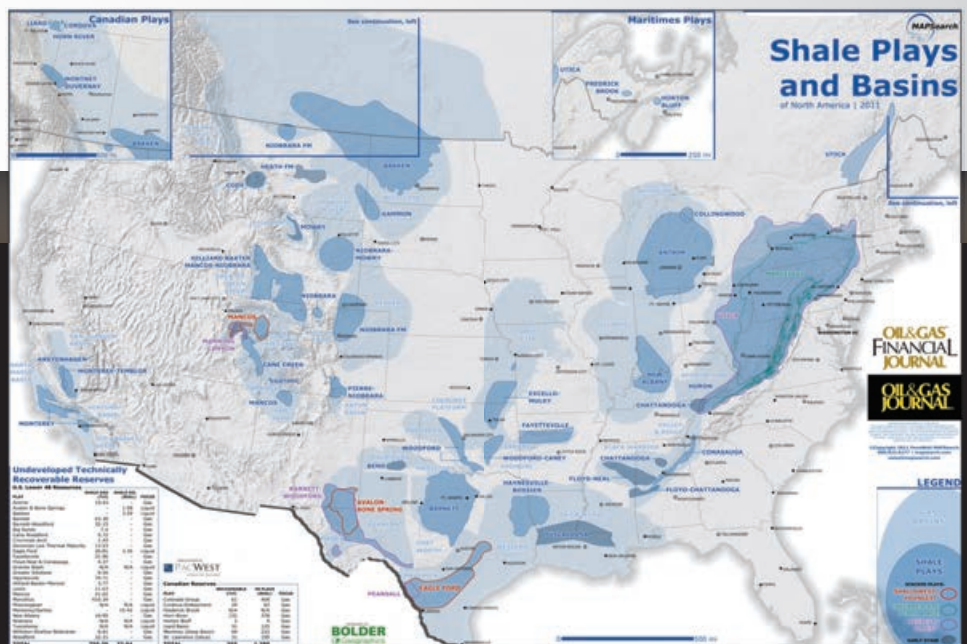
# 2012 OGFJ Editorial Calendar

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ANALYST ISSUE	UNCONVENTIONAL RESOURCES ISSUE			ANNUAL ETRM SUPPLEMENT	PRIVATE CAPITAL ISSUE
<ul style="list-style-type: none"> <li>• Interviews with Top Analysts</li> <li>• Oil Sands Economics</li> <li>• Future of Joint Ventures</li> <li>• OGFJ100P Quarterly (Private Companies)</li> </ul>	<ul style="list-style-type: none"> <li>• Shale Economics</li> <li>• Shale M&amp;A Activity</li> <li>• OGFJ150 Quarterly (Public Companies)</li> </ul>	<ul style="list-style-type: none"> <li>• Mezzanine Financing</li> <li>• Corporate Governance Issues</li> <li>• Hedge Fund Strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Impact of 2012 Election</li> <li>• Assessing &amp; Managing Risk</li> <li>• Regulatory Issues</li> <li>• OGFJ100P Quarterly (Private Companies)</li> </ul>	<ul style="list-style-type: none"> <li>• Hedging Strategies</li> <li>• Capital Availability</li> <li>• Bankruptcy Risk</li> <li>• OGFJ150 Quarterly (Public Companies)</li> </ul>	<ul style="list-style-type: none"> <li>• Executive Compensation</li> <li>• Private Capital Providers</li> <li>• Tax &amp; Accounting Issues</li> </ul>
<ul style="list-style-type: none"> <li>• Commodity &amp; Pricing Risk</li> <li>• Reservoir Management</li> </ul>	<ul style="list-style-type: none"> <li>• Top Shale Plays</li> <li>• Top Shale Players</li> <li>• Emerging Shale Plays</li> <li>• Worldwide Shale Development</li> </ul>	<ul style="list-style-type: none"> <li>• Tight Gas &amp; Coalbed Methane</li> <li>• Monterey Shale</li> <li>• New Natural Gas Markets</li> </ul>	<ul style="list-style-type: none"> <li>• Future of Natural Gas</li> <li>• North American LNG Update</li> <li>• Industry Consolidation</li> </ul>	<ul style="list-style-type: none"> <li>• Energy Price Outlook</li> <li>• Emerging Resource Plays</li> </ul>	<ul style="list-style-type: none"> <li>• Talent Shortage; Going Public</li> <li>• Public vs Private</li> <li>• Shale Decline Rates</li> </ul>
Bakken	Global Shale Plays	Western US Shales	Horn River Basin	Woodford	Haynesville
<b>Oil Sands &amp; Heavy Oil Technologies Conference</b> Calgary, Alberta July 24-26  <b>COGA Rocky Mountain Energy Epicenter</b> Denver, CO Aug. 6-9	<b>EnerCom's Annual Oil &amp; Gas Conference</b> Denver, CO Aug. 19-23  <b>NAPE Expo</b> Houston, TX Aug. 23-24	<b>IPAA'S OGIS West</b> San Francisco, CA Sept. 24-26  <b>IHS Herold Pacesetters Energy Conference</b> Stamford, CT Sept. 24-25	<b>IPAA Annual Meeting</b> New Orleans, LA Nov. 8-10		<b>IPAA Private Capital Conference</b> Houston, TX Jan. 25
Jun 11	Jul 9	Aug 9	Sep 9	Oct 8	Nov 2

Shale gas plays, lower 48 states:

Maps scheduled for 2012

- :: Barnett
- :: Eagle Ford
- :: Rocky Mountains
- :: Marcellus
- :: Central US

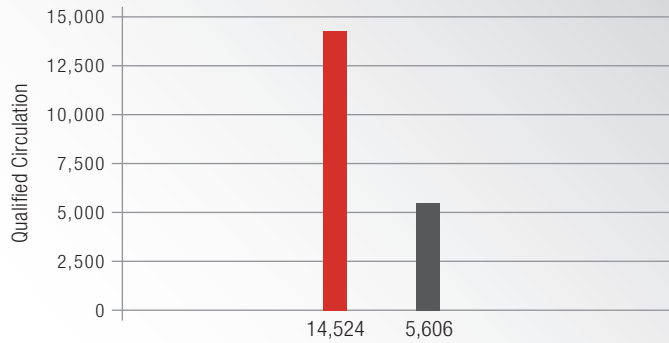


# Full transparency in whom we reach!

## The Natural Selection Among Elite Investors

As a controlled circulation publication, *Oil & Gas Financial Journal* carefully selects subscribers based on title, business activity and geographic location (not the willingness to pay a subscription fee). The rigorous selection process ensures that your advertisements are seen by top-quality prospects seeking to purchase your products and services.

### Total Qualified Circulation

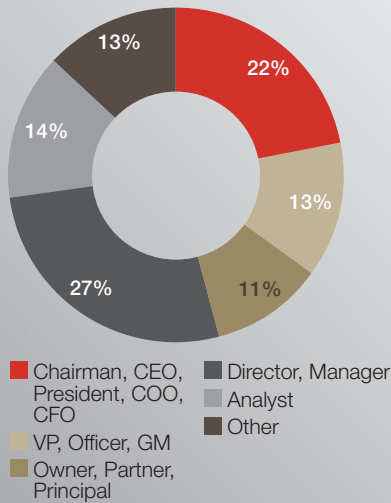


**Oil & Gas Financial Journal**  
 • Controlled - 14,524  
**Oil and Gas Investor**  
 • Controlled - 1,084  
 • Paid - 4,522  
 Total Qualified Circulation - 14,524\*      Total Qualified Circulation - 5,606\*

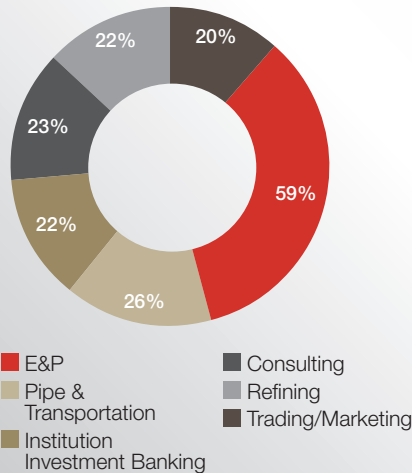
\*Source: June 2011, BPA Circulation Statements

\*100% One-Year Qualified Circulation

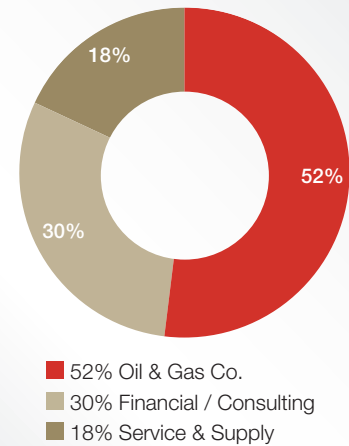
### OGFJ Subscribers by Job Titles



### Company Activity



### Primary Business & Industry



## Business / Occupation Breakout of Qualified Circulation for May 2011 issue of *Oil & Gas Financial Journal*

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only(A)	Digital Version Only(B)	Chairman/ CEO, President/ COO, CFO, CIO	Vice President/ Officer/ General Manager	Owner/ Partner/ Principal	Director/ Manager	Analyst	Attorney	Private Investor	Other
OIL & GAS COMPANY	7,522	51.8	2,996	4,526	1,754	995	592	1,960	978	58	57	1,128
FINANCIAL & CONSULTING SERVICES	4,422	30.4	1,765	2,657	909	574	818	890	824	73	125	209
SERVICE AND/OR SUPPLY COMPANY	2,580	17.8	462	2,118	472	373	252	1,045	168	19	16	235
OTHER	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,524</b>	<b>100.0</b>	<b>5,223</b>	<b>9,301</b>	<b>3,135</b>	<b>1,942</b>	<b>1,662</b>	<b>3,895</b>	<b>1,970</b>	<b>150</b>	<b>198</b>	<b>1,572</b>

*Oil & Gas Financial Journal* is published the 15th of each month. A total of 12 issues are published each year.

A pro-active approach to investment news

## Shale Monitor eNewsletter

The Shale Monitor eNewsletter, delivered each month to over 36,000 opt-in subscribers, includes the latest stories and highlights providing more access to the most important E&P information.

- : : Over 36,000 subscribers
- : : 19% open rate
- : : 23% click rate

## Global Shale Monitor eNewsletter

The Global Shale Monitor eNewsletter provides an international perspective to independents, analysts and investors. Get the latest in exploration and investment headlines with a reach that spans the globe.

- : : Over 30,000 subscribers
- : : 16% open rate
- : : 17% click rate

Stats estimated over six months.

# OGFJ Online

Our newly redesigned website provides timely access to editorial you won't find anywhere else.

An important adjunct to our publication, OGFJ.com provides late-breaking news feeds along with searchable archives of every print article going back to the very first issue in 2004.

With more than 320,000 unique visitors this year, OGFJ.com is an invaluable resource for OGFJ readers and is the ideal place to reach an elite audience of senior-level executives.

## OGFJ Online Stats:

- :: Page Views .....226,759
- :: Unique Visitors .....80,270
- :: Avg. Time Spent on site ..... 6.55 min.
- :: Topic Center Page Views .....91,846

Stats estimated over six months.

## Key Editorial Elements

### Deal Monitor

Deal Monitor – Includes a collection of year-to-date oil and gas industry transaction sheets broken down by month and week and includes corresponding articles and reports.

### Unconventional Resources Center

Unconventional Resources Center features up-to-date information covering the latest shale plays, tight sands, coalbed methane, etc.

- :: Barnett
- :: Eagle Ford
- :: Utica
- :: Marcellus
- :: Bakken
- :: Permian Basin

Square 180 x 150

Skyscraper 160 x 600

# 2012 Display Advertising Rates\*

\*NOTE: Prices listed in US dollars include four-color and are gross, subject to the 15% agency commission allowance.

4-Color Process	1x	3x	6x	12x	Online Digital Rates			
<b>Full Page</b>	7,850	7,670	7,310	5,615	<b>OGFJ.com</b>		<b>e-Newsletter</b>	
<b>2/3 Page</b>	7,080	6,330	5,970	5,460	Page Peel	2,500	ENL-Leader Board	1,500
<b>1/2 Page</b>	5,720	5,340	4,840	4,380	Leader Board	1,500	ENL-Skyscraper	1,000
<b>1/3 Page</b>	4,840	4,590	4,220	3,860	Skyscraper	1,200	ENL-Square	1,000-500
<b>1/4 Page</b>	4,220	3,860	3,500	2,990	Square	1,000-500		
<b>Full Page Spread</b>	13,490	13,390	13,290	13,130	<b>Webcasts</b>			
<b>1/2 Page Spread</b>	9,790	9,680	9,550	9,420	Starting at	15,000		

## 2012 Display Advertising Specifications

	FULL PAGE SPREAD	HALF PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE ISLAND	1/2 PAGE VERTICAL	1/2 PAGE HORIZONTAL
<b>AD SIZE</b>							
<b>TRIM (W x H)</b>	16" x 10.5" 406mm x 267mm	16" x 5.25" 406mm x 133mm	8" x 10.5" 203mm x 267mm	—	—	—	—
<b>BLEED</b>	16.25" x 10.75" 413mm x 274mm	16.25" x 5.5" 413mm x 140mm	8.25" x 10.75" 210mm x 274mm	5.25" x 10.75" 133mm x 274mm	5.25" x 8.25" 133mm x 210mm	4.125" x 10.75" 105mm x 274mm	8.25" x 5.5" 210mm x 140mm
<b>LIVE AREA</b>	15" x 9.5" 381mm x 241mm	15" x 5" 391mm x 127mm	7" x 9.5" 178mm x 241mm	4.5" x 9.5" 114mm x 241mm	4.5" x 7.375" 114mm x 187mm	3.375" x 9.5" 86mm x 241mm	7" x 4.875" 178mm x 124mm

	1/3 PAGE VERTICAL	1/3 PAGE SQUARE	1/3 PAGE HORIZONTAL	1/4 PAGE
<b>AD SIZE</b>				
<b>TRIM (W x H)</b>	—	—	—	—
<b>BLEED</b>	—	—	—	—
<b>LIVE AREA</b>	2.25" x 9.5" 57mm x 241mm	4.5" x 4.875" 114mm x 124mm	7" x 3.3125" 178mm x 84mm	3.375" x 4.875" 86mm x 124mm

Use your QR code app to access ad specifications online.

Take a photo with a QRcode app!

All text, logos, borders and boxes that do not bleed should stay within the live area.



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