

# 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>	<b>NAPE Expo</b> Houston, TX Feb. 22-24  <b>THE WORLD MONEYSHOW</b> Orlando, FL February 9-12	<b>EnerCom's Oil &amp; Services Conference</b> San Francisco, CA Feb. 21-23  <b>NAPE Expo</b> Houston, TX Feb. 22-24	<b>Howard Weil 40th Annual Energy Conference</b> New Orleans, LA Mar. 25-29  <b>IPAA'S OGIS East</b> New York, NY Apr. 16-18	<b>AAPG Annual Convention &amp; Exhibition</b> Long Beach, CA Apr. 22-25  <b>Offshore Technology Conference</b> Houston, TX Apr. 30-May 3	<b>BENTEK's Benposium</b> Houston, TX June 11-14  <b>EnerCom's London Oil &amp; Gas Conference</b> London June 13-14	<b>IPAA Mid-Year Meeting</b> Colorado Springs, CO June 27-29
<b>AD CLOSE DATES</b>	Dec 5	Jan 6	Feb 3	Mar 8	Apr 9	May 7

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>SPECIAL ISSUES</b>	ANALYST ISSUE	UNCONVENTIONAL RESOURCES ISSUE			ANNUAL ETRM SUPPLEMENT	PRIVATE CAPITAL ISSUE
<b>FINANCIAL</b>	<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>OGJ150 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>OGJ150 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>
<b>E&amp;P</b>	<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>
<b>SHALE UPDATE</b>	Bakken	Global Shale Plays	Western US Shales	Horn River Basin	Woodford	Haynesville
<b>BONUS DISTRIBUTION</b>	<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
<b>AD CLOSE DATES</b>	Jun 11	Jul 9	Aug 9	Sep 9	Oct 8	Nov 2

## 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.

## Shale gas plays, lower 48 states:

### Maps scheduled for 2012

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

