

SHALE™

OIL & GAS BUSINESS MAGAZINE



2017 MEDIA KIT

WHERE THE INDUSTRY COMES TO SPEAK

In the 
Oil Patch
with **SHALE**
OIL & GAS BUSINESS MAGAZINE

MISSION

SHALE Oil & Gas Business Magazine is a statewide industry publication that showcases the significance of the petroleum and energy market. SHALE's mission is to promote economic growth and business opportunities that connect regional businesses with oil and gas companies. The publication supports market growth through promoting industry education and policy, and its content includes particular insight into the development of the Eagle Ford Shale and Permian Basin plays and the businesses affected. SHALE further connects businesses and oil and gas companies through events and social engagements to promote synergy within the industry and the community.

SHALE Oil & Gas Business Magazine's content is pro-energy and sheds light on the positive impact of the oil and gas industry on the local community. With a professional advisory board and a wonderful management team, the magazine has grown exponentially since starting in 2013 and hosts a variety of clients, reaching a variety of readers from the general public to the top oil and gas executives. The quality of companies and special partnerships associated with SHALE Magazine have only furthered their great reputation throughout the industry as a trusted source for industry news.

In addition, the professional staff is always available to assist us if we have questions, and makes the process of getting a message to the public easy and stress-free. They have the stability and professionalism to always get back to us in a timely manner and are always reliable in getting their magazine out on time. In addition, with distribution points in South Texas, West Texas and Houston, we have been able to share our messages throughout Texas through SHALE Magazine.

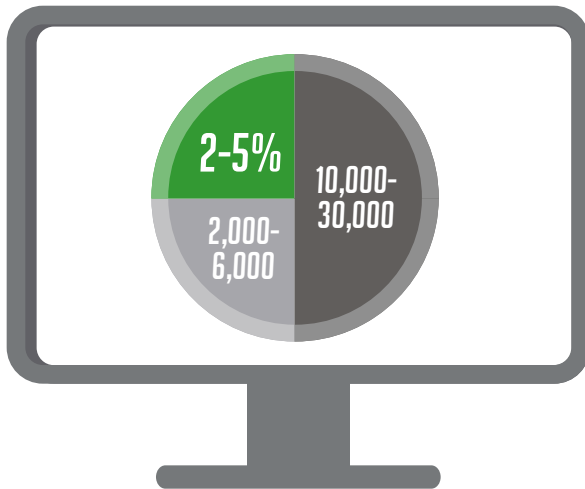
Because of their impeccable reputation for quality and reliability, SHALE Magazine has the endorsement and full support of STEER.



DEMOGRAPHICS

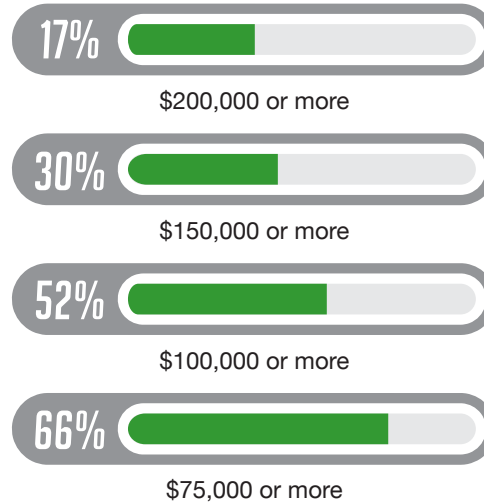
SHALE Magazine prints 10,000 copies bi-monthly. With a pass around rate of three times, our publication is viewed approximately 30,000 times in print. SHALE consistently hosts 200,000 to 300,000 online visitors on its website per month. In addition, we have 30,000 readers per month on our digital issue on issuu.com.

ONLINE STATISTICS

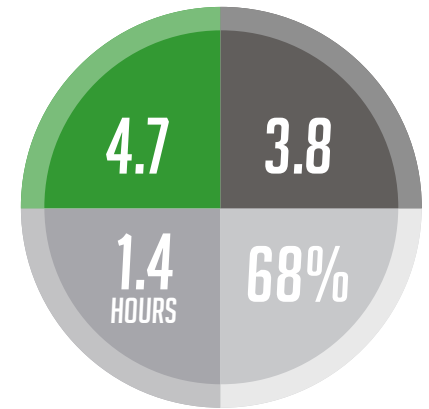
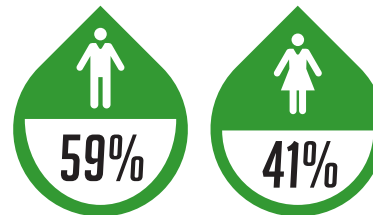


- Ads click through rate between 2%-5%
- 2,000-6,000 ad impressions per day
- Online podcast 10,000-30,000 plays per show

HOUSEHOLD INCOME



MALE/ FEMALE RATIO



- Average number of past 4 issues read
- Average number of times pick up a typical issue
- Average time spent with typical issue
- Took action as a result of reading Shale Magazine (past 6 months)





EDITORIAL CALENDAR AND ADVERTISING CLOSING DATES

ISSUE	THEMES	EDITORIAL DEADLINE	ADVERTISING DEADLINE
JANUARY/FEBRUARY	Women's Issue	November 25	December 17
MARCH/APRIL	Culture and Innovation	January 25	February 17
MAY/JUNE	Entrepreneur/Business	March 25	April 17
JULY/AUGUST	Environmental Impact	May 25	June 17
SEPTEMBER/OCTOBER	Leadership and Government	July 25	August 17
NOVEMBER/DECEMBER	International Business	September 25	October 17



RATES, SIZES AND SPECIFICATIONS

PACKAGES

PACKAGE 1	PACKAGE 2	PACKAGE 3
1/4 Page Ad, Bottom Website Banner	1/2 Page Ad, Middle, Sidebar Ad	Full Page Ad, Premium Placement Top Banner
for pricing please inquire (12 months)	for pricing please inquire (12 months)	for pricing please inquire (12 months)
for pricing please inquire (6 months)	for pricing please inquire (6 months)	for pricing please inquire (6 months)

PRINT ADS ONLY

1/6 page - 300/month (12 months) & \$450/month (6 months)
 1/3 page - \$450/month (12 months) & \$600/month (6 months)

DIGITAL ADS ONLY

BOTTOM BANNER	for pricing please inquire
MIDDLE, SIDEBAR AD	for pricing please inquire
TOP, PREMIUM BANNER	for pricing please inquire

*This table does not include double truck, horizontal split and third page ad pricing. For these ads, please consult with your account executive to get rates.

*Customized plans available at the discretion of the publisher

IN-HOUSE AD DESIGN

SHALE Magazine can provide in-house ad design. All submitted graphics and images must be a large, high-resolution format (no less than 300 dpi).

SHALE Magazine must receive final approval from the advertiser for ads built by SHALE Magazine on or before the scheduled deadline date.

CAMERA READY ADS

Advertisers are responsible for providing camera-ready print ads to SHALE Magazine by the scheduled deadline date.

Camera ready ads are accepted by SHALE Magazine in JPG or PDF format. Files must be 300 dpi, CMYK with .25 bleeds and NO CROP MARKS. (No other file types will be accepted.)

AD SIZES

FULL PAGE (Bleed)

Trim: 8.875" x 10.5"
 Bleed: 8.875" x 11"
 Live Area: 7.875" x 10"

DOUBLE TRUCK (Bleed)

Trim: 16.75" x 10.5"
 Bleed: 17.25" x 11"
 Live Area: 7.875" x 10" each side of page

HORIZONTAL SPLIT (Bleed)

Trim: 16.75" x 5.25" / Bleed: 17.25" x 5.5" (no top bleed)
 Live Area: 7.875" x 5" each side of page

HALF PAGE (Vertical)

Trim: 3.8125" x 10"

HALF PAGE (Horizontal)

Trim: 7.875" x 4.875"

QUARTER PAGE

Trim: 3.8125" x 4.875"

1/6 PAGE
Trim: 2.35" x 4.85"

1/3 PAGE
Trim: 2.35" x 10"



DIGITAL

DIGITAL BANNER ADS

Digital web banner ads are accepted by SHALE Magazine in JPG or GIF formats and in RGB. (No other file types will be accepted.)

Ads sizes available:

Horizontal - 728 pixels (width) x 90 pixels (height)

Square

300 pixels (width)
x 250 pixels (height)

E-BLASTS

E-blasts are sent on the 2nd and 4th Tuesday of each the month. Content must be submitted in jpg.

E-BLAST

for pricing please inquire / reaches 20,000 emails

Thank you to our partners:

CHAOTIC MOON HALLIBURTON

Click here for more information

COLDWELL BANKER
D'ANN HARPER, REALTORS

Click here for more information

www.RANCHHAND.com

Click here for more information

Society of Petroleum Engineers
Balcones Section
January 4, 2016

SAVE THE DATE
9TH ANNUAL COALITION BLOWOUT
SATURDAY JANUARY 30 2016
Click on the EVENTS tab for more information
9th Annual San Antonio Coalition Blowout Scholarship Fundraiser Event!

Saturday, January 30, 2016
6:00 - 11:00 pm
Leon Spring Dance Hall
(24133 IH-10W, San Antonio, TX 78257)

Lanyards will be available for pickup starting in early January. We will contact you to arrange a time and place to pickup the lanyards. Lanyards cannot be replaced if lost or misplaced. No additional lanyards available at the door. No ticket purchases available at the door.
Individual tickets are now available!

REGISTER NOW FOR TICKETS TO

SHALE
January 23, 2016
January/February 2016 Women's issue
The new issue of SHALE Magazine is here! Read our Digital Issue.

SHARON SPURLIN
2016 WOMEN'S ISSUE



CONTENT MARKETING

1 PAGE, 300 - 400 WORDS	for pricing please inquire
2 PAGES, 600 - 700 WORDS	for pricing please inquire

WEBSITE BANNER ADS

TOP BANNER ON SHALEMAG.COM	for pricing please inquire
SIDE BANNER ON SHALEMAG.COM	for pricing please inquire

MOBILE APP BANNER ADS

PREMIUM POSITION BANNER AD	for pricing please inquire
REGULAR POSITION BANNER AD	for pricing please inquire

***Sub Directory Exclusive Premium Sponsorship available upon request

SOCIAL MEDIA

YEARLY (UPFRONT)	for pricing please inquire
QUARTERLY	for pricing please inquire
MONTHLY	for pricing please inquire

***Other packages are available upon request.

WEBSITE CREATION

FOR PRICING PLEASE INQUIRE

3 category "Single Landing Page" style website

■ Services ■ About or Pricing ■ Contact Us

FOR PRICING PLEASE INQUIRE

4 page website

■ Home ■ About

■ Services ■ Contact Us

FOR PRICING PLEASE INQUIRE

6 page website

■ Home ■ About ■ Contact Us

■ Services ■ Pricing ■ Shop

FOR PRICING PLEASE INQUIRE

Custom & Corporate Websites

***Additional website services available upon request.




RADIO



In the Oil Patch airs weekly in several major markets (San Antonio, Houston, Corpus Christi, and Austin) in Texas. This is a pro-energy show.

Each week, we reach a potential of 1 million to 1.2 million listeners. The listener base which we have a potential of reaching each week is broken down below:

-  **KTRH Houston 740AM** (and streamed on iheartradio app) = 700,000+ listeners
 - KSIX Corpus Christi 1230AM, 95.1FM** 50,000 listeners
 - KTSA San Antonio/Corpus Christi/EFS 550AM and 107.1FM** = 200,000 - 220,000 listeners
- Our Soundcloud podcasts get between 10,000 - 80,000 listens per week

Over the past few months, we've had Rep. Brian Babin, Rep. Jason Isaac, Chairman David Porter and Commissioner Ryan Sitton on our show to share their views on the oil and gas industry, but they also gave us their personal opinions on relevant topics and events that have occurred in the U.S.

As we've grown, we've realized that our show is not going to stay confined to Texas topics. We cover a great variety of topics affecting the oil and gas industry including regulation, economic development, market trends, events, studies, global issues, and more.

**60 SECOND
BUSINESS SPOTLIGHT**

for pricing please inquire



EVENTS AND COVER PARTY

TEAC:

Our diverse members represent businesses, elected officials, academia, nonprofits, and other stakeholders – all in support of oil, gas and energy in upstream, midstream and downstream areas.

The membership benefits provide a forum to make new relationships, to conduct business affairs and to network in order to gain professional, governmental and industry information on topics of interest. We strive to disseminate pertinent information and materials from SHALE Oil & Gas Business Magazine and other energy industry organizations to members of the Texas Energy Advocates Coalition (TEAC). Distinguished individuals and experts in the industry are our guest speakers who present their views and expertise on current industry topics.

STATE OF ENERGY:

The State of Energy event is a luncheon featuring a keynote speaker and a panel of experts. The speakers give insight into the current oil and gas market, legislation affecting the oil and gas industry, changes in international or national policy affecting the oil and gas industry, technology advancements, etc.

This event brings together oil and gas executives and professionals, business leaders, elected officials and media representatives in an effort to educate the community on the effect of the oil and gas industry on the local economy.

This is an annual event brought to the state of Texas.



CONTACT, PAYMENT AND BILLING

CONTACT

Kym Bolado, Publisher
210.240.7188
kym@shalemag.com

OFFICE LOCATION

5600 Broadway St., San Antonio, Texas 78209

PAYMENT & BILLING

The first month's payment is required up front for first-time ad runs. Subsequent payments done by credit cards will be automatically withdrawn on the 1st or 15th of every month for the length of the contract. Invoiced payments will be mailed on the first of every month to the contact person listed on the contract, and are due upon receipt.

Any amounts not paid when due may be subject to a periodic service charge equal to the lesser of 1.5% per month and the maximum amount allowed under applicable law, until such amounts are paid in full, including assessed service charges. Payments outstanding more than 45 days may be subject to collection by a third party.

Customized payment schedules may be arranged, if needed, and are based upon the approval of the publisher, who also has the right to cancel or amend the schedule at any time.

