

SHALE[®]

MAGAZINE



2021 MEDIA KIT

WHERE THE INDUSTRY COMES TO SPEAK

In the 
Oil Patch
with **SHALE**
MAGAZINE

MISSION

SHALE Oil & Gas Business Magazine is a nationwide publication that showcases the significance of the petroleum and energy market. SHALE's mission is to promote economic growth and business opportunities that connect 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 current outlook of all the energy plays in the U.S. and the economic impact of domestic energy production. SHALE further connects businesses and oil and gas companies through events and social engagements to promote synergy within the industry and the community.

TESTIMONIALS

"**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."

– Omar G.

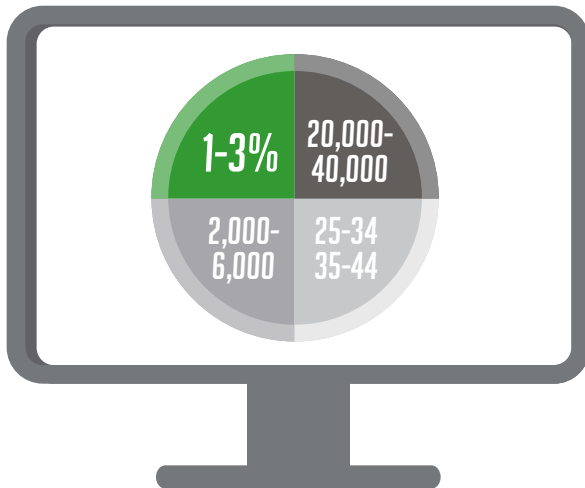


WWW.SHALEMAG.COM

DEMOGRAPHICS

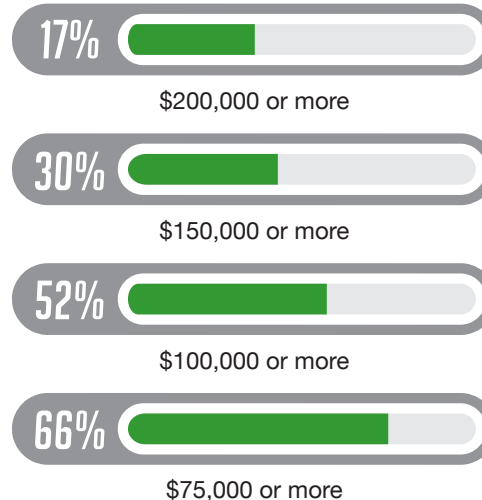
SHALE Magazine prints 20,000 copies bi-monthly. With a pass around rate of three times, our publication is viewed approximately 60,000 times in print. SHALE hosts an average of 20,000-40,000 online visitors on the shalemag.com website per month. In addition, we have 38,000 readers per month on our digital issue on issuu.com. Additional viewership includes social media audience of over 140,000 across Facebook, LinkedIn & Twitter

ONLINE STATISTICS

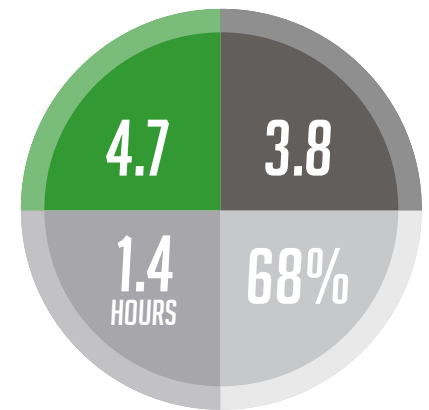
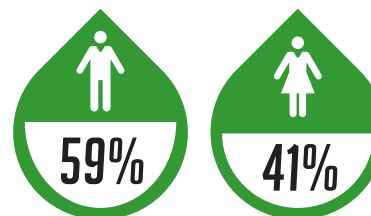


- Ads click through rate average between 1-3%" (results vary)
- 2,000-6,000 ad impressions per day
- Online podcast 10,000-30,000 plays per show
- Highest online traffic includes online visitors aged 25-34, the second-largest group of online visitors are aged 35-44

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	Industry Outlook	November 25	December 17
MARCH/APRIL	Midstream in Motion	January 25	February 17
MAY/JUNE	Developments in Downstream	March 25	April 17
JULY/AUGUST	Women's Edition	May 25	June 17
SEPTEMBER/OCTOBER	Technology in Action	July 25	August 17
NOVEMBER/DECEMBER	World Energy Market	September 25	October 17



YEARLY PARTNERSHIP PACKAGES

PREMIERE

Please Inquire for Pricing

PREMIUM

Please Inquire for Pricing

EXCLUSIVE

Please Inquire for Pricing

SOME OF OUR CURRENT PARTNERSHIPS



PORT **CORPUS CHRISTI**



Deloitte.



OMNI  HOTELS
& RESORTS
corpus christi | texas



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RATES, SIZES AND SPECIFICATIONS

PACKAGES

PACKAGE 1	PACKAGE 2	PACKAGE 3
1/4 Page Ad, Bottom Web Banner	1/2 Page Ad, Side Web Banner	Full Page Ad, Top Web Banner
Please inquire for pricing (12 months)	Please inquire for pricing (12 months)	Please inquire for pricing (12 months)
Please inquire for pricing (6 months)	Please inquire for pricing (6 months)	Please inquire for pricing (6 months)

PRINT ADS ONLY

1/6 page - Please inquire for pricing

1/3 page - Please inquire for pricing

DIGITAL ADS ONLY

BOTTOM BANNER	Please inquire for pricing
SIDE BANNER	Please inquire for pricing
TOP BANNER	Please inquire for pricing

*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: 8.375" 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
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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"
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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"
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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:

Top Banner - 728 pixels (width) x 90 pixels (height)

Side Banner
300 pixels (width)
x 250 pixels (height)

E-BLASTS 38,000

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

NEWSLETTER INCLUSION	Please inquire for pricing
DEDICATED EMAIL	Please inquire for pricing



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Thank you to our partners:

CHAOTIC MOON **HALLIBURTON**

[Click here for more information](#)

COLDWELL BANKER
D'ANN HARPER, REALTORS
[Click here for more information](#)

SHALE
OIL & GAS BUSINESS MAGAZINE
January 13, 2016

January/February 2016 Women's issue

The new issue of SHALE Magazine is here! Read our [Digital Issue](#).

SHALE
SHARON SPURLIN
2016 WOMEN'S ISSUE

[Click here for more information](#)

SPE International
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
(24135 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

CONTENT MARKETING

1 PAGE, 600 - 800 WORDS	Please inquire for pricing
2 PAGES, 1,000 - 1,500 WORDS	Please inquire for pricing

CONTENT MARKETING – ENERGY VOICE (BLOG)

3 ARTICLES/MONTH	Please inquire for pricing
6 ARTICLES/MONTH	Please inquire for pricing

MOBILE BANNER ADS

PREMIUM POSITION	Please inquire for pricing
REGULAR POSITION	Please inquire for pricing

***Sub Directory Exclusive Premium Sponsorship available upon request

SOCIAL MEDIA

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

***Other packages are available upon request.

WEBSITE CREATION

PLEASE INQUIRE FOR PRICING
3 category "Single Landing Page" style website

■ Services ■ About or Pricing ■ Contact Us

PLEASE INQUIRE FOR PRICING
4 page website

■ Home ■ About
■ Services ■ Contact Us

PLEASE INQUIRE FOR PRICING
6 page website

■ Home ■ About ■ Contact Us
■ Services ■ Pricing ■ Shop

PLEASE INQUIRE FOR PRICING
Custom & Corporate Websites

***Additional website services available upon request.



CONTENT MARKETING WITH SHALE

PRINT AND DIGITAL

PRINT / DIGITAL CONTENT MARKETING GUIDELINES

BLOG-BASED CONTENT MARKETING : ENERGY VOICE

ENERGY VOICE GUIDELINES

Please Inquire for Pricing



NEW

ANCILLARY SERVICES

SHALE Magazine now provides fully-insured AV services and consulting, offering turn-key Audio, Video, Lighting and related rental equipment and services for events. We listen to your event needs and provide the best possible package solutions at the best prices, we are willing and able to beat in-house AV company's prices at most venues. We bring everything with us, set it up, test all the systems, operate AVL during the event, high-five you afterward, pack up, and take all the equipment away with us.

WHAT KIND OF EVENTS? We really don't limit ourselves, but typically: corporate conferences, workshops, trainings, luncheons, galas, breakout sessions, company parties, private parties, weddings and concerts.

WHAT KIND OF VENUES? It's all up to you, but typically hotels, churches, wedding venues, bars, breweries, backyards, parks... you name it.

WHAT ARE YOUR BACKGROUNDS?

Our crew of experts has, on average, 10 years of experience or more and our management crew has over 75 years of combined experience and backgrounds in fortune 100 companies.

WHAT KIND OF EXPERTISE CAN YOU OFFER FOR MY EVENT?

We offer event AV consulting, event management, production design, audio engineering and mixing, lighting design and programming, LED video and HD projection, professional DJs, artists, bands and professional brand ambassadors.

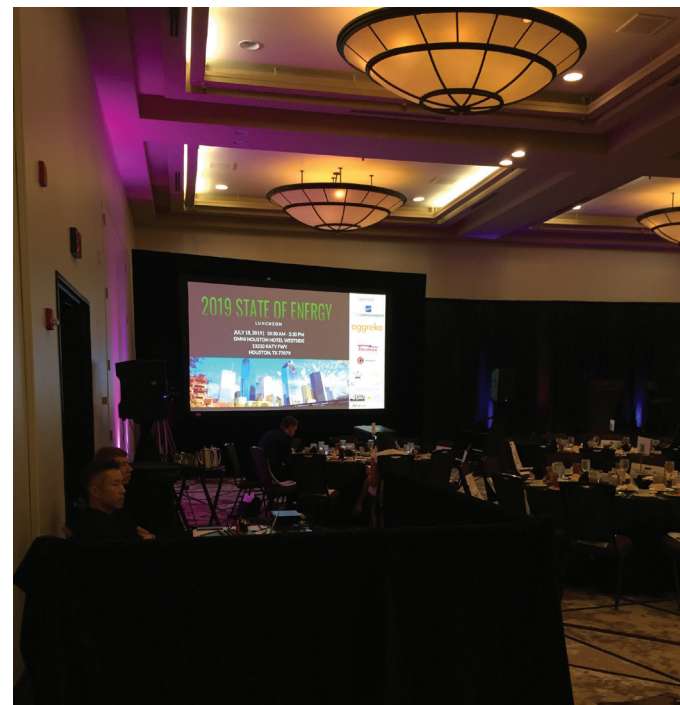
WHAT KIND OF EQUIPMENT DO YOU OFFER? We have a wide range of equipment brands we use at events, depending on budget and specifications required.

For audio, we have everything from small PA systems for meetings and intimate events, to mega-sized Line Array speakers, subs and digital mixing consoles for large venues and live music. We use only the most reputable brands of microphones including Shure, Audio Technica and Sennheiser.

For video, we provide everything from small flat-screen TV monitors to massive HD projectors and screens to huge LED video walls. We can provide HD camera services including live event feeds, streaming services, and post-event video production.

For lighting, we use some of the most well-known brands in the world including Martin, American DJ, Elevation, NSI and Hog PC lighting control systems. Our lighting systems can be simple uplighting packages for corporate events to intelligent moving lights programmed specifically for live band's songs or other event happenings.

Aside from all of that, we can also provide DJs, pipe and drape, staging, tents, and even power distribution.



SUBSCRIPTIONS

HAVE YOUR OWN COPY OF SHALE MAGAZINE MAILED DIRECTLY TO YOUR HOME OR OFFICE!

Trial Subscription

6 months: (3 issues)

Go on a test drive with SHALE Magazine

PLEASE INQUIRE FOR PRICING

Annual Subscription

12 months: (6 issues)

(Plus one free additional issue- 7 issues total)

Year-long subscriptions come with perks:

One **FREE** issue

PLEASE INQUIRE FOR PRICING

***Custom pricing available for specific quantities of mailed magazines.
Please inquire for other subscription options.*

9,875 paid subscribers



EVENTS AND EXPOS

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

Joyce Adams, VP Sales
210.240.7188
joyce@shalemag.com

OFFICE LOCATION

5150 Broadway #493, 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.



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SOCIAL MEDIA



Facebook:

www.facebook.com/shalemagazine



LinkedIn:

www.linkedin.com/company/shale-magazine



Soundcloud:

www.soundcloud.com/shale-magazine



Twitter:

www.twitter.com/Shalemag



YouTube:

www.youtube.com/channel/UC7ZmzRzFT3ijL2--5hoFO7A





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