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.

South Texas Energy & Economic Roundtable

WWW.SHALEMAG.COM
DEMOGRAPHICS

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

- 17% $200,000 or more
- 30% $150,000 or more
- 52% $100,000 or more
- 66% $75,000 or more

MALE/FEMALE RATIO

- 59% Male
- 41% Female

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.
## Editorial Calendar and Advertising Closing Dates

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEMES</th>
<th>EDITORIAL DEADLINE</th>
<th>ADVERTISING DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Industry Outlook</td>
<td>November 25</td>
<td>December 17</td>
</tr>
<tr>
<td>March/April</td>
<td>Midstream in Motion</td>
<td>January 25</td>
<td>February 17</td>
</tr>
<tr>
<td>May/June</td>
<td>Developments in Downstream</td>
<td>March 25</td>
<td>April 17</td>
</tr>
<tr>
<td>July/August</td>
<td>Women’s Edition</td>
<td>May 25</td>
<td>June 17</td>
</tr>
<tr>
<td>September/October</td>
<td>Technology in Action</td>
<td>July 25</td>
<td>August 17</td>
</tr>
<tr>
<td>November/December</td>
<td>World Energy Market</td>
<td>September 25</td>
<td>October 17</td>
</tr>
</tbody>
</table>
YEARLY PARTNERSHIP PACKAGES

PREMIERE

Please Inquire for Pricing

PREMIUM

Please Inquire for Pricing

EXCLUSIVE

Please Inquire for Pricing

SOME OF OUR CURRENT PARTNERSHIPS

- Texas Energy Advocates Coalition
- Port Corpus Christi
- Deloitte
- South Texas Energy & Economic Roundtable
- Omni Hotels & Resorts
- Corpus Christi, Texas
- Women's Energy Network
- PESA
- Texas Alliance of Energy Producers
- Oilfield Experts
- Texas Energy Advocates Coalition
### RATES, SIZES AND SPECIFICATIONS

#### PACKAGES

<table>
<thead>
<tr>
<th>PACKAGE 1</th>
<th>PACKAGE 2</th>
<th>PACKAGE 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Page Ad, Bottom Web Banner</td>
<td>1/2 Page Ad, Side Web Banner</td>
<td>Full Page Ad, Top Web Banner</td>
</tr>
<tr>
<td>Please inquire for pricing (12 months)</td>
<td>Please inquire for pricing (12 months)</td>
<td>Please inquire for pricing (12 months)</td>
</tr>
<tr>
<td>Please inquire for pricing (6 months)</td>
<td>Please inquire for pricing (6 months)</td>
<td>Please inquire for pricing (6 months)</td>
</tr>
</tbody>
</table>

#### PRINT ADS ONLY

- 1/6 page - Please inquire for pricing
- 1/3 page - Please inquire for pricing

#### DIGITAL ADS ONLY

<table>
<thead>
<tr>
<th>BOTTOM BANNER</th>
<th>SIDE BANNER</th>
<th>TOP BANNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please inquire for pricing</td>
<td>Please inquire for pricing</td>
<td>Please inquire for pricing</td>
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</tbody>
</table>

*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.)
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.

<table>
<thead>
<tr>
<th>NEWSLETTER INCLUSION</th>
<th>Please inquire for pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEDICATED EMAIL</td>
<td>Please inquire for pricing</td>
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</table>
### CONTENT MARKETING

<table>
<thead>
<tr>
<th>Plan</th>
<th>Word Count</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 PAGE, 600 - 800 WORDS</strong></td>
<td></td>
<td>Please inquire for pricing</td>
</tr>
<tr>
<td><strong>2 PAGES, 1,000 - 1,500 WORDS</strong></td>
<td></td>
<td>Please inquire for pricing</td>
</tr>
</tbody>
</table>

### CONTENT MARKETING – ENERGY VOICE (BLOG)

<table>
<thead>
<tr>
<th>Articles/ Month</th>
<th>Pricing</th>
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</thead>
<tbody>
<tr>
<td><strong>3 ARTICLES/MONTH</strong></td>
<td>Please inquire for pricing</td>
</tr>
<tr>
<td><strong>6 ARTICLES/MONTH</strong></td>
<td>Please inquire for pricing</td>
</tr>
</tbody>
</table>

### MOBILE BANNER ADS

<table>
<thead>
<tr>
<th>Position</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PREMIUM POSITION</strong></td>
<td>Please inquire for pricing</td>
</tr>
<tr>
<td><strong>REGULAR POSITION</strong></td>
<td>Please inquire for pricing</td>
</tr>
</tbody>
</table>

***Sub Directory Exclusive Premium Sponsorship available upon request***

### SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YEARLY (UPFRONT)</strong></td>
<td>Please inquire for pricing</td>
</tr>
<tr>
<td><strong>QUARTERLY</strong></td>
<td>Please inquire for pricing</td>
</tr>
<tr>
<td><strong>MONTHLY</strong></td>
<td>Please inquire for pricing</td>
</tr>
</tbody>
</table>

***Other packages are available upon request.***

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### 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

***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
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.
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.
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