

BAKKEN EXPOSURE

Petroleum News Bakken marketing & advertising brochure

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Volume 1, No. 21 • www.petroleumnews.com

Crude on rails in for long haul
WLL gets bum rap
Riverbed draws top bids
Bakken threatens Alberta upgrader
Helmus slams U.S. Fish & Wildlife

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CEP leads NDIC well, unit apps
Judge rules for ND
Herculean reserve growth
Hess Bakken output up by 87%
Obama spreads XL jitters
Hess to keep Bakken assets

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Construction nearing completion
'Wake-up call'
Dunbar transactions strengthen ConocoPhillips, Exxon in Bakken
Seaway launches new era
Shore zone makes auction
Rail could be headed downhill

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Introducing Petroleum News Bakken

You've heard newspaper advertising creates awareness, telling the marketplace you're a player.

But a print advertisement isn't all Petroleum News Bakken does to help you create awareness.

Written for the oil and gas industry — and guaranteeing solid readership in industry, government and among financial analysts — we go "beyond advertising" to carry your message, whether it's expertise and leadership in your field or your eco-friendly record or profitability and savvy leadership.

For example, in each issue, Petroleum News Bakken's contracted advertisers are included in a Bakken players list and Oil Patch Bits, which announces your new hires, awards and achievements.

There's more.

Your firm will be included in our Bakken Oil & Gas Directory, which others turn to for purchasing goods and services. This magazine, published yearly, gives you a chance to promote your business through news items, photos and directory listings. Depending on the size of your ad contract, you might also be eligible for a Q&A company profile.

So how do you become a contracted advertiser and get more exposure for your business? Start by turning the page...

Expanded benefits for larger advertisers

If your organization's annual advertising contract with Petroleum News Bakken exceeds \$10,000, you receive additional marketing exposure in the form of complimentary online advertising at PetroleumNewsBakken.com and one Q&A company profile in PN's Bakken Oil & Gas Directory. Details follow:

Q&A Company Profile in Bakken Oil & Gas Directory

Our special publications director will work with you on a Q&A Company Profile that will appear in our Bakken Oil & Gas Directory, a full color magazine that is published yearly and distributed to all Williston basin Bakken/Three Forks plays, as well as to companies doing business in nearby plays, such as northwestern Montana and southern Alberta's Exshaw/Bakken fairway.



Complimentary online advertising on our website



When a Petroleum News Bakken reader visits our home page at PetroleumNewsBakken.com there are advertisements from contracted advertisers that slowly rotate from the bottom of the page to the top. Once a reader clicks on a story the movement stops, so as not to distract the reader, until the next page reloads or refreshes. There are three different-sized ads available; the amount of your annual contract determines the size of your ad. Ask our advertising executives for more information.

Why Petroleum News Bakken is best for you

Like its sister newspaper in Alaska, the edge Petroleum News Bakken has over other publications is the excellence of its news, 70% of which is generated by a cadre of experienced journalists. Our writers scout for news the old-fashioned way — digging through agency files, scrutinizing SEC filings, and developing contacts within oil companies — because executives in industry and the financial community want the latest, most insightful news.

Why is an editorial calendar based on news events best for you?

Because your ad has a better chance of getting noticed in a newspaper that is being read. The alternative is placing ads in publications that surround your message with stale, repackaged 'news' designed to hook advertisers, not readers.

Conferences = MORE EXPOSURE

Conference distribution gives advertisers more exposure. Ask our advertising executives for the schedule of local, national and international conferences Petroleum News Bakken will be distributed at in the next year. It is updated monthly for your convenience.

Contact information

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General information & specs

Effective date: Rates effective April 1, 2015

Frequency: Petroleum News Bakken is a full color tabloid newspaper, published the first, third, and fifth Sunday each month, but is posted at PetroleumNewsBakken.com the Friday before.

Deadline: Space reservation is 12 days prior to the Sunday publication date; ad copy is due 10 days prior to publication.

Printing/mechanical specifications: Petroleum News is printed on 32# re-brite stock using an 85-line screen. The page trim size is 11 1/2" x 17."

Production specifications: Ads should be submitted electronically. Files must be at least 300 dpi. The image should be the same size as the space reserved. We prefer PDFs but we'll also accept EPS files with fonts outlined, JPEG and TIFF files. All layers and transparencies must be flattened in submitted material. We'll also accept Quark and InDesign files as long as all art and fonts are included.

Inserts accepted: Ask our advertising executives for details.

Production charges: \$80 flat fee (for ads that are not camera-ready).

Placement: We will make every attempt to meet your request but cannot guarantee placement unless you secure it with a 10% surcharge.

Advertising agencies: Approved advertising agencies will receive a 15% discount on the net price.

Non-profit and political ads: 30% off open rates.

Ad rejection: We reserve right to reject any ad for any reason.

Add a hotlink to your ad

A hotlink to your web site can be placed in your ad in Petroleum News' online edition at no extra charge.

Email tkearney@petroleumnews.com for details.

Advertising Rates

SIZE	1X RATE	6X RATE	12X RATE	26X RATE	52X RATE
Full Page	\$1,945	\$1,850	\$1,750	\$1,655	\$1,555
1/2 Page	\$1,340	\$1,275	\$1,210	\$1,140	\$1,070
1/3 Page	\$1,025	\$975	\$925	\$870	\$820
1/4 Page	\$720	\$685	\$650	\$610	\$575
1/8 Page	\$515	\$490	\$465	\$440	\$410
1/12 Page	\$395	\$375	\$355	\$335	\$315
Banner	\$335	\$320	\$300	\$285	\$270

Add \$200 per additional process or spot color.

Add \$400 for four-color process.

Advertising Dimensions

SIZE	WIDTH	HEIGHT
Full page	9.818" (4 col)	15.25"
1/2 pg (island)	7.3" (3 col)	10"
1/2 pg (horiz)	9.818" (4 col)	7.5"
1/2 pg (vert)	4.818" (2 col)	15.25"
1/3 pg (horiz)	9.818" (4 col)	5"
1/3 pg (square)	7.3" (3 col)	7.25"
1/4 pg (horiz)	9.818" (4 col)	4"
1/4 pg (vert)	4.818" (2 col)	7.5"
1/4 pg (square)	7.3" (3 col)	5"
1/8 pg (horiz)	7.3" (3 col)	2.5"
1/8 pg (vert)	2.3" (1 col)	7"
1/8 pg (square)	4.818" (2 col)	3.75"
1/12 pg (horiz)	4.818" (2 col)	2.5"
1/12 pg (vert)	2.3" (1 col)	5"
Banner (horiz)	4.818" (2 col)	1.75"
Banner (vert)	2.3" (1 col)	3"