

**Target the key
leaders and
decision-makers
in America's oil and
gas industry**

2019 Media Guide

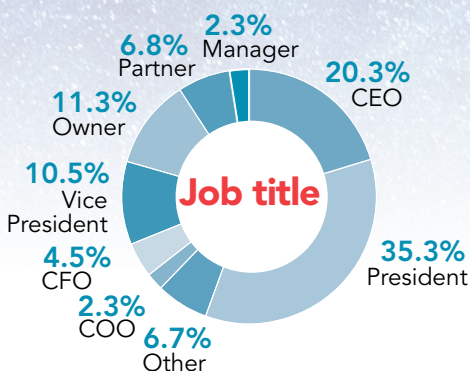
PRINT AND DIGITAL EDITIONS

***IPAA Access
Membership
Directory***

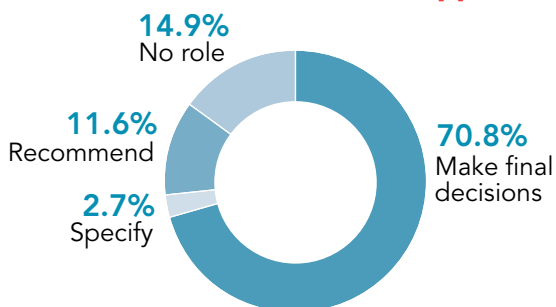
NAYLOR 
ASSOCIATION SOLUTIONS

CONTACT:

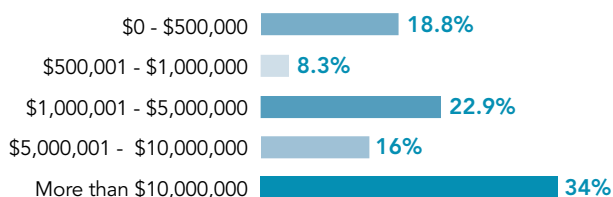
Membership Breakdown



Role in deciding company's purchase of oil-field services and supplies



Company's annual expenditures on oil-field services and supplies



INDEPENDENT PETROLEUM
ASSOCIATION OF AMERICA

IPAA At-A-Glance



Independents **drill 95%** of the nation's oil and gas wells.



Independent producers **generate 54% of domestic oil and produce 85% of domestic natural gas.**



Independents hold **80%** of the Gulf of Mexico shallow-water leases and **75%** of deepwater leases.



Our membership has grown to more than **10,000 members** nationwide.



Independent oil and natural gas producers, and service companies **operate in more than 30 states and in coastal waters offshore.**



INDEPENDENT PETROLEUM
ASSOCIATION OF AMERICA

Annual Membership Directory



CONNECTING YOU WITH
MORE THAN 10,000 MEMBERS
THROUGHOUT THE YEAR

The annual *Membership Directory* serves as the “who’s who” guide in the petroleum industry. Our members save and use this throughout the year as an informational guide, networking resource and purchasing tool. As the official publication of IPAA, members know that they can confidently select the quality products and services featured within the pages.

IPAA Access Print and Digital Editions

Circulated to our membership of thousands of independent crude oil and natural gas explorers and producers in the United States, your message within *IPAA Access* will reach presidents, owners, CEOs, CFOs, managers, partners, accountants, engineers, geologists, landmen, lawyers, government officials and more throughout our industry. Your advertisement will target the purchasers and decision makers within the petroleum industry.



ISSUE

Spring 2019

Summer 2019

Fall/Winter 2019

SHIPS

April 2019

August 2019

November 2019

**Editorial calendar is tentative and subject to change.*

IPAA Access

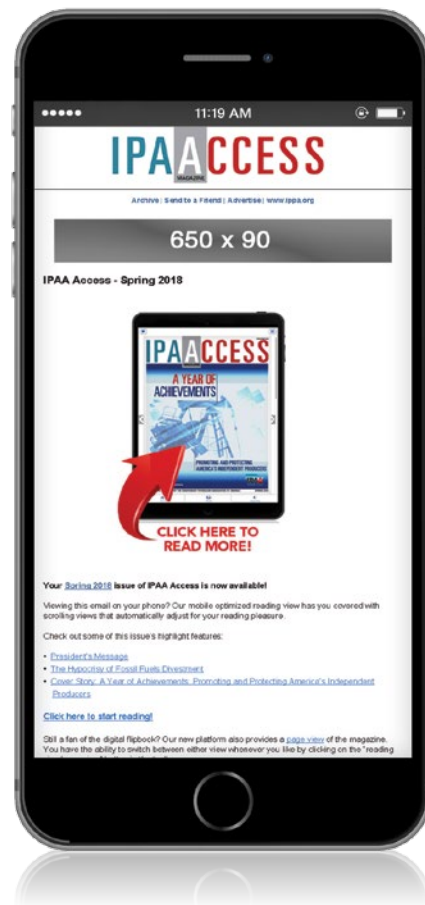
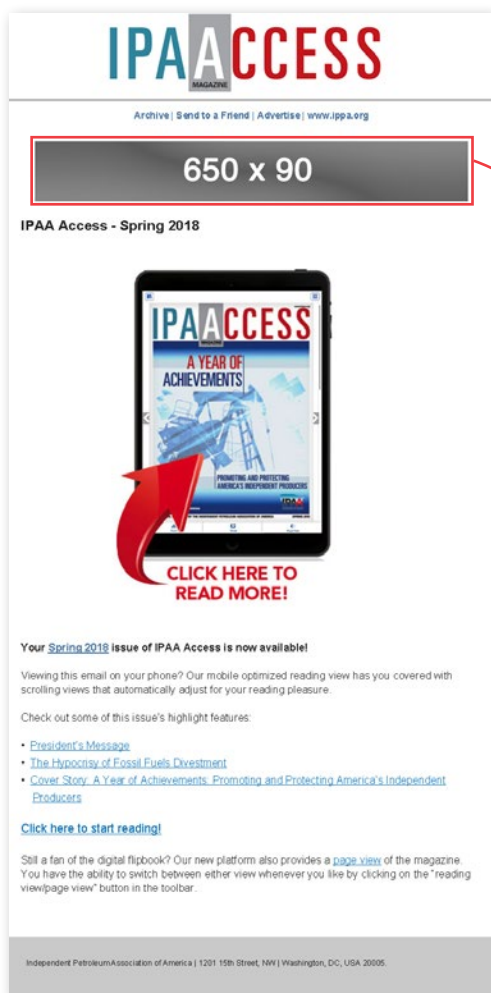
ABOUT THE SPONSORED EBLAST

IPAA
INDEPENDENT PETROLEUM
ASSOCIATION OF AMERICA

When each print edition of *IPAA Access* is distributed, an email will be sent to all IPAA members making them aware that the digital edition is available for viewing. The digital edition eBlast, which will include your sponsored message, is sent once a month, ensuring that your message gets double the exposure!

ENJOY THE BENEFITS OF A TARGETED ENEWSLETTER:

- Delivers your message directly to the inbox of 10,000 decision-makers on a regular basis
- In addition to 10,000+ members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



EBLAST SPONSOR AD

1 issue: \$2,750

2-3 issues: \$2,350 per issue

- Only one spot available – NO ROTATION
- Located between popular sections of the eNewsletter

SPECS:

- 650x90
- JPEG Only (No animation)
- Max file size 100 KB

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready. Rates as of June 2018

For the latest online specs, please visit www.naylor.com/online specs

IPAA Access

Digital Edition

Extend your print advertising investment with the unique benefits of digital media.

IPAA Access is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner

4 2nd TOC Mobile Banner

*Only one display package will be available per issue.

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For the latest online specs, please visit www.naylor.com/online-specs

Display Ad Package 1 | \$2,000*

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$1,800*

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

Adaptive Ad (HTML5) | \$2,300

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,650

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• **Large Insert | \$650**

• **Large Outsert | \$500**

Additional TOC Mobile Banner | \$800

Net Advertising Member Rates*



Full-Color	1x	2-3x	Directory**
Double-Page Spread	\$3,257.55	\$3,095.55	\$3,626.55
Outside Back Cover	\$2,672.55	\$2,564.55	\$3,032.55
IFC or IBC	\$2,555.55	\$2,447.55	\$2,843.55
Full Page	\$2,168.55	\$2,060.55	\$2,411.55
2/3 Page	\$1,871.55	\$1,781.55	\$2,078.55
1/2-Page Island	\$1,601.55	\$1,520.55	\$1,790.55
1/2 Page	\$1,376.55	\$1,304.55	\$1,529.55
1/3 Page	\$1,061.55	\$1,007.55	\$1,187.55
1/4 Page	\$827.55	\$782.55	\$908.55
1/6 Page	\$638.55	\$602.55	\$719.55
1/8 Page	\$503.55	\$476.55	\$566.55

Black-and-White	1x	2-3x	Directory**
Full Page	\$1,457.55	\$1,385.55	\$1,610.55
2/3 Page	\$1,259.55	\$1,196.55	\$1,394.55
1/2-Page Island	\$1,079.55	\$1,025.55	\$1,205.55
1/2 Page	\$926.55	\$881.55	\$1,025.55
1/3 Page	\$719.55	\$683.55	\$791.55
1/4 Page	\$557.55	\$530.55	\$611.55
1/6 Page	\$422.55	\$404.55	\$476.55
1/8 Page	\$341.55	\$323.55	\$377.55

*Rates reflect a 10% member discount.

**Advertisers in 2 or more issues of IPAA Access will receive a 5% discount on directory advertising rates.

Revisions and Proofs: \$50 | Position Guarantee: 15% Premium

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DIRECT-MAIL AND BELLY BAND OPPORTUNITIES

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which IPAA Access and/or the Membership Directory is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

ONLY 5 PIECES AVAILABLE!

You can also ensure your message is the first readers see by wrapping it around IPAA Access and/or the Membership Directory with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.

NET RATES - PIECES FURNISHED BY ADVERTISERS*

Surfaces	Print Rates	Print Plus Digital Rates
Belly Band	\$6,825.00	\$7,025.00
1 Page/ 2 Surfaces	\$3,199.50	\$3,349.50
2 Pages/ 4 Surfaces**	\$4,499.50	\$4,749.50
Postcard	\$3,199.50	\$3,349.50

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 pages (6 surfaces) or more available; quotes supplied upon request.

Rates as of September 2018

Net Advertising Rates*



Full-Color	1x	2-3x	Directory**
Double-Page Spread	\$3,619.50	\$3,439.50	\$4,029.50
Outside Back Cover	\$2,969.50	\$2,849.50	\$3,369.50
IFC or IBC	\$2,839.50	\$2,719.50	\$3,159.50
Full Page	\$2,409.50	\$2,289.50	\$2,679.50
2/3 Page	\$2,079.50	\$1,979.50	\$2,309.50
1/2-Page Island	\$1,779.50	\$1,689.50	\$1,989.50
1/2 Page	\$1,529.50	\$1,449.50	\$1,699.50
1/3 Page	\$1,179.50	\$1,119.50	\$1,319.50
1/4 Page	\$919.50	\$869.50	\$1,009.50
1/6 Page	\$709.50	\$669.50	\$799.50
1/8 Page	\$559.50	\$529.50	\$629.50

Black-and-White	1x	2-3x	Directory**
Full Page	\$1,619.50	\$1,539.50	\$1,789.50
2/3 Page	\$1,399.50	\$1,329.50	\$1,549.50
1/2-Page Island	\$1,199.50	\$1,139.50	\$1,339.50
1/2 Page	\$1,029.50	\$979.50	\$1,139.50
1/3 Page	\$799.50	\$759.50	\$879.50
1/4 Page	\$619.50	\$589.50	\$679.50
1/6 Page	\$469.50	\$449.50	\$529.50
1/8 Page	\$379.50	\$359.50	\$419.50

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**3 pages (6 surfaces) or more available; quotes supplied upon request.

Rates as of September 2018

Print & Online Specifications



Directory & Magazine

Trim Size: 8.375" x 10.875" | DPS Live Area: 15.417" x 9.5"

DOUBLE PAGE SPREAD	FULL PAGE NO BLEED	FULL PAGE BLEED	2/3 PAGE HORIZONTAL	2/3 PAGE VERTICAL	1/2 PAGE HORIZONTAL	1/2 PAGE LONG VERT.	1/2 PAGE VERTICAL/ ISLAND
17" x 11.125"	7" x 9.5"	8.625" x 11.125"	7" x 6.333"	4.583" x 9.5"	7" x 4.583"	3.333" x 9.5"	4.583" x 7"
1/3 PAGE SQUARE	1/3 PAGE HORIZONTAL	1/3 PAGE VERTICAL	1/4 PAGE HORIZONTAL	1/4 PAGE VERTICAL	1/6 PAGE HORIZONTAL	1/6 PAGE VERTICAL	1/8 PAGE HORIZONTAL
4.583" x 4.583"	7" x 3"	2.166" x 9.5"	4.583" x 3.333"	3.333" x 4.583"	4.583" x 2.166"	2.166" x 4.583"	3.333" x 2.166"
							2.166" x 3.333"

Print Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode is not accepted and, if supplied, will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts, as well as linked images, must be supplied if not embedded in the file.

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your

publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Cancellations

All cancellations must be received in writing prior to the advertising sales deadline. All premium positions and direct-mail pieces are non-cancelable.

Shipping Instructions

Ship all advertising materials to the attention of your account executive at:

Naylor | 5950 NW 1st Place | Gainesville, FL 32607

Toll-free: (800) 369-6220 | Fax: (352) 331-3525

Digital Edition

For the latest digital edition specifications, please visit:

www.naylor.com/onlinespecs