The premier publication focused on the business of oil and gas pipeline construction and maintenance.

85,738*
Total Audience Reach

2018 Media Kit

10050 Brecksville Rd.
Brecksville, OH 44141 USA
330-467-7588
www.benjaminmedia.com

*Publisher’s Own Data
North American Oil & Gas Pipelines is the premier publication focused on the business of oil and gas pipeline construction and maintenance in the United States, Canada and Mexico. Our people-centered editorial is available on multiple media channels — print, web, e-mail, conferences, webinars, social media, seminars and beyond. Our readers are the professionals involved with pipeline owner and operating companies, contractors, engineers and service providers.

Our editorial focuses on the latest news and market developments that are shaping the oil and gas pipeline industry in North America, from the expansion of market access into Mexico, to developing the shale plays in the United States and to the increased opportunities for the Canadian oil sands. We bring you in-depth stories about the most efficient methods of pipeline installation, new innovations in integrity management and proven managerial strategies that enhance the bottom line.

North American Oil & Gas Pipelines offers marketers the industry’s best opportunity to reach pipeline leaders. North American Oil & Gas Pipelines’ print magazine, digital edition, website and weekly e-newsletter feature top-tier content that pipeliners can find nowhere else, influencing decisions regarding new products, equipment and processes for improving operational efficiency, project execution, quality control, maintenance practices and more. We also organize the annual Pipeline Leadership Conference to bring together industry thought-leaders to improve collaboration and recognize innovation through people, process and practice.

We’re here to tell the stories of the people who make the pipeline industry great.

Brad Kramer | Managing Editor
**Audience**

**Average Monthly Audience Reach:** 85,738*

**DIRECT REQUEST SUBSCRIBERS 89.8%**

**Magazine:**
17,510 Circulation - Print
1,159 Circulation - Digital*

**Website:**
6,645 Users/Month
14,379 Avg. Pageviews/Month

**E-Newsletter:**
6,732 Average Distribution*

**Webinars:**
100 Average Registrants*

**Twitter:**
2,026 Followers @NAOGP1*

---

**Subscribers plan to purchase the following equipment/services in the next 12 months:**

- Pipe Materials ................................................................. 45%
- Welding ................................................................. 36%
- Pipeline Maintenance .......................................................... 36%
- GIS/GPS Systems ................................................................. 36%
- Coatings/Linings ................................................................. 36%
- Corrosion Monitoring ............................................................ 35%
- Pipeline Safety/Security ........................................................ 35%
- Leak Detection/Prevention ................................................... 35%
- Environmental Awareness ................................................... 34%
- Pipeline Design Engineering ................................................ 33%
- Pipeline Machinery ............................................................ 31%
- Trenchless Technology ........................................................ 31%
- Cathodic Technology ........................................................... 30%
- Trenching Materials .............................................................. 29%
- Pipeline Rehabilitation ........................................................ 29%
- Cleaning Pigs ..................................................................... 29%
- Inline Inspection ................................................................. 29%
- Pipeline Communications .................................................... 25%
- Flow Control Software ......................................................... 25%
- SCADA/Automation Software ............................................. 21%
- Project Financing & Insuring ................................................ 19%
- ROW Management ............................................................. 19%
- Offshore Pipe Laying ........................................................... 18%

---

**Primary Business**

- **17%** - Excavation Contracting Firms
- **15%** - Pipeline Construction Companies
- **14%** - Energy Transportation and Distribution Companies
- **13%** - Equipment Mfg/Suppliers/Dealers
- **12%** - Pipeline Engineering Firms
- **10%** - Exploration/Production Companies
- **6%** - Pipeline Maintenance Companies
- **6%** - Legal/Financial Consulting Firms
- **4%** - Others allied to field
- **3%** - Government/Regulatory Agencies

*Publisher’s Own Data as of August 2017
# Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>January/February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<tr>
<td>Mail Date</td>
<td>January 25</td>
<td>March 12</td>
<td>April 10</td>
<td>May 10</td>
<td>June 11</td>
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<tr>
<td>Space reservation</td>
<td>December 1</td>
<td>February 2</td>
<td>March 2</td>
<td>April 2</td>
<td>May 1</td>
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<tr>
<td>Materials</td>
<td>December 15</td>
<td>February 16</td>
<td>March 16</td>
<td>April 16</td>
<td>May 15</td>
</tr>
</tbody>
</table>
| Topics | • Pigging Technology  
• Pipeline Repair  
• Trenchless Construction  
• Public Outreach/Social Media  
• Software Tools  
• Vacuum Excavation | • 2018 Canadian Oil Pipeline Report  
• Cybersecurity  
• Corrosion Control  
• Land Management  
• Pipeline Inspection  
• Safety Valves/Monitoring  
• Welding | • Cleaning Pigs  
• Pipeline Integrity Assessment  
• Gathering Pipelines Construction  
• GIS/Mapping  
• Stakeholder Collaboration  
• Worker Training/Recruitment | • Asset Management/Data Integration  
• Oil Sands Development  
• Leasing/Rental Equipment  
• Pipe Wraps/Repair  
• Pipe Manufacturing  
• Preventive Maintenance  
• Safety Culture | • 2018 U.S. Oil Pipeline Report  
• Innovative Business Practices  
• Jobsite Preparation  
• Water Crossings  
• Right-of-Way Maintenance/Restoration |

| Bonus Distribution | • PPIM  
• PLCA Annual Conference  
• HDD Academy  
• NASTT’s No-Dig Show | • Pipeline & Energy Expo  
• NACE Corrosion  
• PLCA Canada | | |

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<tr>
<th>Issue</th>
<th>July/August</th>
<th>September</th>
<th>October</th>
<th>November/December</th>
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<tr>
<td>Mail Date</td>
<td>July 25</td>
<td>September 10</td>
<td>October 10</td>
<td>November 26</td>
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<td>June 1</td>
<td>August 1</td>
<td>August 31</td>
<td>October 1</td>
</tr>
<tr>
<td>Materials</td>
<td>June 15</td>
<td>August 15</td>
<td>September 14</td>
<td>October 15</td>
</tr>
</tbody>
</table>
| Topics | • 2018 Canadian Natural Gas Pipeline Report  
• Permitting Processes  
• Drones/UAVs  
• SCADA/Measurement  
• Leak/Holiday Detection  
• Transportation/Restringing | • Coatings  
• Distribution Pipelines  
• Environmental Challenges  
• Non-Destructive Testing  
• Pipeline Repair/Rehabilitation  
• Shale Development | • Asset Repurposing  
• Automation  
• Emergency Response  
• UT Inspection  
• Pipeline Security/Monitoring | • Includes 2018 Buyer’s Guide  
• 2018 Pipeline Leadership Award  
• 2018 U.S. Natural Gas Pipeline Report  
• Crawlers Carriers  
• Flow Management  
• Maintaining Aging Infrastructure  
• Pig Locating/Tracking |

| Product Showcase/Spec Guide | Trenchers | Vacuum Excavators | Horizontal Directional Drilling Rigs/Boring Machines | Welding |
| Bonus Distribution | International Pipeline Conference & Expo | | Pipeline Leadership Conference | |
Website & E-Newsletter

napipelines.com

Branded Background Skins
Appears on the left and right side of the website page.

Leaderboard Banner
Large Leaderboard Banner
Standard Banner
Skyscraper Banner

Welcome Banner
Banner appears when page opens

North American Oil & Gas Pipelines E-Newsletter
Distributed every Tuesday

DISTRIBUTION
6,732*

Rates - refer to pg. 15
Specs - refer to pg. 11

Average monthly users
6,645
Average monthly page impressions
14,379

Website & E-Newsletter

Average monthly users
6,645
Average monthly page impressions
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North American Oil & Gas Pipelines E-Newsletter
Distributed every Tuesday

DISTRIBUTION
6,732*

Rates - refer to pg. 15
Specs - refer to pg. 11

*Publisher's Own Data

Your Banner Ad Here

Advertising
Ryan Sneltzer: 330-315-2114
rsneltzer@benjaminmedia.com

Todd Miller: 330-752-1915
tmiller@benjaminmedia.com

Editorial
Brad Kramer: 330-315-2104
bkramer@benjaminmedia.com
Native Advertising

With North American Oil & Gas Pipelines’ Native Advertising Program, your content will appear like a news story within the natural layout of North American Oil & Gas Pipelines’s media channels. Sponsored content is marked as sponsored, but it blends into the native content.

Homepage Newsfeed
1,600+ average users/month
Your content remains in the top 10 stories on the homepage for duration of your program.

E-Newsletter Content
6,730+ average weekly distribution
Your content is included for the duration of your program.

Twitter Posts
2,020+ followers
Your content is tweeted regularly over the duration of your program.

Contact your advertising representative for more details.

Ryan Sneltzer: 330-315-2114
rsneltzer@benjaminmedia.com

Todd Miller: 330-752-1915
tmiller@benjaminmedia.com

Brad Kramer: 330-315-2104
bkramer@benjaminmedia.com

*nats shown are publisher’s own data
Digital Edition

North American Oil & Gas Pipelines Digital Edition Sponsor

The Digital Edition Sponsor receives an exclusive sidebar ad that always resides on the left side of the digital edition, regardless of the page a reader is viewing.

- Ad will be visible on the current issue as well as the NAOGP digital archive issues.
- The sponsor ad remains on the digital edition until the contract/insertion has ended.
- Your company will be recognized as an issue sponsor in the digital edition email notification.

North American Oil & Gas Pipelines Digital Edition Landing Page

The Digital Edition Landing Page is similar to a tip cover on the print editions – it’s the first thing a reader will see when they open the digital edition.

- Ad is specific to an issue and will always remain a part of the issue in the archives.
- Can be designed to look like a web page adding images, links, video, etc.
- Digital Edition Landing Page ads are visible on desktops and mobile devices.
- Your company will be recognized as an issue sponsor in the digital edition email notification.

Other Digital Edition Options:

PLAY VIDEO HYPERLINK:
A standard PLAY VIDEO icon will be added to your advertisement, drawing readers to your YouTube video.

ADVERTISEMENT HYPERLINK:
- Entire ad will be clickable.
- Provide URL for hyperlink with your print ad materials.

Advertising
Ryan Sneltzer: 330-315-2114
rsneltzer@benjaminmedia.com
Todd Miller: 330-752-1915
tmiller@benjaminmedia.com

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bkramer@benjaminmedia.com

napipelines.com
Work with the North American Oil & Gas Pipelines editor to create an exclusive, customizable Playbook with content centered around your products, technology and/or company. The Playbook will be a downloadable, topic-specific guide that includes the latest news and market analysis, along with content and ads from your company.

Qualified Leads: The Playbook will be available on napipelines.com for 12 months (as well as be posted on your company’s site). Readers will be required to complete a form prior to downloading. Leads from completed forms will be shared with your company.

Promotional Campaign: The North American Oil & Gas Pipelines Playbook promotional campaign is designed to increase brand awareness and funnel leads to your company for a full year.

<table>
<thead>
<tr>
<th>Product</th>
<th>Frequency</th>
<th>Total Impressions</th>
<th>Value (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North American Oil &amp; Gas Pipelines e-news advertorial</td>
<td>4x</td>
<td>6,732 average distribution X 4 issues = 26,928</td>
<td>$1,250</td>
</tr>
<tr>
<td>½ Page, 4/C ad in North American Oil &amp; Gas Pipelines</td>
<td>2x</td>
<td>18,669 circulation x 2 issues = 37,338</td>
<td>$5,831</td>
</tr>
<tr>
<td>300 x 250 ad on napipelines.com</td>
<td>12 Months</td>
<td>14,379 monthly average pageviews x 12 months = 172,948</td>
<td>$9,460</td>
</tr>
<tr>
<td>Tweets from @NAOGP1</td>
<td>4x</td>
<td>2,026 followers x 4 tweets = 8,104</td>
<td>$300</td>
</tr>
<tr>
<td>North American Oil &amp; Gas Pipelines Playbook email blast</td>
<td>1x</td>
<td>9,000 distribution</td>
<td>$2,955</td>
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<tr>
<td>Total</td>
<td></td>
<td>253,918</td>
<td>$19,796</td>
</tr>
</tbody>
</table>

North American Oil & Gas Pipelines Playbook Rate: $10,800 net

Contact your advertising representative for more details.
STAND OUT from the crowd with these high exposure advertising options.

**Cover options:** The front cover is the most visible page of a magazine, designed to draw the reader’s attention. Take advantage of this prime real estate with a special cover option.

**Belly Band:** Using a belly band is a sure way to gain visibility. Readers must remove the belly band to get to the magazine; thus, it is impossible to ignore your advertisement.

**Post-It® Notes:** Using Post-It® Notes adds attention to your full-page ad and encourages the reader to use it as a reminder to respond to your call to action.

**Sticker:** If you’re afraid readers may miss your ad, lead them to it with a Sticker on the front cover of the magazine.

**Ride Along Outsert:** Let the power of the North American Oil & Gas Pipelines brand carry the load for your next direct mailing.

**Tipping:** Magazine tipping allows you to insert product samples, removable advertisements, and even posters and brochures.

Give the readers something extra.
Advertising Materials
Ads are produced using computer-to-plate technology.

Digital Files
File Formats: PDF/x1a, PDF (Press Optimized), EPS and Tiff. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Color space: CMYK, or grayscale; no spot colors, no RGB. Ads not conforming to color specifications will be converted to CMYK. Benjamin Media Inc. is not responsible for color shifts due to conversions from RGB to CMYK. Hard-copy proofs are recommended but not required with all submitted materials. We accept no responsibility for color, content or quality if a color proof is not provided. Benjamin Media Inc. reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

There is a minimum additional charge for Ad Creation/Modification:
$75/hour

Inserts
Please call for pricing.

Special Positions
Guaranteed only with a 10% extra charge added to space rate.

Short Rates
Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space that their billing was based.

Agency Commissions
15% of gross billing is allowed to recognized agencies on space, color, special positions and inserts.

Shipping Instructions
Please submit large electronic files via our file sharing service at https://www.hightail.com/u/benjaminmedia

Ad Sizes
Full Page Trim Size: 8 1/8" x 10 7/8" (206 mm x 276 mm).
Gatefold Cover: 16 1/4" x 10 7/8" (413 mm x 276 mm).
Spread: 16 1/4" x 10 7/8" (413 mm x 276 mm).

Bleed Specs
Single Page: 8 1/4" x 11 1/8" (210 mm x 282 mm).
Spread: 16 1/2" x 11 1/8" (419 mm x 282 mm).
Allow minimum 1/4" (6 mm) in from trim edge for live matter.

Non-Payment
In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency individually and/or jointly liable.

Disclaimer: Advertisers and ad agencies assume liability for all content (including text, representations and illustrations of advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising that he/she feels is not in keeping with the publication’s standards. Publisher cannot guarantee bonus distribution.

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Print Specs
Digital Specs

Website Specs

All dimensions shown below are W & H in pixels. Benjamin Media uses Google DFP for all ad impressions. Ads and impressions are tracked when possible. Advertisers using a third-party service are responsible for tracking their own banner ad clicks.

Branded Background Skins
Appears on the left and right side of the website page.
- Please supply left and right side artwork in jpg format
- Please note, background skins are not guaranteed to show on mobile devices and tablets
- DFP and 3rd party tags are not accepted for background skins. Please contact your sales rep for details.

Leaderboard Banner
728 x 90
(a 320 x 50 banner is also required so your ad appears on mobile devices)

Welcome banner
600 x 400
(Banner appears when page opens)
- Size may not exceed 45k
- jpg, gif and png files are accepted - 3x max rotation of gifs
  (SWF files are not accepted)
- Google DFP, 3rd party ad servers and javascript files are also accepted
- Publication will not host any images for javascript or 3rd party tags

Large Leaderboard
970 x 90
(a 320 x 50 banner is also required so your ad appears on mobile devices)

Standard Banner
300 x 250

Skyscraper
300 x 600

300 x 250, 728 x 90, 300 x 600, 970 x 90 Static Banners
- Size may not exceed 35k (300 x 600 can be 45k)
- jpg, gif and png files are accepted - 3x max rotation of gifs
  (SWF files will not be accepted)
- Google DFP, 3rd party ad servers and javascript files are also accepted
- Publication will not host any images for javascript or 3rd party tags

TIP!
Be sure your ads are mobile friendly
For 728 and 970 wide ads a 320 x 50 banner is also required so that your ad appears on mobile devices.

Digital Edition Landing Page
Landing Page Ad Sizes/Specs:
- Full page: 8-1/4” wide x 11-1/8” high
- Spread: 16-1/2” wide x 11-1/8” high
- Acceptable files include: pdf, eps and tiff. 300 dpi.

Digital Edition Sponsor
Sponsor Ad Size/Specs:
- 160 x 600 pixels and can be submitted as jpg, gif, swf. Supply URL link.
- Sidebar ads are visible on desktops only, not available on mobile devices due to limited screen area.

E-Newsletter Specs

Weekly North American Oil & Gas Pipelines E-Newsletter
Banner ad size
580 x 80 (72 dpi)

Advertorial
- Headline
- 25 words and image/logo
- Include URL link

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Advertorial
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TIP!
For 728 and 970 wide ads a 320 x 50 banner is also required so that your ad appears on mobile devices.
5 Reasons to Sponsor a North American Oil & Gas Pipelines Webinar

1. You’ll generate qualified leads ready for your sales team. We will add custom questions to your registration form to help you determine the fit and interest of each lead.

2. You will get to know your target audience. Interact with your audience through polls and a Q&A session and get a better understanding of their current situation, challenges and needs.

3. You’ll raise brand awareness. Our multi-channel webinar marketing campaign will raise brand awareness while promoting your event.

4. You’ll position your company as a market leader. Present a high-quality educational webinar and become the authority on a subject.

5. It’s cost-effective. Not only is it cost-effective for you, it’s also cost-effective for attendees! Win-win!

100 Average Registrants per Webinar

What you provide:
- Company logo, presentation description and image.
- Up to 5 custom pre-event survey questions for the registration form.
- Final PPT presentation 2 days prior to live event. Note, videos can be used in your webinar presentation!

What we provide:
- One ½ page 4-color ad in North American Oil & Gas Pipelines promoting your webinar session.
- Two dedicated email blasts promoting webinar session to North American Oil & Gas Pipelines subscribers.
- Event posts on @NAOGP1 and other Benjamin Media social media networks.
- 60-minute Webinar (recommended 45 minutes for presentation and 15 minutes for Q&A).
- Following the event, sponsor will be provided with a final report including:
  - List of all registrants (including all contact information)*
  - A list of all questions asked during event
  - Answers to custom pre-event survey and any polls given during the event
  - Webinar recording on www.napipelines.com for one year

Sponsorship Rate: $5,550 Net

* Due to the Canadian Anti-Spam Legislation, we are unable to provide email addresses for Canadian registrants. We will be able to provide mailing addresses and phone numbers for Canadian registrants.
PipeLine Connection

Connect your business
with influential buyers in the North American oil & gas pipelines industry.

PipeLine Connection Rates
PipeLine Connection is an all-advertising section located in the back of the book. Ads must be purchased in 3 issue increments (frequency rates shown below).

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>3 Issues/ Color (Net)</th>
<th>3 Issues/ B&amp;W (Net)</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
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<td>$1920</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>2070</td>
<td>1365</td>
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<tr>
<td>1/4 Page</td>
<td>1350</td>
<td>900</td>
</tr>
<tr>
<td>Business Card</td>
<td>555</td>
<td>375</td>
</tr>
</tbody>
</table>
Put your brand in front of top executives involved in building and operating oil and gas pipelines throughout North America by sponsoring the 2018 Pipeline Leadership Conference.

Attendees include: executives from oil and gas pipeline operators, utility companies, contracting firms, engineers and other industry leaders

Past sponsors:
- Arcelor Mittal
- Blackeagle Energy Services
- John Deere Construction & Forestry Division
- Michels Corp.
- Miller Pipeline
- Minnesota Limited
- PipeLine Machinery International
- Signature Systems Group
- Sterling Lumber Company
- The Mosaic Company
- Tioga HVAC
- TorcSill Foundations LLC

Organized by:

In Cooperation with:

For sponsorship opportunities, please contact Brittany Cline at bcline@benjaminmedia.com or 330-467-7588.
### Print

#### Four-Color Rates (GROSS)

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
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<tbody>
<tr>
<td>Spread</td>
<td>$6120</td>
<td>$5900</td>
<td>$5730</td>
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<tr>
<td>Full Page</td>
<td>$4580</td>
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<td>$4310</td>
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<tr>
<td>2/3 Page</td>
<td>$4230</td>
<td>$4110</td>
<td>$3985</td>
<td>$3865</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$3770</td>
<td>$3660</td>
<td>$3545</td>
<td>$3440</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3430</td>
<td>$3335</td>
<td>$3230</td>
<td>$3135</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3100</td>
<td>$3000</td>
<td>$2915</td>
<td>$2830</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2765</td>
<td>$2680</td>
<td>$2600</td>
<td>$2520</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$2280</td>
<td>$2210</td>
<td>$2145</td>
<td>$2080</td>
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</tbody>
</table>

#### Cover Rates (GROSS)

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Cover</td>
<td>$4925</td>
<td>$4775</td>
<td>$4630</td>
<td>$4480</td>
</tr>
<tr>
<td>4th Cover</td>
<td>$5090</td>
<td>$4935</td>
<td>$4790</td>
<td>$4630</td>
</tr>
</tbody>
</table>

#### Pipeline Connection Rates (NET RATES SHOWN)

Ads must be purchased in 3 issue increments.

<table>
<thead>
<tr>
<th></th>
<th>3 Issues/ Color</th>
<th>3 Issues/ B&amp;W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3975</td>
<td>$1920</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2070</td>
<td>$1365</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1350</td>
<td>$900</td>
</tr>
<tr>
<td>Business Card</td>
<td>$555</td>
<td>$375</td>
</tr>
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</table>

### Digital

#### Website

<table>
<thead>
<tr>
<th></th>
<th>CPM Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Rectangle Banner (300x250)</td>
<td>$55</td>
</tr>
<tr>
<td>Skyscraper Banner (300x600)</td>
<td>$80</td>
</tr>
<tr>
<td>Leaderboard Banner (728x90)</td>
<td>$85</td>
</tr>
<tr>
<td>Large Leaderboard Banner (970x90)</td>
<td>$95</td>
</tr>
<tr>
<td>Homepage Spotlight Banner (728x90)</td>
<td>$6,500 Annual</td>
</tr>
<tr>
<td>Branded Background Skin</td>
<td>$12,000 Annual</td>
</tr>
<tr>
<td>Welcome Banner</td>
<td>$199</td>
</tr>
</tbody>
</table>

**Twitter (NET)**

Scheduled tweets are normal text-based tweets that include one external link sent on the date/time you specify. Tweet content is subject to editor approval.

<table>
<thead>
<tr>
<th></th>
<th>Rate - Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$1,250 per month</td>
</tr>
<tr>
<td>Rate - Advertorial</td>
<td>$325 per issue</td>
</tr>
</tbody>
</table>

Regional Impressions available. Contact your sales representative for more details.

### Digital Edition (NET)

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Edition Sponsor</td>
<td>$500/Month</td>
</tr>
<tr>
<td>Digital Edition Landing Page</td>
<td>$300/issue - Full page</td>
</tr>
<tr>
<td></td>
<td>$400/issue - Spread</td>
</tr>
<tr>
<td>Play Video Hyperlink</td>
<td>$100/issue</td>
</tr>
<tr>
<td>Advertisement hyperlink</td>
<td>$50/issue</td>
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</tbody>
</table>

---

**North American Oil & Gas Pipelines Buyer’s Guide**

**Enhanced Listings (Net)**

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo - Color</td>
<td>$160</td>
</tr>
<tr>
<td>Bold Company Name</td>
<td>$125</td>
</tr>
<tr>
<td>Category Ad - Color</td>
<td>260 per column inch</td>
</tr>
</tbody>
</table>

**E-Newsletters (NET)**

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate - Banner</td>
<td>$1,250 per month</td>
</tr>
<tr>
<td>Rate - Advertorial</td>
<td>$325 per issue</td>
</tr>
</tbody>
</table>

---

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