

# Rates

## Print

### Four-Color Rates (GROSS)

	1X	3X	6X	9X
<b>Spread</b>	\$6120	\$5900	\$5730	\$5500
<b>Full Page</b>	\$4580	\$4440	\$4310	\$4170
<b>2/3 Page</b>	\$4235	\$4110	\$3985	\$3865
<b>1/2 Page Island</b>	\$3770	\$3660	\$3545	\$3440
<b>1/2 Page</b>	\$3435	\$3335	\$3230	\$3135
<b>1/3 Page</b>	\$3100	\$3000	\$2915	\$2830
<b>1/4 Page</b>	\$2765	\$2680	\$2600	\$2520
<b>1/6 Page</b>	\$2280	\$2210	\$2145	\$2080

### Cover Rates (GROSS)

(RATES INCLUDE FOUR-COLOR)

	1X	3X	6X	9X
<b>2nd Cover</b>	\$4925	\$4775	\$4630	\$4480
<b>4th Cover</b>	\$5090	\$4935	\$4790	\$4630

### PipeLine Connection Rates (NET RATES SHOWN)

Ads must be purchased in 3 issue increments.

	3 Issues/ Color	3 Issues/ B&W
<b>Full Page</b>	\$3975	\$1920
<b>1/2 Page</b>	\$2070	\$1365
<b>1/4 Page</b>	\$1350	\$900
<b>Business Card</b>	\$555	\$375

### North American Oil & Gas Pipelines Buyer's Guide

#### Enhanced Listings (Net)

<b>Logo - Color</b>	\$160
<b>Bold Company Name</b>	\$125
<b>Category Ad - Color</b>	260 per column inch

## Digital

### Website

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

### 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.

<b>Rate</b>	\$100/tweet
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### E-Newsletters (NET)

<b>Rate - Banner</b>	\$1,250 per month
<b>Rate - Advertorial</b>	\$325 per issue

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

### Digital Edition (NET)

<b>Digital Edition Sponsor</b>	\$500/Month	<b>Play Video Hyperlink</b>	\$100/issue
<b>Digital Edition Landing Page</b>	\$300/issue - Full page	<b>Advertisement hyperlink</b>	\$50/issue
	\$400/issue - Spread		

#### Advertising

**Ryan Snelter:** 330-315-2114  
 rsnelter@benjaminmedia.com

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

#### Editorial

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