

Rates



Source: Enbridge

Print (Ad appears in Print & Digital Editions)

Display Ads (4-COLOR, GROSS)				
	1X	3X	6X	9X
Spread	\$6,730	\$6,490	\$6,300	\$6,050
Full Page	\$4,900	\$4,880	\$4,740	\$4,590
2/3 Page	\$4,658	\$4,520	\$4,380	\$4,250
1/2 Page Island	\$4,150	\$4,025	\$3,900	\$3,780
1/2 Page	\$3,780	\$3,670	\$3,550	\$3,450
1/3 Page	\$3,410	\$3,300	\$3,210	\$3,110
1/4 Page	\$3,040	\$2,950	\$2,860	\$2,770
1/6 Page	\$2,510	\$2,430	\$2,360	\$2,290

Cover Rates (4-COLOR, GROSS)				
	1X	3X	6X	9X
2nd Cover	\$5,420	\$5,250	\$5,090	\$4,930
4th Cover	\$5,600	\$5,430	\$5,270	\$5,090

PipeLine Connection Rates (NET RATES SHOWN) *Discounted advertising section located in the back of book.*

Ads must be purchased in 3 issue increments.

	3 Issues/ Color	3 Issues/ B&W
Full Page	\$4,370	\$2,110
1/2 Page	\$2,275	\$1,500
1/4 Page	\$1,485	\$990
Business Card	\$610	\$415

North American Oil & Gas Pipelines Buyer's Guide (NOV/DEC ISSUE)

Enhanced Listings (NET)	
Logo - Color	\$175
Bold Company Name	\$140
Category Ad - Color	\$290 per column inch

Digital

Website (CPM NET RATE)	
Standard Banner (300x250)	\$60
Skyscraper Banner (300x600)	\$85
Leaderboard Banner (728x90)	\$90
Large Leaderboard Banner (970x90)	\$100
PushDown Banner (970x90)	\$125
Inline Banner (300 x 250)	\$125
Interstitial Ad (600 x 400)	\$200
Branded Background Skin	\$12,500 Annual

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

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.	
Rate	\$100 per tweet

eNewsletter (NET)	
Banner Advertisement (ad included in each weekly eNewsletter)	\$1,250 per month
Advertorial	\$325 per issue

Digital Edition (NET)	
Digital Edition Landing Page	\$300 per issue - Full page \$400 per issue - Spread
Play Video Hyperlink	\$100 per issue
Advertisement Hyperlink	\$50 per issue

Advertising	Editorial
Ryan Snelzer 330-315-2114 rsnelzer@benjaminmedia.com	Todd Miller 330-752-1915 tmiller@benjaminmedia.com
	Brad Kramer 330-315-2104 bkramer@benjaminmedia.com