



Texas Independent Producers & Royalty Owners Association

Market to the decision-makers responsible for producing America's oil and natural gas.

The Association Advantage

- Our members **produce more than 85 percent of natural gas** and **more than 70 percent of crude oil** in Texas.
- Texas is the **No. 1-ranked state in crude oil wells drilled, natural gas wells drilled and natural gas production.**
- More than one-fourth of all U.S. natural gas production occurs in Texas, making it **the nation's leading natural gas producer.**
- TIPRO members range from **small family-owned businesses to the largest publicly-traded independent producers and mineral owners, estates and trusts** comprising millions of acres of production in Texas.

Member Profile

TIPRO is the voice of the industry—we represent members by lobbying at the state and federal levels to ensure you can continue to explore for oil and natural gas. **Members benefit from our publications by receiving:**

- In-depth feature stories
- Calendar of upcoming industry events
- Legislative, regulatory & member profiles

Participating in our magazine and directory is an easy way to gain top-of-mind awareness with existing and potential clients. Contact your Naylor account executive today to secure your space in *Upstream Texas* and the *Membership Directory*.

For more information, please contact:

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IN PRINT AND ONLINE

Connecting you with TIPRO members throughout the year.



Upstream Texas

Print & Digital Editions
Our official biannual magazine features up-to-date industry news, association information and the latest trends in Texas' thriving oil and gas industry.

Upstream Texas is also available in a fully interactive digital version.



Membership Directory

Our annual directory features member contact information used as a reference tool throughout the year.

Who We Are

The Texas Independent Producers & Royalty Owners Association (TIPRO) is a trade association representing the interests of more than 2,300 independent oil and natural gas producers and royalty owners throughout Texas. Formed in 1946, TIPRO is one of the nation's oldest and largest associations of its kind.

To learn more about the Texas Independent Producers & Royalty Owners Association, visit:

www.tipro.org

Texas Independent Producers & Royalty Owners Association



About Independent Producers

Independent oil and natural gas producers focus on the upstream side of the business by extracting America's energy resources.

- **Upstream:** Independents derive their income primarily from the sale of oil and natural gas they discover and produce in their operations.
- Independent producers develop **9 out of 10 domestic oil and gas wells**, produce **68 percent** of domestic oil and produce **82 percent** of domestic natural gas.
- Independent producers range in size from large publicly-traded companies to small "Mom & Pop" family businesses that drill only a few wells each year. Many TIPRO members are investors of production in the oil and gas industry.
- Independent producers are the key to future domestic energy exploration and production.

About Natural Gas—*a bridge to alternative fuel sources*

Natural gas is the key fuel for economic and energy security in America and will serve as the bridge to the energy sources of the future. TIPRO members will help map the energy landscape for generations and educate the public on what we need to do to get there.

- **Affordable:** With fluctuating cost of oil per barrel, natural gas remains a highly attractive alternative at its current price in today's economy.
- **Plentiful:** Vast new natural gas resources are being discovered every year across North America, and according to recent academic and government studies, we have at least a 120-year supply.
- Independent producers **produce 82 percent of U.S. natural gas** and assure stability for electrical power grids.
- In the past five years, producers have doubled inventory of reserves of American natural gas.
- **39 percent of electric generation in Texas** and 22 percent in the U.S. is **fueled by natural gas**.
- **Texas is the No. 1 natural gas producing state** and supplies more than 29 percent of natural gas to the U.S.
- Natural gas has fewer emissions than other base fuel sources and generation requires a smaller footprint compared to coal and many renewables.

The Industry At-a-Glance

(Based on Energy API Report September 2011)

- America's oil and natural gas industry supports **more than 9.2 million jobs**.
- U.S. **petroleum imports** in August 2011: **10,999,000** barrels per day
- U.S. marketed **natural gas** production in June 2011: **65.98 billion** cubic feet per day
- U.S. deliveries from primary storage of **motor gasoline** in August 2011: **9,133,000** barrels per day
- U.S. deliveries from primary storage of **distillate fuel oil** in August 2011: **4,245,000** barrels per day
- Total **petroleum products** delivered to the domestic market in August 2011: **19,728,000** barrels per day

Upstream Texas – print edition Membership Directory



Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x	Directory Rates
Double Page Spread	\$2,729.50	\$2,349.50	\$3,099.50
Outside Back Cover	\$2,529.50	\$2,259.50	\$2,969.50
Inside Front or Inside Back Cover	\$2,329.50	\$2,059.50	\$2,719.50
Full Page	\$1,929.50	\$1,659.50	\$2,199.50
2/3 Page	\$1,669.50	\$1,439.50	\$1,899.50
1/2-Page Island	\$1,439.50	\$1,239.50	\$1,629.50
1/2 Page	\$1,229.50	\$1,059.50	\$1,389.50
1/3 Page	\$949.50	\$819.50	\$1,049.50
1/4 Page	\$729.50	\$629.50	\$809.50
1/6 Page	\$569.50	\$489.50	\$639.50
1/8 Page	\$449.50	\$389.50	\$489.50
Black-and-White	1x	2x	Directory Rates
Full Page	\$1,069.50	\$919.50	\$1,199.50
2/3 Page	\$919.50	\$789.50	\$1,039.50
1/2 Page	\$679.50	\$579.50	\$759.50
1/3 Page	\$529.50	\$459.50	\$569.50
1/4 Page	\$409.50	\$349.50	\$439.50
1/6 Page	\$309.50	\$269.50	\$349.50
1/8 Page	\$249.50	\$209.50	\$269.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"

17" x 11.125"	8.625" x 11.125"	7" x 9.5"	7" x 6.333"	4.583" x 9.5"	
7" x 4.583"	3.333" x 9.5"	4.583" x 7"	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"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG 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 greyscale or bitmap mode. RGB mode artwork 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.

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%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Upstream Texas – digital edition



Digital Edition

In addition to print, *Upstream Texas* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



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

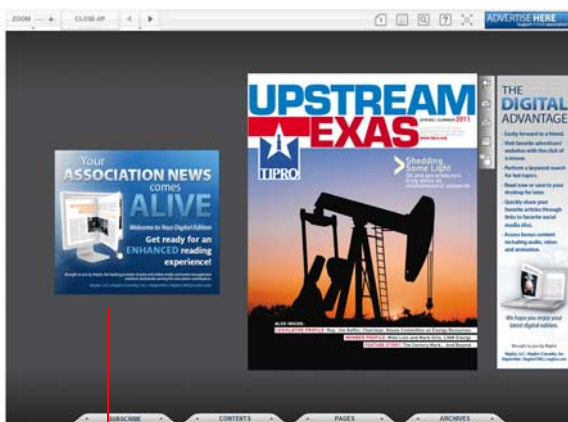
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more
- View issues instantly from iPhone, iPad, iPod Touch, Android, BlackBerry Touch and most other smart phones

Ad Positions



eSponsorship | \$1,260

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Additional fees apply where noted.

eToolbar | \$630

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$1,260

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Ad "Jolt" Upgrade | \$309.50

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.



Upstream Texas Membership Directory



Index of Advertisers Categories

Our publication features a Products & Services section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the listings and quickly locate advertisers that specialize in that category.

One free category is included with any size ad, and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|---|---|
| <input type="checkbox"/> ACCOUNTING | <input type="checkbox"/> MERGER & ACQUISITION CONSULTING |
| <input type="checkbox"/> ACQUISITION & DIVESTITURE SERVICES | <input type="checkbox"/> MEZZANINE FINANCE SOURCE |
| <input type="checkbox"/> APPRAISALS | <input type="checkbox"/> MIDSTREAM NATURAL GAS |
| <input type="checkbox"/> ATTORNEYS | <input type="checkbox"/> MIDSTREAM PROCESSING |
| <input type="checkbox"/> AUTOMATED FIELD DATA REPORTING | <input type="checkbox"/> NATURAL GAS PRODUCTION & PIPELINE OWNERS/OPERATORS |
| <input type="checkbox"/> BANKS | <input type="checkbox"/> OIL & GAS ANALYSTS & FORECASTERS |
| <input type="checkbox"/> CAPITAL PROVIDERS | <input type="checkbox"/> OIL & GAS MINERALS |
| <input type="checkbox"/> CEMENTING | <input type="checkbox"/> OILFIELD CONSTRUCTION & CONTRACTORS |
| <input type="checkbox"/> CNG INSTALLATION | <input type="checkbox"/> OILFIELD TRANSPORTATION |
| <input type="checkbox"/> COMPRESSION | <input type="checkbox"/> PIPE MANUFACTURING |
| <input type="checkbox"/> CONSULTING SERVICES | <input type="checkbox"/> PIPELINE CONSTRUCTION/INSTALLATION |
| <input type="checkbox"/> CRUDE OIL PURCHASER | <input type="checkbox"/> PIPELINE OPERATORS |
| <input type="checkbox"/> DISPOSAL-INJECTION/SERVICING | <input type="checkbox"/> PLUGGING SERVICES |
| <input type="checkbox"/> DRILL PIPE MANUFACTURER | <input type="checkbox"/> PRODUCERS - EXPLORATION, PRODUCTION & DEVELOPMENT |
| <input type="checkbox"/> DRILLING & EXPLORATION | <input type="checkbox"/> PRODUCING ROYALTY & PROPERTY WORKING INTERESTS |
| <input type="checkbox"/> DRILLING CONTRACTORS | <input type="checkbox"/> PROSPECT GENERATION |
| <input type="checkbox"/> DRILLING SUPPLIES | <input type="checkbox"/> PUMPING UNIT SALES, SERVICE & REPAIR |
| <input type="checkbox"/> ENERGY MARKETING | <input type="checkbox"/> REGULATORY COMPLIANCE & RISK MANAGEMENT SERVICES |
| <input type="checkbox"/> ENGINE SALES & REPAIR | <input type="checkbox"/> REMOTE MONITORING/WELL MONITORING |
| <input type="checkbox"/> ENGINEERING SERVICES | <input type="checkbox"/> RESEARCH & DEVELOPMENT |
| <input type="checkbox"/> ENVIRONMENTAL REGULATORY | <input type="checkbox"/> ROYALTY & WORKING INTEREST OWNERS |
| <input type="checkbox"/> EQUIPMENT & SUPPLIES | <input type="checkbox"/> ROYALTY ACQUISITION |
| <input type="checkbox"/> EXPLORATION & PRODUCTION | <input type="checkbox"/> SERVICE COMPANIES |
| <input type="checkbox"/> FINANCIAL SERVICES | <input type="checkbox"/> SOFTWARE |
| <input type="checkbox"/> GATHERING & PROCESSING | <input type="checkbox"/> STAFFING |
| <input type="checkbox"/> GEOLOGIC & GEOPHYSICAL SERVICES | <input type="checkbox"/> STORAGE |
| <input type="checkbox"/> GIFTS | <input type="checkbox"/> SURFACE ANCHORS FOR PULLING UNITS |
| <input type="checkbox"/> GOVERNMENT AFFAIRS | <input type="checkbox"/> TAX CONSULTING |
| <input type="checkbox"/> GRAPHIC DESIGN | <input type="checkbox"/> TITLE WORK |
| <input type="checkbox"/> HAULING WATER & BRINE | <input type="checkbox"/> TUBULAR ACCESSORIES MANUFACTURER |
| <input type="checkbox"/> INDEPENDENT | <input type="checkbox"/> VALUATION |
| <input type="checkbox"/> INSURANCE | <input type="checkbox"/> WELL EQUIPMENT SUPPLIES & SERVICES |
| <input type="checkbox"/> INVESTMENT | <input type="checkbox"/> WELL PERFORMANCE MONITORING |
| <input type="checkbox"/> JOINT INTEREST AUDIT | <input type="checkbox"/> WELL SERVICING & WORKOVER CONTRACTORS |
| <input type="checkbox"/> LAB SERVICES | <input type="checkbox"/> WELL SITE DATA COMMUNICATIONS |
| <input type="checkbox"/> LAND LEASING & ACQUISITION | <input type="checkbox"/> OTHER: |
| <input type="checkbox"/> LANDMEN | |
| <input type="checkbox"/> LEASING/DEVELOPMENT | |
| <input type="checkbox"/> LINE PIPE MANUFACTURER | |
| <input type="checkbox"/> LOCAL DISTRIBUTION COMPANY (UTILITY) | |
| <input type="checkbox"/> LOGGING, PERFORATING & WIRELINE SERVICES | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20.00 = \$ _____

Initial: _____ Date: _____



Past Advertisers

Our publications are made possible solely through advertiser support. We appreciate the investment our advertisers make with TIPRO and strongly encourage our members to do business with the vendors that support our association. Members know they can confidently select the quality products and services featured within the official resources of TIPRO.

ABB Totalflow
Amegy Bank of Texas
American Association of Professional Landmen
Apache Corporation
Atlas Tubular
Axia Land Services, LLC
Baker Hughes
Basic Energy Services, Inc.
Blue Rock Energy Capital
Cactus Compression, Inc.
Capital Well Service
CIMA Energy, LLC
D.E. Shaw & Co.
DrillingInfo.com
Eagle Ford Oil & Gas
Eagle Rock Energy Partners, LP
EC Tool & Supply Co.
Enerfin Resources Company
ESS Funds
EXCO Resources, Inc.
Falco Energy
Graco Oilfield Services
Hameck Pipeline Company
Houston Motor & Control
IndemCo LP
Justiss Oil Company, Inc.
Kayem Pipe & Steel, Inc.
Leggette, Brashears & Graham, Inc.

Linn Energy, LLC
Looper, Reed & McGraw, PC
M.D. Abel Co.
National Oilwell Varco
Natural Resource Partners, LP
Newfield Exploration Company
Northwest Pipe Company
Occidental Oil & Gas Corporation
OGRE Systems
Orgain, Bell & Tucker LLP
Parkway Chevrolet
Professional Development Institute (PDI)
QMC Hydraulic Cranes and Equipment
Rex H. White Jr., Attorney & Counselor at Law
Schlumberger
Shore Freeman Mills, PC
Stallion Oilfield Services
Subsurface Consultants & Associates, LLC
Suemaur Exploration & Production, LLC
Superior Pipeline Co.
Tejas Tubular
Termo Company, The
Texla Energy Management
Thrubit, LLC
TIW Corporation
Unit Liner Company
Waste Management