

Ohio Gas Association  
MEDIA GUIDE



**REACH KEY LEADERS AND  
DECISION MAKERS IN THE OHIO  
GAS INDUSTRY**

*OGA Pipeline*  
print & digital annual magazine

FOR MORE INFORMATION, PLEASE CONTACT:

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## OGA QUICK FACTS:

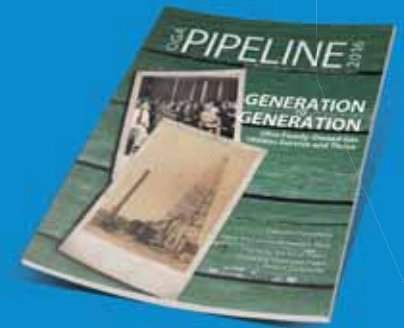
- We represent **nearly 100% of the Ohio natural gas industry**, including the vast majority of all intra- and inter-state gas transmission firms.
- OGA members **spend more than \$20 billion annually** on Ohio gas-related products and services.
- Between 2012 and 2017, oil and gas producers are projected to **spend more than \$34 billion** in exploration and development, midstream, royalty and lease expenditures.
- Our member companies serve **more than 3.6 million customers in Ohio**.

*\*Information provided by OGA*

## WHO WE ARE

OGA is a natural gas trade association that represents more than 30 local distribution companies and cooperatives, intra- and inter-state transmission firms and natural gas commodity marketers.

**OGA Pipeline is your best opportunity to reach leaders in Ohio's gas industry. Call your Naylor representative today to reserve your space!**



### OGA PIPELINE

OGA Pipeline is the official annual magazine of the Ohio Gas Association. This year's edition will include the latest association and industry news, as well as feature stories related to OGA's membership and the Ohio gas industry.

## OGA PIPELINE

**Net Advertising Rates**

All rates include an Ad Link in the digital edition of the magazine.

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

Full-Color Rates	Rates
Double Page Spread	\$4,009.50
Outside Back Cover	\$2,789.50
Inside Front or Inside Back Cover	\$2,589.50
Full Page	\$2,289.50
2/3 Page	\$1,989.50
1/2-Page Island	\$1,699.50
1/2 Page	\$1,449.50
1/3 Page	\$1,099.50
1/4 Page	\$839.50
1/6 Page	\$669.50
1/8 Page	\$499.50

Black-and-White Rates	Rates
Full Page	\$2,069.50
2/3 Page	\$1,759.50
1/2 Page	\$1,309.50
1/3 Page	\$989.50
1/4 Page	\$749.50
1/6 Page	\$599.50
1/8 Page	\$449.50

*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.*

**Digital Edition Branding Opportunities****Sponsorship** | \$819.50**Belly Band** | \$799.50**Skyscraper** | \$619.50**Toolbar** | \$309.50

## Members receive a 10% discount on net rates.

*Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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). (Rates as of July 2017)*

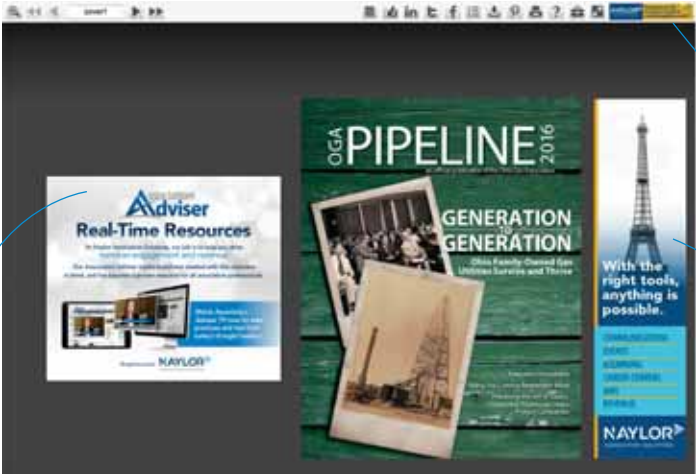
# EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- 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 email and each new issue is posted on OGA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, *OGA Pipeline* 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.



## OGA PIPELINE DIGITAL EDITION



### Toolbar | \$309.50

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

### Skyscraper | \$619.50

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

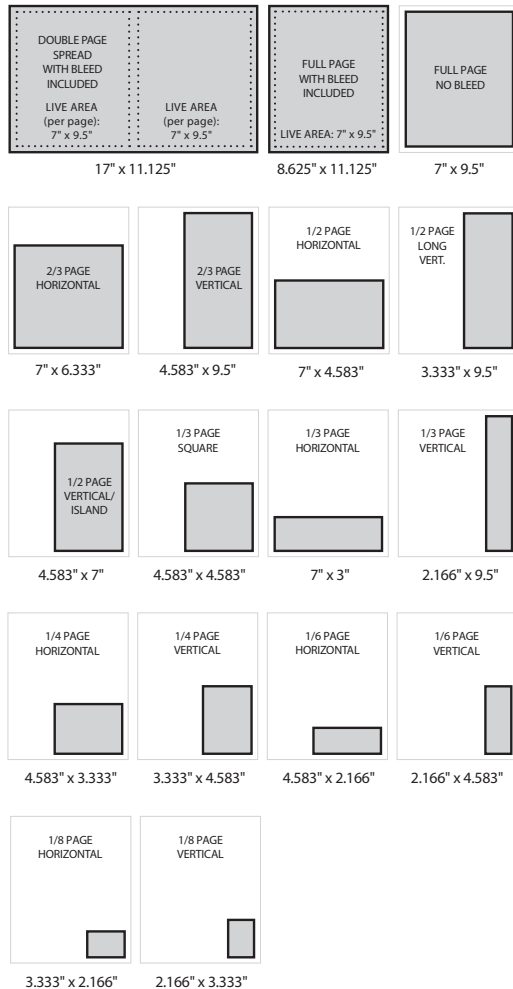
### Sponsorship | \$819.50

Your message will be prominently displayed directly across from the cover of the magazine.

# PRINT ADVERTISING SPECIFICATIONS

## OGA PIPELINE

### Magazine Trim Size: 8.375" x 10.875"



**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.

### 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 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 grayscale 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](http://www.naylor.com)

### 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.

### Specs for Outsert/Inserts

#### OGA Pipeline/DIR-NAME

1 Page / 1 surface: 8.375" x 10.875"

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flysheets: 8.5" x 11"

### Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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).

## INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers 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 Index of Advertisers 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"/> Acoustical Engineering                  | <input type="checkbox"/> Computer Software                    | <input type="checkbox"/> Fireplace Equipment                    | <input type="checkbox"/> LNG Design Services               | <input type="checkbox"/> Separators                               |
| <input type="checkbox"/> Air Compressors                         | <input type="checkbox"/> Computers                            | <input type="checkbox"/> Fittings                               | <input type="checkbox"/> Locators                          | <input type="checkbox"/> Signs/Decals                             |
| <input type="checkbox"/> Air Conditioning                        | <input type="checkbox"/> Consulting                           | <input type="checkbox"/> Flow Indicators                        | <input type="checkbox"/> LPG Design Services               | <input type="checkbox"/> Steel and Plastic Pipes and Fittings     |
| <input type="checkbox"/> Analyzers: Gas                          | <input type="checkbox"/> Contractors                          | <input type="checkbox"/> Flow Measurement                       | <input type="checkbox"/> Lubricants                        | <input type="checkbox"/> Strainers                                |
| <input type="checkbox"/> Anodes                                  | <input type="checkbox"/> Controllers/Controls                 | <input type="checkbox"/> Food Service                           | <input type="checkbox"/> Mapping                           | <input type="checkbox"/> Supervisory Control Systems (SCADA)      |
| <input type="checkbox"/> Appliances                              | <input type="checkbox"/> Cooling Equipment                    | <input type="checkbox"/> Equipment                              | <input type="checkbox"/> Markers                           | <input type="checkbox"/> Surge Suppression                        |
| <input type="checkbox"/> Augers                                  | <input type="checkbox"/> Corrosion Control                    | <input type="checkbox"/> Furnaces                               | <input type="checkbox"/> Meter Boxes                       | <input type="checkbox"/> Tanks                                    |
| <input type="checkbox"/> Backhoes                                | <input type="checkbox"/> Corrosion Control Monitoring/Systems | <input type="checkbox"/> Gas Detection Equipment                | <input type="checkbox"/> Meter Stations                    | <input type="checkbox"/> Tapping & Plugging Services              |
| <input type="checkbox"/> Billing Systems                         | <input type="checkbox"/> Corrosion Protection                 | <input type="checkbox"/> Gas Meters                             | <input type="checkbox"/> Meter-Reading Systems             | <input type="checkbox"/> Technical Services                       |
| <input type="checkbox"/> Blasting Equipment                      | <input type="checkbox"/> Couplings                            | <input type="checkbox"/> Gas Meters                             | <input type="checkbox"/> Meters                            | <input type="checkbox"/> Tents                                    |
| <input type="checkbox"/> Boilers                                 | <input type="checkbox"/> Cranes                               | <input type="checkbox"/> Gauges                                 | <input type="checkbox"/> Motors                            | <input type="checkbox"/> Tools                                    |
| <input type="checkbox"/> Borescopes                              | <input type="checkbox"/> Curb Boxes                           | <input type="checkbox"/> Generators                             | <input type="checkbox"/> Natural Gas Vehicle Equipment     | <input type="checkbox"/> Training                                 |
| <input type="checkbox"/> Boring Equipment                        | <input type="checkbox"/> Customer Service                     | <input type="checkbox"/> Geographical Information Systems (GIS) | <input type="checkbox"/> NGV Fuel Dispensing               | <input type="checkbox"/> Trenchers/Ditchers                       |
| <input type="checkbox"/> Brokers                                 | <input type="checkbox"/> Cutters                              | <input type="checkbox"/> Grills                                 | <input type="checkbox"/> Odorant Suppliers                 | <input type="checkbox"/> Tubing                                   |
| <input type="checkbox"/> Brushes                                 | <input type="checkbox"/> Cylinders and Probes                 | <input type="checkbox"/> Hardware                               | <input type="checkbox"/> Odorizing Equipment               | <input type="checkbox"/> Turbines                                 |
| <input type="checkbox"/> Buildings                               | <input type="checkbox"/> Data Acquisition Equipment           | <input type="checkbox"/> Heat Exchangers                        | <input type="checkbox"/> Online Services                   | <input type="checkbox"/> Ultrasonic Testing/ Inspection Equipment |
| <input type="checkbox"/> Burners                                 | <input type="checkbox"/> Dehydration Equipment                | <input type="checkbox"/> Heat Treating Services                 | <input type="checkbox"/> Pipeline Construction Contractors | <input type="checkbox"/> Valve Actuators/Operators                |
| <input type="checkbox"/> Call Centers                            | <input type="checkbox"/> Desiccants                           | <input type="checkbox"/> Heating Equipment                      | <input type="checkbox"/> Pipe/Pipe Equipment               | <input type="checkbox"/> Valves                                   |
| <input type="checkbox"/> Calorimeters                            | <input type="checkbox"/> Detectors                            | <input type="checkbox"/> Hot Tapping Devices                    | <input type="checkbox"/> Pipeline Heating                  | <input type="checkbox"/> Vibration Analyzers/ Monitors            |
| <input type="checkbox"/> Cathodic Protection Equipment           | <input type="checkbox"/> Drilling Machines/Drills             | <input type="checkbox"/> Human Resources                        | <input type="checkbox"/> Pressure-Relief Devices           | <input type="checkbox"/> Volume Correctors                        |
| <input type="checkbox"/> Cathodic Protection Surveys/Engineering | <input type="checkbox"/> Engine Controls/ Instruments         | <input type="checkbox"/> Hydraulic Pumps                        | <input type="checkbox"/> Pressure Regulators               | <input type="checkbox"/> Water Heaters                            |
| <input type="checkbox"/> Cleaners                                | <input type="checkbox"/> Engine Emission Controls             | <input type="checkbox"/> Hydrostatic Testing Services           | <input type="checkbox"/> Process Control Systems           | <input type="checkbox"/> Welding Equipment/ Machines              |
| <input type="checkbox"/> CNG                                     | <input type="checkbox"/> Engineering Services                 | <input type="checkbox"/> Information Systems                    | <input type="checkbox"/> Publications                      | <input type="checkbox"/> Wire & Cables                            |
| <input type="checkbox"/> Coatings                                | <input type="checkbox"/> Engines                              | <input type="checkbox"/> Instruments                            | <input type="checkbox"/> Pumps                             | <input type="checkbox"/> Other:                                   |
| <input type="checkbox"/> Cogeneration Equipment                  | <input type="checkbox"/> Excavators/Excavating Equipment      | <input type="checkbox"/> Insulating Fittings                    | <input type="checkbox"/> Recorders/Controllers             | _____                                                             |
| <input type="checkbox"/> Commercial Equipment                    | <input type="checkbox"/> Excess Flow Valves                   | <input type="checkbox"/> Insulation                             | <input type="checkbox"/> Regulators                        | _____                                                             |
| <input type="checkbox"/> Communications Equipment                | <input type="checkbox"/> Fabrication Services                 | <input type="checkbox"/> Insurance                              | <input type="checkbox"/> Risers                            | _____                                                             |
| <input type="checkbox"/> Compactors                              | <input type="checkbox"/> Fiber-Optic Systems                  | <input type="checkbox"/> Leak Detectors/Repair Equipment        | <input type="checkbox"/> Safety Equipment                  | _____                                                             |
| <input type="checkbox"/> Compressor Stations                     | <input type="checkbox"/> Filters                              | <input type="checkbox"/> Legal Services                         | <input type="checkbox"/> Sealants                          | _____                                                             |
| <input type="checkbox"/> Compressors                             | <input type="checkbox"/> Financial Services                   | <input type="checkbox"/> Lightning Protection                   | <input type="checkbox"/> Seals                             | _____                                                             |
|                                                                  |                                                               | <input type="checkbox"/> Line Stopping Services                 | <input type="checkbox"/> Security Systems                  | _____                                                             |

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: \_\_\_\_\_

# OHIO GAS ASSOCIATION WEBSITE

## Advertising on the OGA Website – www.ohiogasassoc.org

Advertising on the OGA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to the website to learn about upcoming association events, discover ways to maximize their OGA membership, view the latest issues of *Pipeline* digital edition and read the latest industry news. Advertising on OGA's website offers several cost-effective opportunities to position your company as a leader in front of an influential group of professionals.

### Features of OGA website advertising:

- Cross-promoted in other OGA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, ohiogasassoc.org receives:

- More than 882 unique visitors per month
- 1,246 visits per month
- 3,039 page views per month
- 2.44 pages per visit

\*Traffic numbers from January 2017-June 2017



### Billboard Slider (600x300 pixels)

12 Months | \$2,220    6 Months | \$1,245    3 Months | \$810

One banner rotates with two association promotions **on the home page only**

### Horizontal Banner (468x60 pixels)

12 Months | \$3,090    6 Months | \$1,675    3 Months | \$920

Run-of-site position with four advertisers rotating

### Half Banners (234x60 pixels)

12 Months | \$1,240    6 Months | \$705    3 Months | \$380

Three banners with two advertisers rotating **on the home page only**

Online Specifications - For more information, visit:  
<http://www.naylor.com/onlinespecs>

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ABOUT THE ENEWSLETTER – [WWW.NAYLORNETWORK.COM/GAS-NWL/](http://WWW.NAYLORNETWORK.COM/GAS-NWL/)

Now more than ever, professionals consume information on the go. Our ePipeline eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 700 decision-makers on a regular basis
- In addition to OGA 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 OGA 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



Each issue of ePipeline averages:  
 Delivery Percentage: 95.38%  
 Open Percentage: 22.06%  
 \*January 2017-June 2017



Rectangle Ad (180x150 pixels)

12 Months | \$2,435    6 Months | \$1,355    3 Months | \$540

- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Distributed on the first Tuesday of each month

Sections include

- Member News
- Industry Updates
- Upcoming Events
- Committee Meetings
- Job Openings

Online Specifications - For more information, visit:  
<http://www.naylor.com/onlinespecs>

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## PAST ADVERTISERS

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

Alpha Pipe Co, Inc.	Mid-Ohio Pipeline Services
Appalachian Pipeline Contractors, LLP	Miller Pipeline
Babst, Calland, Clements & Zomnir	National Gas & Oil (The Energy Cooperative)
Barnard Construction Co.	Northern Clearing, Inc.
BBU Environmental Services, Ltd.	Norton McMurray Manufacturing Company
C. J. Hughes Construction Co., Inc.	Ohio Utilities Protection Service
Columbia Gas of Ohio	R & R Pipeline, Inc.
Ditch Witch Mid-States	Schmid Pipeline Construction, Inc.
Dominion Energy Ohio	Shumaker, Loop & Kendrick, LLP
Ernst Conservation Seeds	Spartan Mat, LLC
Gas Field Specialists	Steptoe & Johnson, PLLC
Glas Mesh Co/ LB & A, Inc.	Team Fishel
Infrasource	Trenton Corporation
Integrity Kokosing Pipeline Services, LLC	Unconventional Solutions, Inc.
Iron City Pipe & Supply Company	United Systems & Software, Inc.
Iron Eagle Enterprises, LLC	Utility Pipeline Ltd.
JANX	Utility Technologies International Corp.