

Ohio Gas Association  
MEDIA GUIDE



*OGA Pipeline*  
print & digital annual magazine

*ohiogasassoc.org*  
OGA Website

*ePipeline*  
monthly eNewsletter

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 natural gas-related products and services.
- OGA members serve **over 3.6 million customers** across all of Ohio.
- OGA Members include companies like Duke Energy, Spectra Energy Partners, TransCanada, Texas Gas Transmission, Kinder Morgan, Dominion Transmission and more!

*\*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. Since being founded in 1971, OGA has grown to include 11 committees who fight to promote customer satisfaction, public safety and public awareness.

**Connect with the leaders in the Ohio Gas Industry! Call your Naylor representative today to reserve your space!**

**NAYLOR**   
ASSOCIATION SOLUTIONS



OGA PIPELINE



OGA WEBSITE  
[www.ohiogasassoc.org](http://www.ohiogasassoc.org)



EPIPELINE  
monthly eNewsletter

## 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	\$4,129.50
Outside Back Cover	\$2,859.50
Inside Front or Inside Back Cover	\$2,659.50
Full Page	\$2,359.50
2/3 Page	\$2,049.50
1/2-Page Island	\$1,749.50
1/2 Page	\$1,489.50
1/3 Page	\$1,129.50
1/4 Page	\$859.50
1/6 Page	\$689.50
1/8 Page	\$509.50

Black-and-White Rates	Rates
Full Page	\$2,129.50
2/3 Page	\$1,809.50
1/2 Page	\$1,349.50
1/3 Page	\$1,019.50
1/4 Page	\$769.50
1/6 Page	\$619.50
1/8 Page	\$459.50

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

**Leaderboard** | \$800

**Rectangle** | \$650

**Top TOC Banner** | \$600

**2nd TOC Banner** | \$400

**Video Sponsorship** | \$750

**HTML5 Ad** | \$950

**Digital Large Insert** | \$700

**Digital Medium Insert** | \$450

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

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of July 2017)

# OGA PIPELINE DIGITAL EDITION

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

OGA Pipeline is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop  
Responsive HTML  
Reading View



### 1 **Leaderboard (all views) | \$800**

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 **Rectangle (all views) | \$650**

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 **Top TOC Mobile Banner | \$600**

### 4 **2<sup>nd</sup> TOC Mobile Banner | \$400**

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 Ad | \$950

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$750

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

#### • Large Insert | \$700

#### • Medium Insert | \$450

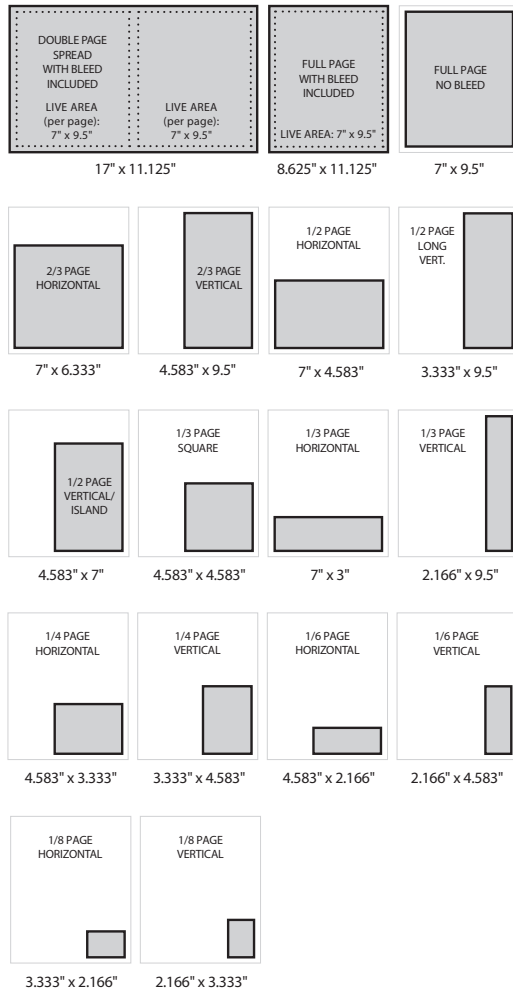
*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

For the latest online specs, please visit [www.naylor.com/online-specs](http://www.naylor.com/online-specs)

# 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

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### 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, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



## OHIO GAS ASSOCIATION WEBSITE

### Advertising on the OGA Website – [www.ohiogasassoc.org](http://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

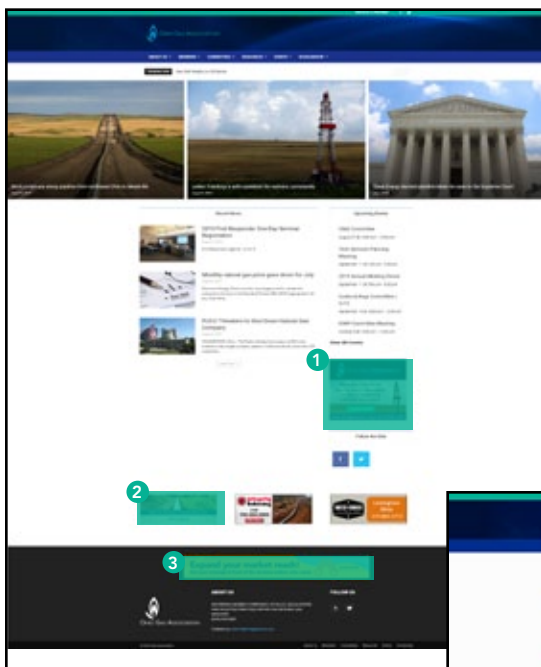
#### On average, [ohiogasassoc.org](http://ohiogasassoc.org) receives:

- More than 979 unique visitors per month
- 1,300+ visits per month
- 2,726 page views per month

\*Traffic numbers from December 2018 to May 2019



### HOMEPAGE



#### 1 Rectangle (300 x 250 pixels)

**12 Months | \$2,220**

One position rotates with four association promotions throughout the website.

#### 2 Horizontal Banner (320 x 100 pixels)

**12 Months | \$1,240**

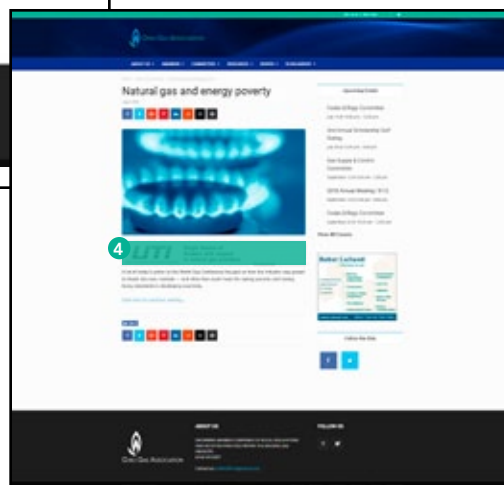
Three positions and four rotations on the homepage only.

#### 3 Run-of-Site Leaderboard (728 x 90 pixels)

**12 Months | \$2,750**

One position, three rotations on the homepage only.

### CONTENT SUBPAGE



#### 4 Leaderboard (728 x 90 pixels)

**12 Months | \$3,090**

One position, two rotations on all recent post pages linked on the homepage as well as on all posted articles.

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: 96%

Open Percentage: 22%

\*December 2018 - May 2019



#### 1 Rectangle Ad (300x250 pixels)

12 Months | \$2,510

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

#### 2 Sponsored Content

12 Months | \$3,090

**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:

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



# ONLINE SPECIFICATIONS

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## DIGITAL EDITION

For the latest digital edition specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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## ENEWSLETTER

### Rectangle Ad

- 180 x 150 pixels
  - JPG only (no animation)
  - Max file size 100 KB
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## WEBSITE

### Billboard Slider

- 600 x 300 pixels
- JPG or GIF accepted
- Max file size 100 KB

### Horizontal Banner

- 468 x 60 pixels
- JPG or GIF accepted
- Max file size 100 KB

### Half Banner

- 234 x 60 pixels
- JPG or GIF accepted
- Max file size 100 KB

For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)