



OOGA.org



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OOGA.org

Ohio Oil & Gas Association MEDIA GUIDE



**REACH 9 OUT OF 10 OF ALL COMPANIES
RESPONSIBLE FOR THE PRODUCTION OF
OIL AND NATURAL GAS IN OHIO**

Bulletin Magazine/Membership Directory

FOR MORE INFORMATION, PLEASE CONTACT:

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ABOUT OOGA

Ohio Oil and Gas Association

OOGA members are involved in all aspects of the exploration, production and development of crude oil and natural gas resources within the state of Ohio.

OUR MEMBERS' NEEDS

Our members are looking for the following products and services:

- Drilling
- Construction
- Pipeline
- Oilfield Supplies
- Well Plugging
- Oilfield services
- Trucking and Transit
- Legal Services
- Environmental Services
- Engineering

... And many more!

ABOUT OUR MEMBERS



On average, Ohio producers provide the state with **78 billion** cubic feet of natural gas and **4.7 million** barrels of crude oil.



Ohio has drilled more than **275,000** oil and natural-gas wells, ranking it **4th** in the nation for total wells drilled.

More about our approximately 2,200 members:

Our publications are mailed **directly to all OOGA members** including:

- Independent oil and natural gas producers
- Major national oil- and natural gas-producing companies
- Major international oil and natural gas

.... Among many more!

GET YOUR MESSAGE IN FRONT OF
90% OF ALL OIL AND GAS PRODUCERS IN OHIO.

CONTACT YOUR NAYLOR ACCOUNT
EXECUTIVE TODAY!

*Information provided by OOGA



Bulletin Magazine Monthly print & digital editions

OOGA's official magazine, the *Bulletin*, is circulated to OOGA members in print and digital formats on a monthly basis. Each issue of the magazine highlights industry news and events, and contains feature articles and member spotlights.



Membership Directory Print & digital editions

The annual *OOGA Membership Directory* is considered the top industry resource for finding service, supply and professional companies in the Ohio oil patch. This publication is available in print and digital format.

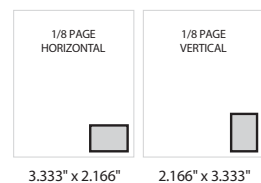
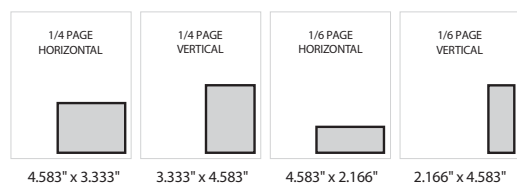
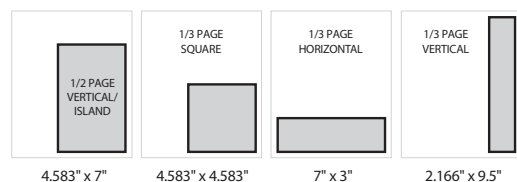
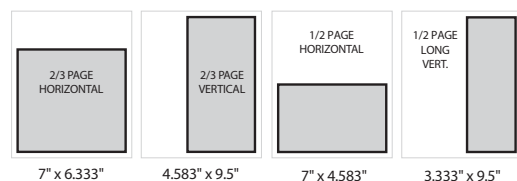
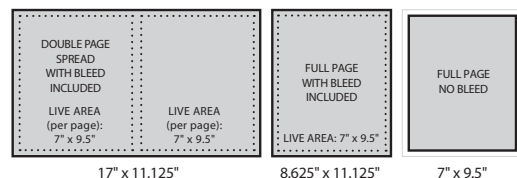
NAYLOR
ASSOCIATION SOLUTIONS

PRINT ADVERTISING SPECIFICATIONS

MEMBERSHIP DIRECTORY

BULLETIN MONTHLY MAGAZINE

Magazine/Directory 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

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

Membership Directory

Bulletin monthly magazine

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).

MEMBERSHIP DIRECTORY

BULLETIN MONTHLY MAGAZINE

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	1x	3x	6x	12x	Directory
Double Page Spread	\$2,569.50	\$2,439.50	\$2,309.50	\$2,179.50	\$2,659.50
Outside Back Cover	\$2,419.50	\$2,329.50	\$2,239.50	\$2,149.50	\$2,319.50
Inside Front or Inside Back Cover	\$2,249.50	\$2,159.50	\$2,069.50	\$1,979.50	\$2,169.50
Full Page	\$1,819.50	\$1,729.50	\$1,639.50	\$1,549.50	\$1,869.50
2/3 Page	\$1,569.50	\$1,489.50	\$1,409.50	\$1,329.50	\$1,619.50
1/2-Page Island	\$1,349.50	\$1,279.50	\$1,209.50	\$1,149.50	N/A
1/2 Page	\$1,149.50	\$1,089.50	\$1,029.50	\$979.50	\$1,189.50
1/3 Page	\$869.50	\$829.50	\$779.50	\$739.50	\$889.50
1/4 Page	\$669.50	\$639.50	\$599.50	\$569.50	\$689.50
1/6 Page	\$529.50	\$499.50	\$479.50	\$449.50	\$539.50
1/8 Page	\$409.50	\$389.50	\$369.50	\$349.50	\$429.50

Black-and-White Rates	1x	2x	6x	12x	Directory
Full Page	\$999.50	\$949.50	\$899.50	\$849.50	\$1,259.50
2/3 Page	\$859.50	\$819.50	\$769.50	\$729.50	\$1,049.50
1/2-Page Island	\$739.50	\$699.50	\$669.50	\$629.50	N/A
1/2 Page	\$629.50	\$599.50	\$569.50	\$539.50	\$789.50
1/3 Page	\$479.50	\$459.50	\$429.50	\$409.50	\$709.50
1/4 Page	\$369.50	\$349.50	\$329.50	\$309.50	\$579.50
1/6 Page	\$289.50	\$279.50	\$259.50	\$249.50	\$429.50
1/8 Page	\$219.50	\$209.50	\$199.50	\$189.50	\$359.50

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 | \$1,000
- Skyscraper | \$750
- Toolbar | \$500

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

BULLETIN MONTHLY MAGAZINE

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 OOGAs website. A full archive of past issues is available, ensuring longevity for your online presence.



In addition to print, Bulletin monthly magazine 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.

BULLETIN MONTHLY MAGAZINE DIGITAL EDITION

Last year's edition averaged 2,350+ page views!
01/17 - 06/17



Sponsorship MAX* | \$750

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

**Video capabilities are not supported for Sponsorship MAX.*

Large Toolbar | \$500

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

Leaderboard | \$1,250

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Skyscraper | \$1,000

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

Belly Band | \$1,000

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

MEMBERSHIP DIRECTORY

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

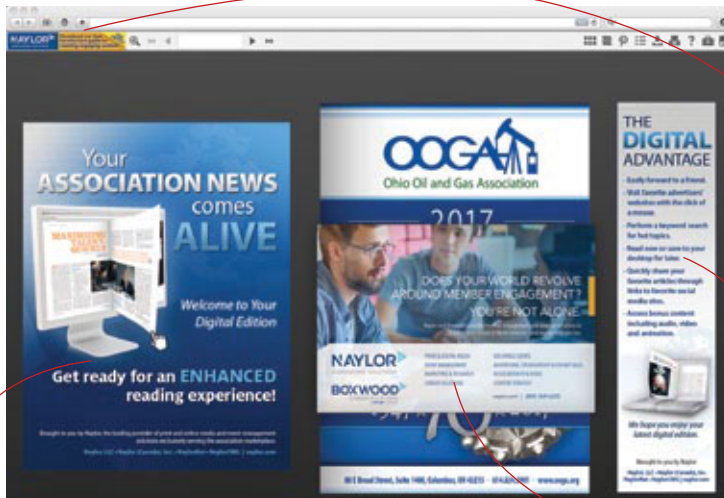
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on OOGA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, our *Membership Directory* 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.



Last year's edition averaged 5,600+ page views!
01/17 - 04/17

MEMBERSHIP DIRECTORY DIGITAL EDITION



Sponsorship* | \$2,499.50
Sponsorship MAX* | \$2,499.50

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

**Video capabilities are not supported for Sponsorship MAX.*

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Toolbar | \$1,499.50

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

Skyscraper | \$2,499.50

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

Belly Band | \$2,499.50

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

BULLETIN MONTHLY MAGAZINE

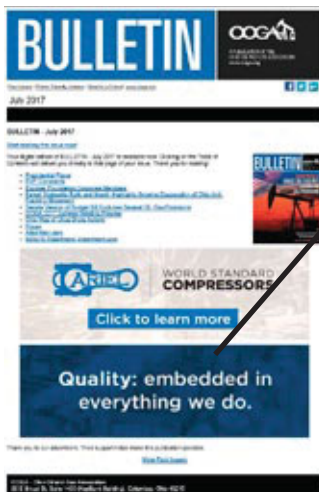
ABOUT THE SPONSORED EBLAST –

WWW.NAYLORNETWORK.COM/OOG-NWL/

When each print edition of the Bulletin is distributed, an email will be sent to all OOGA members making them aware that the digital edition is available for viewing. The digital edition eBlast, which will include your sponsored message, is sent once a month, ensuring that your message gets double the exposure!

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 1,400+ decision-makers on a regular basis
- In addition to 1,400+ 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 2 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



eBlast Sponsor Ad

Per Issue | \$1,500

- Only one spot available – NO ROTATION
- Located between popular sections of the eNewsletter

Sections include

- 624x410
- JPEG Only (No animation)
- Mac file size 100 KB

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

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Rates as of July, 2017

MEMBERSHIP DIRECTORY

BULLETIN MONTHLY MAGAZINE

PAST ADVERTISERS

- ABARTA Oil & Gas Co., Inc.
- AE Housing Group, LLC
- Alberts Spray Solutions, LLC
- American Refining Group, Inc.
- Anderson Excavating, LLC
- Appalachian Well Surveys, Inc.
- Aqua-Clear, Inc.
- Ariel Corporation
- Arnold L. Schulberg
- Babst, Calland, Clements & Zomnir
- Beaver Excavating Company
- Black, McCuskey, Souers & Arbaugh
- BOK Financial
- Buckeye BOP
- Buckeye Brine, LLC
- Buckeye Water Service Co.
- Calfee, Halter & Griswold
- Canaan Industries, LLC
- Carol Goff & Associates
- Carroll County CVB
- CESI Chemical
- Chesapeake Utilities Corporation
- Civil & Environmental Consultants, Inc.
- Clark Foam Products Corp
- Complete Energy Services
- CompManagement
- Constellation Energy
- Corp Oil Field Service, LLC
- Critchfield, Critchfield & Johnston, LTD
- Curry Supply Company
- D & K Supply & Equipment, Inc.
- Darr Farms, LLC Sand Bag Supplier
- Dart Oil & Gas Corporation
- Dawson Companies
- DBG & Associates
- Dearing Compressor & Pump Co.
- Devco Oil, Inc.
- Diamond Oilfield Technologies
- Diversified Engineering, Inc.
- Don's Directory
- Dow Cameron Oil & Gas LLC
- Eclipse Resources
- EDC Operating Co.
- EDCO Producing, Inc.
- Elexco Land Services, Inc.
- Emerson Geophysical, LLC
- Environmental Service Laboratories, Inc.
- E-Pak Manufacturing, LLC
- Equipment & Controls, Inc.
- Ergon Oil Purchasing, Inc.
- Ernst Conservation Seeds
- E-Tank, LTD./E-Pump
- Exploration Development, Inc.
- F.S.R.C. Tanks, Inc.
- Formation Cementing
- Furbay Electric Supply Company
- GAI Consultants, Inc.
- Green Valley Seed
- Hagen Well Services
- Hall Drilling, LLC
- Hall, Kistler & Company LLP
- Hammontree & Associates, Limited
- Hart Energy
- Highway Equipment Company
- Holmes Oil Distributing
- Huffman-Bowers, Inc.
- Hull & Associates
- IGS Energy
- Integrity Kokosing Pipeline Services, LLC
- Int'l. Union of Operating Engineers Local 18
- Iron Eagle Enterprises, LLC
- IUOE Local 66
- J. Hawk Water Service, LLC
- Jennifer Shankleton, Brouse McDowell
- Kato Engineering
- KDA, INC.
- Kelchner, Inc.
- Ken Miller Supply, Inc.
- Kessel Construction, Inc.
- Kincaid, Taylor & Geyer
- Kingsly Compression, Inc.
- Krugliak, Wilkins, Griffiths & Dougherty Co., LPA
- Laborers District Council of Ohio
- Lakeside Sand and Gravel
- Lanzer Excavating, LLC
- LBCG
- Lewis Glasser Casey & Rollinc, PLLC
- Lyden Oil Company
- M&M Pump & Supply, Inc.
- Mac Oil Field Service, Inc.
- Majaac
- Mattmark Drilling Company
- McConnell & Scully, Inc.
- McHugh Dodge Jeep
- Merit Pump & Equipment Co., Inc.
- Mid Atlantic Storage Systems
- Mountaineer Casino Racetrack & Resort
- Murphy Tractor & Equipment Co., Inc.
- Nelson Tree Service
- New Prospect Company
- Nick's Well Plugging, LLC
- Oil & Gas Insurance Agency
- Oil Haulers, LLC
- Pac-Van, Inc.
- PennWell Corporation
- Petroset Cementing Services, Inc.
- Pettigrew Pumping Service, Inc.
- Plastatech Engineering, Ltd.
- Poulson Drilling Corporation
- Precision Geophysical, Inc.
- Producers Service Corporation
- Razor Rents
- Reumac Stabilization, LLC
- Seahorse Oilfield Services, LLC
- Sequent Energy Management
- Shale Logix, LLC
- Silcor Oilfield Services, Inc.
- Stallion Oilfield Services
- Stellar Technology, Inc.
- Steptoe & Johnson, PLLC
- Stingray Pressure Pumping, LLC
- Strauss Fence, LLC
- STV Energy Services, Inc.
- Sunbelt Rentals Industrial Services, Inc.
- Sutton Pump & Supply, Inc.
- T K Gas Services, Inc.
- The Energy Cooperative
- Thompson Hine, LLP
- Utica Safety Apparel
- Utility Pipe Finders
- Utility Pipeline Ltd.
- Utility Technologies International Corp
- Volunteer Energy Services, Inc.
- Vorys, Sater, Seymour and Pease LLP
- Water Environment Federation
- Wellsville Terminals Company
- Wenger Pipeline Construction
- Wildcat Drilling
- Wilkof Industrial Supply
- Wooster Motor Ways, Inc.
- Zanesville-Muskingum County Port Authority