

Ohio Gas Association  
**MEDIA GUIDE**



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

*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

# 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

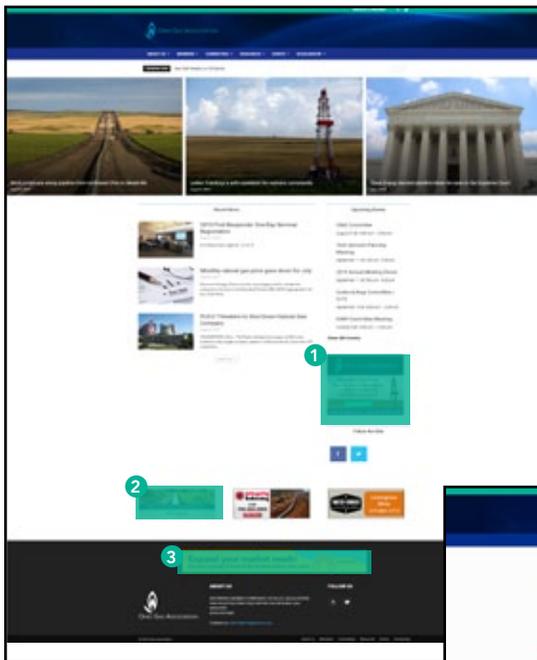
### On average, [ohiogasassoc.org](http://ohiogasassoc.org) receives:

- 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

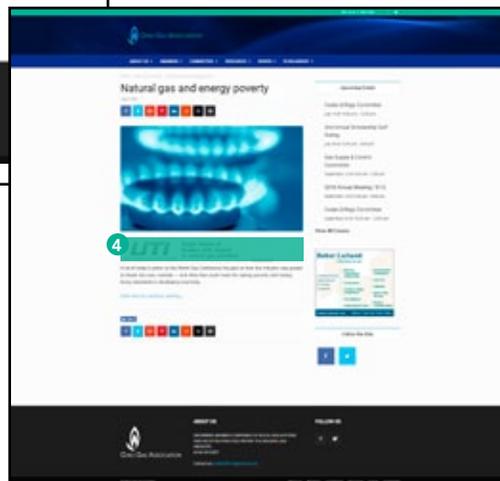
Three positions and four rotations on the homepage only.

### 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>

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.

## 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

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# 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)