

Ohio Gas Association
MEDIA GUIDE



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

ohiogasassoc.org
OGA Website

ePipeline
monthly eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:





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's online media resources help you reach leaders in Ohio's gas industry.

Call your Naylor representative today to reserve space!



OGA WEBSITE
www.ohiogasassoc.org



EPIPELINE
monthly eNewsletter

NAYLOR ➤
ASSOCIATION SOLUTIONS

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

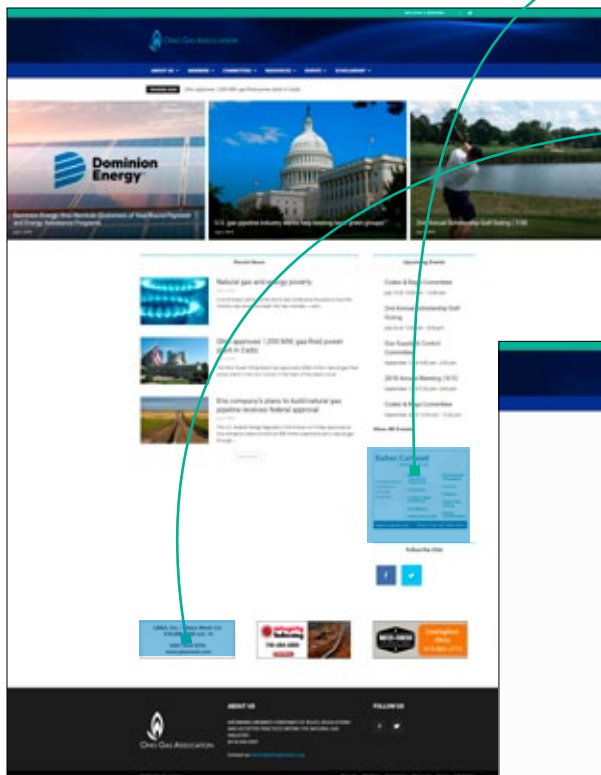
On average, ohiogasassoc.org receives:

- 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



HOMEPAGE



Rectangle (350 x 250 pixels)

12 Month | \$2,100

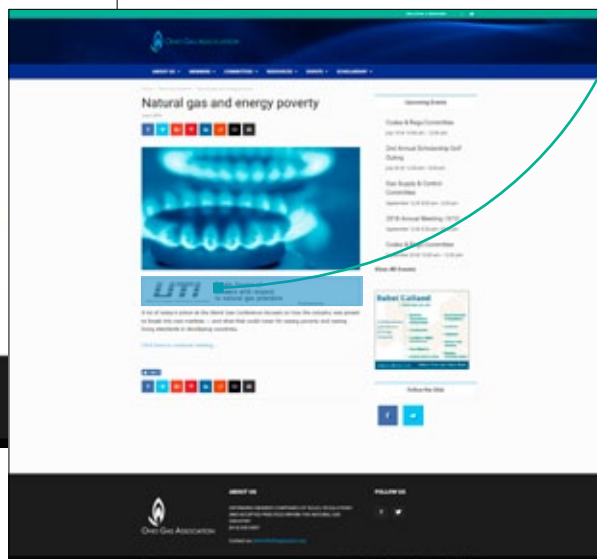
One position rotates with four association promotions throughout the website.

Horizontal Banner (320 x 100 pixels)

12 Month | \$1,180

Three positions and four rotations on the homepage only.

CONTENTSUBPAGE



Leaderboard

(728 x 90 pixels)

12 Month | \$2,940

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.