

NewsLine

2012 MEDIA
KIT



NewsLine is the official monthly publication
of the Texas Alliance of Energy Producers.

Each month, your company will reach over
3,350 Alliance members in 34 states.



NewsLine: Color Ad Placement

TO ADVERTISE: EMAIL form to joannb@texasalliance.org
FAX form to the Alliance at (940) 723-4132;
MAIL form to the Alliance, 719 Scott Avenue, Suite 930, Wichita Falls, TX 76301

COMPANY _____

CONTACT PERSON _____ E-MAIL _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

- YES, I would like to place a color ad in *NewsLine*. My check for \$_____ is enclosed.
- YES, I would like to place a color ad in *NewsLine*. Please bill me at the address above.

AD DESCRIPTION: Advertising Deadline - 1st day of the month

- New electronic ad provided.
E-mail high resolution pdf to joannb@texasalliance.org and fax ad proof to (940) 723-4132. All images must be CMYK & set at 300 dpi.
Other formats also accepted. Contact Jo Ann Baker at (940) 723-4131 for details. No agency commission.
- Use previous ad with NO changes.
- Use previous ad with changes as marked.
- Contact me concerning designing new ad. Advertiser to provide ad copy and high resolution logos or photos.

CHECK APPROPRIATE AD SIZE AND FREQUENCY:

COLOR 12-TIME RATES

- 1/8 Page: 3.1875" wide x 2" tall - \$1,025
- 1/4 Page: 3.1875" wide x 4" tall - \$1,825
- 1/2 Page: 6.5" wide x 4" tall - \$2,900
- Full Page: 6.5" wide x 9.5" tall - \$5,550

COLOR 6-TIME RATES

- 1/8 Page: 3.1875" wide x 2" tall - \$645
- 1/4 Page: 3.1875" wide x 4" tall - \$1,130
- 1/2 Page: 6.5" wide x 4" tall - \$1,825
- Full Page: 6.5" wide x 9.5" tall - \$3,500

SPECIAL PLACEMENT:

COLOR BACK OUTSIDE COVER RATES

- \$4,675 for 12 times - 6.5" wide x 6.5" tall
- \$2,950 for 6 times - 6.5" wide x 6.5" tall

INSERTS: \$600 per monthly insertion

Advertiser provides pre-printed 11" x 17" inserts to be stapled inside publication.
Call for the number of inserts needed for a specific month.

For more information, call Jo Ann Baker at (940) 723-4131 ext 17 or send e-mail to joannb@texasalliance.org

For Alliance Use Only:

NewsLine: Black & White Ad Placement

TO ADVERTISE: EMAIL form to joannb@texasalliance.org
FAX form to the Alliance at (940) 723-4132;
MAIL form to the Alliance, 719 Scott Avenue, Suite 930, Wichita Falls, TX 76301

COMPANY _____

CONTACT PERSON _____ E-MAIL _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

- YES, I would like to place a black & white ad in *NewsLine*. My check for \$_____ is enclosed.
 YES, I would like to place a black & white ad in *NewsLine*. Please bill me at the address above.

AD DESCRIPTION: Advertising Deadline - 1st day of the month

- New electronic ad provided.
E-mail high resolution pdf to joannb@texasalliance.org and fax ad proof to (940) 723-4132. All images must be CMYK & set at 300 dpi.
Other formats also accepted. Contact Jo Ann Baker at (940) 723-4131 for details. No agency commission.
- Use previous ad with NO changes.
 Use previous ad with changes as marked.
 Contact me concerning designing new ad. Advertiser to provide ad copy and high resolution logos or photos.

CHECK APPROPRIATE AD SIZE AND FREQUENCY:

BLACK & WHITE 12-TIME RATES

- 1/8 Page: 3.1875" wide x 2" tall - \$700
 1/4 Page: 3.1875" wide x 4" tall - \$1,275
 1/2 Page: 6.5" wide x 4" tall - \$2,075
 Full Page: 6.5" wide x 9.5" tall - \$3,775

BLACK & WHITE 6-TIME RATES

- 1/8 Page: 3.1875" wide x 2" tall - \$450
 1/4 Page: 3.1875" wide x 4" tall - \$750
 1/2 Page: 6.5" wide x 4" tall - \$1,250
 Full Page: 6.5" wide x 9.5" tall - \$2,250

BLACK & WHITE 1-TIME RATES

- 1/8 Page: 3.1875" wide x 2" tall - \$195
 1/4 Page: 3.1875" wide x 4" tall - \$295
 1/2 Page: 6.5" wide x 4" tall - \$500
 Full Page: 6.5" wide x 9.5" tall - \$800

SPECIAL PLACEMENT:

- INSERTS:** \$600 per monthly insertion. Advertiser provides pre-printed 11" x 17" inserts to be stapled inside *NewsLine*.
Call for the number of inserts needed for a specific month.

For more information, call Jo Ann Baker at (940) 723-4131 ext 17 or send e-mail to joannb@texasalliance.org

For Alliance Use Only:

NewsLine

CIRCULATION:

Your company will reach approx. 3,350 industry leaders in 34 states each month. In a recent survey, members gave *NewsLine* one of the highest ratings of all membership benefits and services.

CONVENIENCE:

You have the option to change your ad as often as you like . . . at no additional cost.

IN-HOUSE PRODUCTION:

Provide the ad copy and a high resolution logo and/or photos, and a new ad will be designed - usually at no additional cost.

VALUE:

Cost effective advertising is available to any size company. Many of our advertisers have been running an ad in the newsletter for 10+ years. It really works!

For advertising or marketing information, contact Jo Ann Baker:

- Phone - (940) 723-4131 ext 17
- E-mail - joannb@texasalliance.org
- Fax - (940) 723-4132
- Mailing Address - 719 Scott Avenue, Ste 930, Wichita Falls, TX 76301



NewsLine is the official monthly publication of the Texas Alliance of Energy Producers.

In a recent survey, members gave *NewsLine* one of the highest ratings of all membership benefits and services.

NewsLine readers are the "decision makers" in the Oil Patch:

- 75% are owners, co-owners or CEOs of their company;
- 92% have a bachelors degree or higher;
- 62% have been in the oil & gas business more than 20 years.

Alliance members demographics:

- 49% are producers/operators;
- 13% are engineers;
- 9% are geologists.

The remaining membership is composed of drilling and well service contractors, landmen, crude oil and natural gas purchasers, service and supply, financial and legal sectors of the industry.