



Reach **10,000+ viewers** of **Unconventional Oil & Gas Center** online in a more *timely* manner by adding digital elements to your campaign. Already advertising in other Hart Energy publications – *E&P*, *Oil and Gas Investor* or *Midstream Business*? Complement your print coverage with measured deliverables.

**53% E&P companies • 24% Financial services/banking/investments • 10% Service and supply companies  
7% Pipeline, refining/gas processing • 4% Engineering/construction/consulting • 2% Gas/oil trader/marketer**

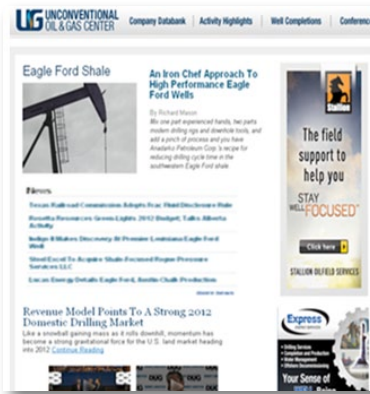
## e-Newsletters



### UG Center Daily News

This e-newsletter highlights the latest news in major unconventional oil and gas plays worldwide. It is a sample of the broader content available on Hart Energy's **UGCenter.com**, including in-depth field data, economic analysis, breaking news, A&D transaction updates and more.

**Specs:** 145w x 145h px — or 145w x 290h px (for an additional investment)  
**Investment:** \$2,100 net per week

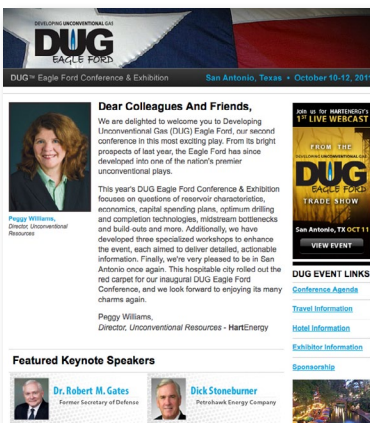


### Monthly Unconventional e-Newsletter **New for 2012!**

This monthly e-newsletter focuses exclusively on one unconventional resource play per month, including updates on rig counts within the play. Plays to be featured in 2012 include **Utica, Marcellus, Eagle Ford, Niobrara, Permian** and more\*. Content for each edition is developed by our award-winning team of editors, based on top-performing articles from **UGCenter.com**.

**Specs:** 145w x 145h px — or 145w x 290h px (for an additional investment)  
**Investment:** \$2,500 net per month

\*Editorial calendar available upon request.



### DUG™ e-Newsletters

This e-newsletter series provides valuable information (such as show agenda and presentations) along with in-depth information on activities within each city. 2012 conferences include: **Marcellus Midstream, DUG the Original, DUO, DUG Canada, DUG Eagle Ford** and **DUG East**.

This product boasts the **highest open rates and clickthroughs** of our e-newsletters. With your sponsorship, your company receives:

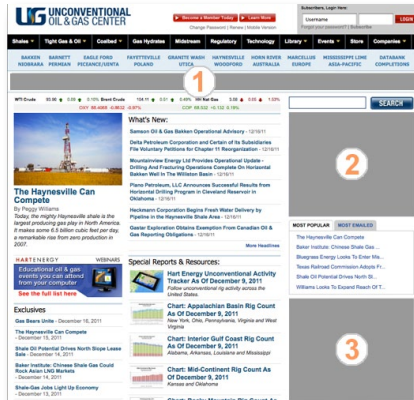
- 30-word description about your brand, product or service
- Your company logo, website link, and booth identification

**Distribution:** Once prior to the event (agenda) and once after the event (presentations)  
**Investment:** \$2,400 net



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[Learn more](#)

## Digital Display Ads

Strengthen your brand by placing your digital display ad with **UGCenter.com**. It's the unconventional market's leading global resource. Digital display ads **link directly to your website**, increasing traffic to your site and enabling readers to take action with a click of their mouse. Ads can be animated, so you are no longer restricted to static images!

### Available positions include:

1. Expandable ads - 990w x 40h px (closed), 990w x 160h px (opened)  
**Investment:** \$4,200 - \$4,500 net per month depending on frequency
2. Medium rectangle ads - 300w x 250h px  
**Investment:** \$3,700 to \$4,500 per month depending on frequency



[View an example](#)

## Webcasts

**Trade Show Webcast:** Hart Energy produces industry events throughout the year, including our successful **DUG™** conference series. Trade show webcasts take place at the event. As an advertiser, reach a captive, in-person audience as well as viewers around the world.

**Investment:** Approximately \$25,000 to \$30,000 net

## DUGOUT Q&A Session

At each of our **DUG** events in 2012, Hart Energy will provide an area on the show floor called the **DUGOUT**. Our audio-visual team gives your company the opportunity to be interviewed, using pre-arranged questions, by our editorial team. Using green screen technology, we can create a customized backdrop using your brand and the event logo. During the Q&A session, your company also may speak directly to attendees through the local P.A. system.

Plus, Hart Energy will archive this 10-minute interview on several of its websites and on YouTube. Your company also receives a copy of the video.

**Investment:** \$2,700 net per event, for multiple events: \$2,300 net per event



[View an example](#)



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## Contextual Ads



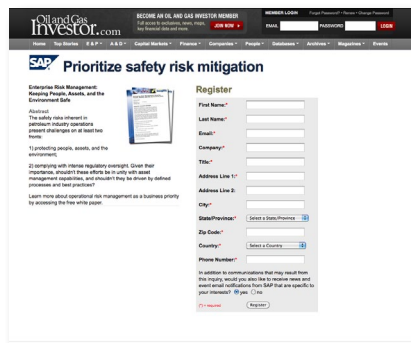
Contextual ad units are triggered, keyword-specific ads delivered as hyperlinks within an article or generated search results. These keywords are served up alongside the latest news and information delivered by **Unconventional Oil & Gas Center** online.

As an advertiser, you select keywords relevant to your business. Each time these keywords are displayed, either within search results or within an actual article link, they appear as blue hyperlinks. When a member of our online community interacts with one of these hyperlinks, a contextual ad displays. Each user then has options to interact with the advertising in different ways:

- Three sponsored article links (for which you specify link structure)
- A banner ad across the entire top position
- Detailed contact information along with links

**Call for details and investment options.**

## White Papers



[View an example](#)

White papers offer a great opportunity to showcase thought leadership and provide an effective lead-generation tool. Whether you have an existing white paper or need creative assistance, Hart Energy can help producing one and promote your white paper to our online community. As part of your white paper promotion, you will receive promotional support across a variety of products, including (but not limited to) **UGCenter.com** and our e-newsletter products.

**New for 2012:** Custom search promotion – each time a member of our community searches for a relevant topic or when specific keywords populate, a text promotion will appear above that article.

**Call for details and investment options.**

## Weekend Careers Roadblock



Is your company looking to attract corporate executives to open positions within your organization? Use Hart Energy's weekend roadblock ads to reach our online community when they are most actively searching — over the weekend!

**Investment:** \$4,500 net per site per month