NAPE

NAPE MEDIA KIT

NAPE SUMMIT • NAPE MAGAZINE

NAPEexpo.com

WHAT IS NAPE?

NAPE IS THE WORLD'S LARGEST UPSTREAM ENERGY EXPLORATION AND PRODUCTION EXPO.

NAPE EXPO PROVIDES A MARKETPLACE FOR THE BUYING, SELLING AND TRADING OF ALL ENERGY PROSPECTS AND PRODUCING PROPERTIES AS E&P COMPANIES, CAPITAL PROVIDERS, SERVICE PROVIDERS AND TECHNOLOGY COMPANIES GATHER IN ONE LOCATION TO ESTABLISH STRATEGIC ALLIANCES AND MAKE DEALS HAPPEN.

AN ANNUAL SUBSCRIPTION TO *NAPE — THE MAGAZINE FOR DEALMAKERS* IS INCLUDED WITH EVERY NAPE REGISTRATION. THE QUARTERLY JOURNAL IS PACKED WITH NEWS-YOU-CAN-USE THAT INFORMS, EDUCATES AND HELPS BUSY DECISION-MAKERS MAKE DEALS HAPPEN YEAR-ROUND.

WITH THOUSANDS OF EXHIBITORS AND TENS OF THOUSANDS OF ATTENDEES, NAPE'S ANNUAL ECONOMIC IMPACT ON THE CITY OF HOUSTON IS APPROXIMATELY $21.9 MILLION.

WHO IS NAPE?

OVER 8,000 ENERGY PROFESSIONALS EXPLORE OUR EXPO AND BROWSE OUR PUBLICATIONS EVERY YEAR, AND **OVER 80% ARE MAJOR DECISION-MAKERS** IN THEIR COMPANIES. OUR DIVERSE ATTENDEE AUDIENCE INCLUDES EXECUTIVES FROM EVERY DISCIPLINE: LANDMEN, GEOLOGISTS, ENGINEERS, GEOPHYSICISTS, ATTORNEYS AND FINANCIERS.

NAPE BY THE NUMBERS

80%

OF ALL ATTENDEES ARE AT THE DECISION-MAKER LEVEL OF MANAGEMENT

84%

OF EXHIBITORS SOLD PROSPECTS, MET NEW CLIENTS OR WALKED AWAY WITH LEADS IN HAND

90%

OF EXHIBITORS INTEND TO RENEW

8,200+

EXPECTED ATTENDEES

3,400+

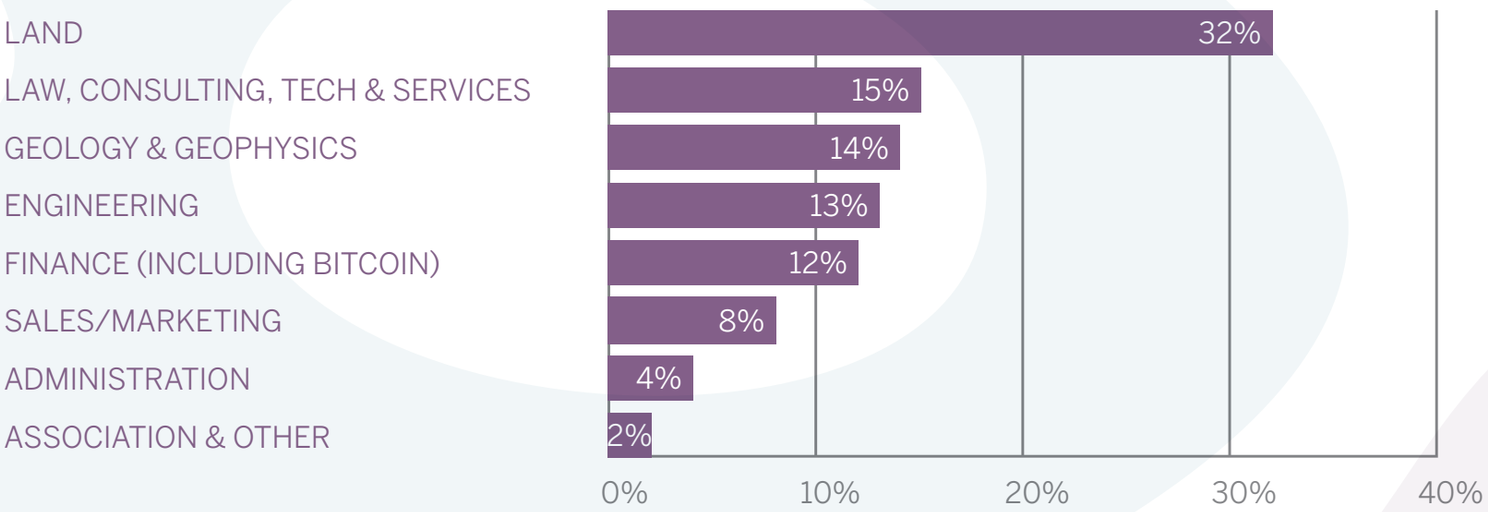
COMPANIES REPRESENTED

450+

COMPANIES EXHIBIT

ATTENDEE DISCIPLINES

ATTENDEES REPRESENT KEY SECTORS, INCLUDING TRADITIONAL UPSTREAM, RENWABLE ENERGY, OFFSHORE, CRITICAL MINERALS AND EMERGING ENERGY INFRASTRUCTURE SUCH AS DATA CENTERS.



ADVERTISING OPPORTUNITIES

NAPE — THE MAGAZINE FOR DEALMAKERS

The MarCom award-winning *NAPE* magazine is a business journal tailored for upstream energy professionals. Content covers all disciplines and angles of the business with expert authors weighing in on current industry activity. Advertisements are seen by thousands of decision-makers who have an expressed interest in maintaining an advanced level of industry knowledge and are actively engaged in exploration and production.

ISSUES Winter | Spring | Summer | Fall

SUBSCRIPTION Free 4-issue subscription to all NAPE attendees

CIRCULATION 10,000+ NAPE attendees

DISTRIBUTION Mailed and emailed quarterly | Posted digitally at NAPEexpo.com | Available at NAPE expos

DEADLINES

ISSUE	RESERVATION DEADLINE
Winter — NAPE Summit Issue!	November 1
Spring	February 1
Summer	May 1
Fall	September 1













NAPE magazine's inaugural issue (top left) won the MarCom Gold Award in the Print Media — Industry/Trade Magazine category. Since 2004, MarCom has honored excellence in marketing and communication; each year it receives about 6,000 entries from dozens of countries for award consideration.



PROSPECT GUIDE

The primary resource for attendees on-site, the NAPE Show Guide contains proprietary information, including prospect and property listings.

- 94% of attendees use the guide on-site at the annual expos
- 61% of attendees continue to reference the guide after the show, providing year-round exposure

Exhibiting companies commonly use ad space to promote their participation at the expos, drive booth traffic, increase brand awareness and advertise activity.

ISSUE NAPE Summit

DISTRIBUTION Provided to attendees on the expo floor

EXPO FLOOR MAP

The go-to wayfinding tool on-site, the Expo Floor Map helps attendees navigate the show and locate exhibitors quickly. Exhibiting companies use floor map ad space to boost booth visibility, mark their location and stand out before attendees even start walking the floor.

DIGITAL OPTIONS

NAPE's award-winning website and magazine email blasts are our attendees' primary avenues for staying in touch with NAPE throughout the year. Attendees regularly visit our website for show announcements, deadline reminders, speaker announcements and more.

WEBSITE STATS

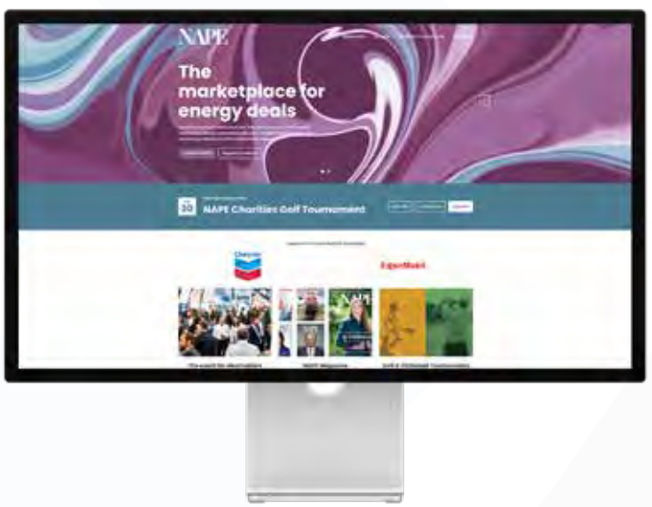
- 82% of attendees register through the NAPE website
- 100,000+ users visited NAPEexpo.com in 2023
- Months with highest traffic
  - DECEMBER
  - JANUARY
  - FEBRUARY

EMAIL STATS

- NAPE has 45,000 email subscribers

SOCIAL STATS

- NAPE has over 21,000 social media followers



NAPE's website houses the most up-to-date information about its expos, golf tournament and magazine — making it the go-to place for new and returning attendees.

ADVERTISING RATES

PRINT ADVERTISING

		NAPE MAGAZINE		PROSPECT GUIDE	BUSINESS CONFERENCE PROGRAM
		1 issue	4 issues	Summit	Summit
PREMIUM	Show Floor Map (printed separately)	—	—	$12,000	—
	Inside Front Cover	$5,000	$4,250	$5,000	$2,500
	Outside Back Cover	$5,000	$4,250	$5,000	$2,500
	Inside Back Cover	$4,500	$3,825	$5,000	$2,500
	Page 1	$4,500	$3,825	$4,000	$2,500
	Opposite Table of Contents *(first)*	$4,500	$3,825	$4,000	$2,000
	Opposite Table of Contents *(second)*	$4,500	$3,825	—	—
	Opposite Schedule of Events	—	—	$4,000	$2,000
	Direct-mail Insert*	$3,500	$2,975	—	—
	Belly Band**	*upon request*	—	—	—
	Tip-on***	*upon request*	—	—	—

Premium ads are available on a first come, first served basis; please inquire about availability. Bundle price for 4 issues is per issue.

Full-page	$4,000	$3,400	$3,000	$1,250
Half-page	$2,500	$2,125	$2,000	$750
Third-page	$1,500	$1,275	—	—
Quarter-page	$1,000	$750	$1,000	—

DIGITAL ADVERTISING

	Per month
NAPE Magazine Email Blast Banner Ad	$6,000
Leaderboard Ad (708x903)	$3,000
Mid-page Unit Ad (300x250)	$2,000
Wide Skyscraper Ad (160x600)	$2,000

There are 2 online ad sizes available for the Summit webpages. The ad spots are featured on the sidebar of the Summit Homepage, Attendee page and Exhibitor page. All web ads should be received as .png files.

Contact the NAPE business development team at sales@NAPEexpo.com for special packages not included here.

* Direct-mail inserts: Save on mailing costs by including a promotional piece (postcard, brochure, flyer, etc.) with the *NAPE* magazine. Direct-mail pieces are perfect for advertising a new product or promoting an event such as your booth number in the upcoming NAPE Expo. Space is limited to five pieces per issue. Printing costs are not included in quoted price above.

** Belly band: This hand-placed piece wraps around the magazine and must be removed by reader to open the publication, guaranteeing exclusive exposure to your company. Limited to one per issue.

*** A tip-on insert is a stand-alone item that is attached with temporary glue to the front cover or an internal page of the magazine. It's a great way to draw extra attention to your company ad and provide a takeaway piece for the reader.

AD SPECS

MAGAZINE

TRIM



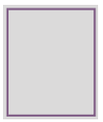
9.0" x 10.875"

TIP-ON



customizable

FULL W/ BLEED



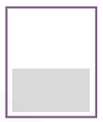
9.25" x 11.125"

FULL W/O BLEED



7.6" x 9.625"

HALF HORIZONTAL



7.6" x 4.25"

HALF VERTICAL



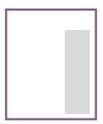
5.0" x 6.25"

THIRD HORIZONTAL



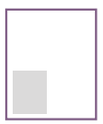
7" x 11.5"

THIRD VERTICAL



2.425" x 8.5"

QUARTER



3.7125" x 4.25"

PROSPECT GUIDE/PROGRAM

TRIM



8.5" x 11"

FULL W/ BLEED



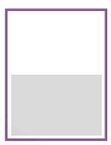
8.75" x 11.25"

FULL W/O BLEED



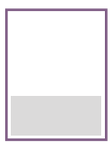
7.5" x 10"

HALF



7.5" x 5"

THIRD



7.5" x 3.25"

DIGITAL ADVERTISING

LEADERBOARD



728px x 90px

MID-PAGE UNIT



300px by 250px

WIDE SKYSCRAPER



160px by 600px

MAGAZINE E-BLAST



600px x 160px

All artwork should be submitted at 300 dpi. Supported file types include pdf, eps, tiff and jpeg; please submit high-resolution files. Color files should be converted to CMYK mode, and black and white files should be converted to grayscale or bitmap. Files submitted in RBG will be converted to CMYK, resulting in a color shift that may produce different color at print. Submitted artwork must be accompanied by screen and printer font files, if not embedded. We prefer postscript Type 1 fonts. Submitted artwork must be accompanied by linked image files as well, if not embedded. Please note that any submitted artwork that does not meet the specifications detailed here is subject to a $50 adjustment surcharge.

WE CAN'T TELL YOU WHAT YOUR NEXT DEAL WILL BE, BUT WE CAN TELL YOU WHERE IT WILL HAPPEN.

NAPE

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NAPEexpo.com

BUSINESS DEVELOPMENT



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Director of Business Development
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BRANDON HART(A-L COMPANIES)

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DONDRIA ROOZEE (M-Z COMPANIES)

Business Development Rep.
droozee@NAPEexpo.com
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