

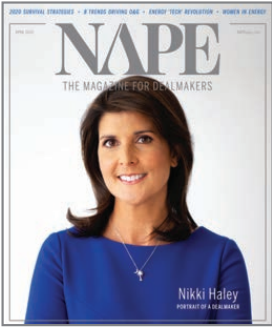
ADVERTISING OPPORTUNITIES

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
Spring 2026	Feb. 27, 2026
Summer 2026	May 29, 2026
Fall 2026	Aug. 28, 2026
Winter 2027 — NAPE Summit Issue!	Nov. 6, 2026



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.



SHOW GUIDES

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

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
 - JANUARY
 - FEBRUARY
 - DECEMBER

EMAIL STATS

- 💧 NAPE has 45,000 email subscribers

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
	Outside Back Cover	\$5,000	\$4,250	\$5,000
	Inside Back Cover	\$4,500	\$3,825	\$5,000
	Page 1	\$4,500	\$3,825	\$4,000
	Opposite Table of Contents (<i>first</i>)	\$4,500	\$3,825	\$4,000
	Opposite Table of Contents (<i>second</i>)	\$4,500	\$3,825	—
	Opposite Schedule of Events	—	—	\$4,000
	Direct-mail Insert*	\$3,500	\$2,975	—
	Belly Band**	<i>upon request</i>	—	—
	Tip-on***	<i>upon request</i>	—	—
	<i>Premium ads are available on a first come, first served basis; please inquire about availability. Bundle price for 4 issues is per issue.</i>			
	Full-page	\$4,000	\$3,400	\$3,000
	Half-page	\$2,500	\$2,125	\$2,000
	Third-page	\$1,500	\$1,275	—
	Quarter-page	\$1,000	\$750	\$1,000

DIGITAL ADVERTISING

■ NAPE Magazine Email Blast Banner Ad	\$6,000
■ Premium Web Ad (708x903)	\$3,000
■ Standard Web Ad (708x708)	\$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, Attend page and Exhibit 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
7" x 11.5"



FULL W/ BLEED
7.25" x 11.75"



FULL W/O BLEED
6.5" x 11"



HALF
6" x 6"



THIRD
4" x 6"



STANDARD

708px x 903px

PREMIUM

708px x 708px

NAPEEXPO.COM

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 RGB 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.

BUSINESS DEVELOPMENT



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