

# **N/APE**

*Where Deals Happen*

## **2021 MEDIA KIT**

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NAPE Summit Expo

Summer NAPE Expo

NAPE Network

*N/APE* Magazine

[NAPEexpo.com](http://NAPEexpo.com)

# WHAT IS NAPE?

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**NAPE IS THE WORLD'S LARGEST UPSTREAM OIL AND GAS EXPLORATION AND PRODUCTION EXPO.**

HELD TWICE A YEAR IN HOUSTON AND VIRTUALLY THROUGH THE NAPE NETWORK, NAPE EXPOS PROVIDE A MARKETPLACE FOR THE BUYING, SELLING AND TRADING OF OIL AND GAS PROSPECTS AND PRODUCING PROPERTIES AS E&P COMPANIES, CAPITAL PROVIDERS, SERVICE PROVIDERS AND TECHNOLOGIES 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 EXPO 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.**



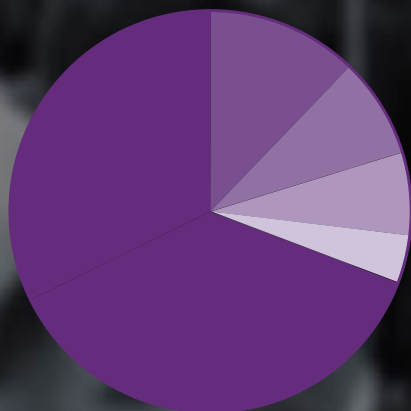
# WHO IS NAPE?

**OVER 12,000 ENERGY PROFESSIONALS** EXPLORE OUR EXPOS AND BROWSE OUR PUBLICATIONS EVERY YEAR, AND **OVER 70% ARE MAJOR DECISION-MAKERS** IN THEIR COMPANIES. OUR DIVERSE ATTENDEE AUDIENCE INCLUDES EXECUTIVES FROM EVERY DISCIPLINE: LANDMEN, GEOLOGISTS, ENGINEERS, GEOPHYSICISTS AND FINANCIERS.

## ANNUAL ATTENDANCE

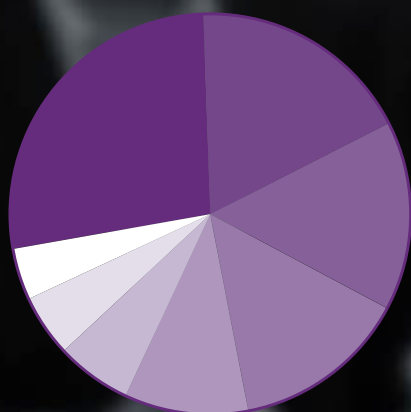
1993	781
1994	1,509
1995	2,559
1996	3,471
1997	4,609
1998	5,775
1999	6,319
2000	7,033
2001	8,030
2002	8,311
2003	8,700
2004	9,500
2005	14,699
2006	18,300
2007	20,465
2008	22,739
2009	20,398
2010	19,278
2011	21,208
2012	23,700
2013	27,476
2014	26,495
2015	20,937
2016	15,034
2017	14,061
2018	15,165
2019	14,855
2020	12,505

## ATTENDEE JOB TITLES



70%	DECISION-MAKER
12%	ASSOCIATE/COORDINATOR
8%	ADVISOR
6%	CONSULTANT
4%	ADMINISTRATOR

## ATTENDEE AREAS OF EXPERTISE



30%	LAND
18%	FINANCE/BANKING/ INVESTING/TRADING
15%	ENGINEERING
15%	GEOLOGY
9%	SALES/MARKETING
7%	LAW
3%	GEOPHYSICS



# ADVERTISING OPPORTUNITIES

## NAPE — THE MAGAZINE FOR DEALMAKERS

The MarCom award-winning *NAPE* magazine is a business journal tailored for upstream oil and gas 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** January | April | July | October

**SUBSCRIPTION** Free 4-issue subscription to all NAPE attendees

**CIRCULATION** 12,000+ NAPE attendees

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

### DEADLINES

ISSUE	RESERVATION DEADLINE	ARTWORK DEADLINE
January 2021	Nov. 25, 2020	Dec. 4, 2020
April 2021	Feb. 22, 2021	March 8, 2021
July 2021	May 21, 2021	June 4, 2021
October 2021	Aug. 20, 2021	Sept. 3, 2021



*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.*



## NAPE SUMMIT AND SUMMER NAPE SHOW GUIDES

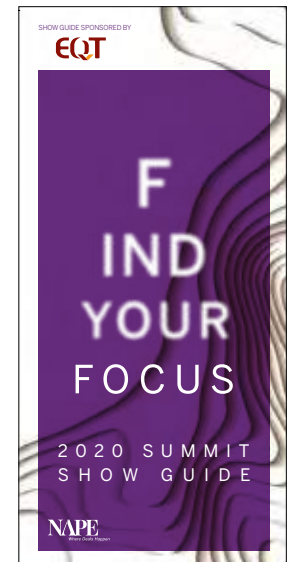
The primary resource for attendees on-site, the NAPE Show Guide contains proprietary information, including prospect and property listings.

- ▲ 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.

**ISSUES** NAPE Summit

**DISTRIBUTION** Provided to attendees on the expo floor | Emailed to attendees post-show



## NAPEexpo.com and NAPE e-BLASTS

NAPE's award-winning website and email blasts are our attendees' primary avenues for staying in touch with NAPE throughout the year. Attendees regularly visit our website and open our emails 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 2020
  - ▲ Active users during months with highest traffic
- |          |        |
|----------|--------|
| JANUARY  | 32,996 |
| FEBRUARY | 26,647 |
| AUGUST   | 6,759  |

## EMAIL STATS

- ▲ NAPE's emails are distributed to a list of about 32,000
- ▲ NAPE's email distribution list added 3,634 new subscribers in 2020



*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		EXPO SHOW GUIDE	BUSINESS CONFERENCE PROGRAM
	1 issue	4 issues	Summit	Summit
<b>PREMIUM</b> 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	\$5,000	\$4,250	\$4,000	\$2,500
Page 1	\$5,000	\$4,250	\$4,000	\$2,500
Opposite Table of Contents ( <i>first</i> )	\$5,000	\$4,250	\$4,000	\$2,000
Opposite Table of Contents ( <i>second</i> )	\$5,000	\$4,250	—	—
Opposite Schedule of Events	—	—	\$4,000	\$2,000
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.</i>				
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

	NAPEexpo.com Summit
<b>■</b> Premium Spot ( <i>price per month</i> )	\$3,000
Standard Spot ( <i>price per month</i> )	\$2,000
	NAPE MAGAZINE EMAIL BLAST
<b>■</b> Banner Ad ( <i>price per email</i> )	\$6,000

\* 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**  
*upon request*



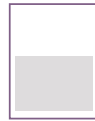
**FULL W/ BLEED**  
9.25" x 11.125"



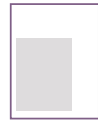
**FULL W/O BLEED**  
7.6" x 9.625"



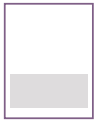
**HALF HORIZONTAL**  
7.6" x 4.25"



**HALF VERTICAL**  
5.0" x 6.25"



**THIRD HORIZONTAL**  
7.6" x 2.5"



**THIRD VERTICAL**  
2.425" x 8.5"



**QUARTER**  
3.7125" x 4.25"



## SHOW GUIDES

**TRIM**  
4.25" x 9.0"



**FULL W/ BLEED**  
4.5" x 9.25"



**FULL W/O BLEED**  
3.625" x 8.5"



**HALF**  
3.625" x 4.125"



**THIRD**  
3.625" x 2.625"



**NAPExpo.com**

**STANDARD**  
708px x 903px

**PREMIUM**  
708px x 708px

**E-BLAST**

600px x 160px

# BUSINESS DEVELOPMENT STAFF



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