

2022 NAPE MEDIA KIT

NAPE Summit ♦ NAPE Magazine



**“IT IS IMPORTANT TO BE PRESENT AT NAPE
AND KEEP THE INDUSTRY RELATIONSHIPS
VIBRANT AND RELEVANT.”**

— Scott Noble
CEO and president, Noble Royalties Inc.

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 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 13,000 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, ATTORNEYS AND FINANCIERS.

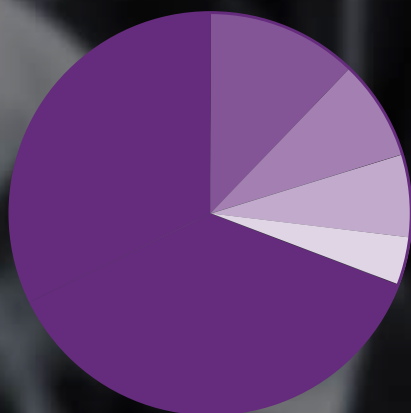
AVERAGE ANNUAL ATTENDANCE

13,490

2022 SAMPLE E&P EXHIBITORS and SPONSORS

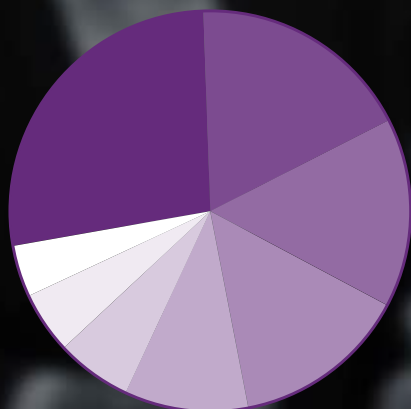
BPX Energy
Chesapeake Energy
Chevron Corporation
ConocoPhillips
Marathon Oil Company
Mewbourne Oil Company
Oxy
SM Energy
Talos Energy

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

“IT WAS GREAT TO WALK AROUND AND SEE WHAT OTHER EXPLORATION COMPANIES ARE WORKING ON.

NAPE IS ONE OF THE ONLY EVENTS THAT GETS ALL DISCIPLINES OF THE EXPLORATION INDUSTRY TOGETHER.”

— Joe Garcia, VP, Imersion Global Inc.

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	January April July October			
SUBSCRIPTION	Free 4-issue subscription to all NAPE attendees			
CIRCULATION	13,000+ NAPE attendees			
DISTRIBUTION	Mailed and emailed quarterly Posted digitally at NAPEexpo.com Available at NAPE expos			
DEADLINES				
ISSUE	RESERVATION DEADLINE	ARTWORK DEADLINE	SPECIAL CONTENT	
January 2022	Dec. 13, 2021	Dec. 17, 2021	NAPE Summit Preview	
April 2022	March 2, 2022	March 11, 2022	NAPE Summit Recap	
July 2022	June 3, 2022	June 20, 2022	Summer NAPE Preview	
October 2022	Sept. 12, 2022	Sept. 16, 2022	Summer NAPE Recap	



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

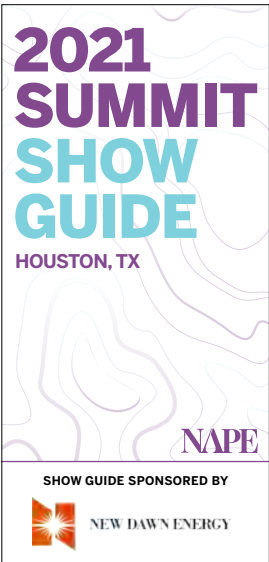
The primary resource for attendees on-site, the NAPE Show Guide contains proprietary information, including prospect and property listings.

- ▲ 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 | Emailed to attendees post-show



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 2021
- ▲ Months with highest traffic
 - JANUARY
 - FEBRUARY
 - AUGUST

EMAIL STATS

- ▲ NAPE has 52,865 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

PRINT ADVERTISING			BUSINESS CONFERENCE PROGRAM		
		NAPE MAGAZINE		SHOW 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	\$4,000	\$2,500
	Page 1	\$4,500	\$3,825	\$4,000	\$2,500
	Opposite Table of Contents (<i>first</i>)	\$4,500	\$3,825	\$4,000	\$2,000
	Opposite Table of Contents (<i>second</i>)	\$4,500	\$3,825	—	—
	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. Bundle price for 4 issues is per issue.</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

	NAPE MAGAZINE EMAIL BLAST
 Banner Ad (<i>price per email</i>)	\$6,000

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

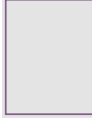
* Direct-mail inserts: Save on mailing costs by including a promotional piece (postcard, brochure, flyer, etc.) with the NAPE magazine. Direct-mail pieces are perfect for advertising a new product or promoting an event such as your booth number in the upcoming NAPE Expo. Space is limited to five pieces 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 <i>customizable</i> 	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 GUIDE/ PROGRAM

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" 	

NAPEEXPO.COM

MAGAZINE E-BLAST

STANDARD

708px x 903px

PREMIUM

708px x 708px

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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