

**NAPE**

*Where Deals Happen*

# **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?

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**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.**

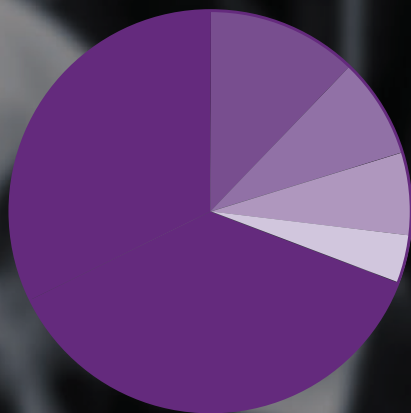
# WHO IS NAPE?

OVER 10,000 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.

## 2024 SAMPLE E&P EXHIBITORS and SPONSORS

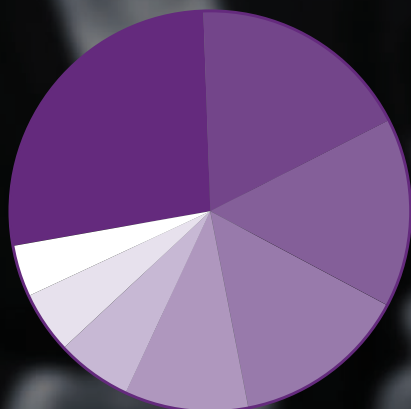
BPX Energy  
Chesapeake Energy  
Chevron  
ConocoPhillips  
Marathon Oil Company  
Mewbourne Oil Company  
Oxy  
SM Energy

### ATTENDEE JOB TITLES



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

### ATTENDEE AREAS OF EXPERTISE



32% LAND  
14% FINANCE/BANKING/  
INVESTING/TRADING  
15% ENGINEERING  
13% GEOLOGY  
10% SALES/MARKETING  
10% LAW & TECHNOLOGY  
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** 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

Spring 2026

Summer 2026

Fall 2026

Winter 2027 — NAPE Summit Issue!

### RESERVATION DEADLINE

Feb. 27, 2026

May 29, 2026

Aug. 28, 2026

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
<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	\$4,500	\$3,825	\$5,000	\$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	\$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](mailto: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*



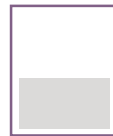
**FULL W/ BLEED**  
9.25" x 11.125"



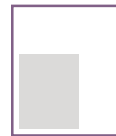
**FULL W/O BLEED**  
7.6" x 9.625"



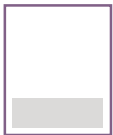
**HALF HORIZONTAL**  
7.6" x 4.25"



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

**N/APE**  
*Where Deals Happen*

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Fort Worth, TX 76102

817-847-7700

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