



## ADVERTISING CONTRACT

The Pennsylvania Independent Oil & Gas Association offers the following advertising opportunities:

- **Newsletter** – *The PIOGA Press* is published monthly. A printed copy is mailed to the primary representative of each of PIOGA’s more than 900 member companies. Additionally, over 2,500 member company contacts are notified each month when the electronic version of the newsletter is available for download from our website. To see current and past issues, visit [www.pioga.org/newsletter](http://www.pioga.org/newsletter).
- **Website** – Two sizes of banner advertising are available on the PIOGA website. All ads run in the Service Directory section of the website ([www.pioga.org/service-directory](http://www.pioga.org/service-directory)) and appear in alphabetical order.
- **Membership directory** – We publish a membership directory in the first quarter of each year. Members will be notified of advertising opportunities at the appropriate time.

Please indicate your preferences below and complete the information on the following page.

### The PIOGA Press

| Ad Size   | Member Rates   | Nonmember Rates  |
|---|--|--|
| <b>Business card size</b><br>3½ inches wide by 2 inches high                                  | <input type="checkbox"/> \$75 per issue _____ month(s)<br><input type="checkbox"/> \$405 for 6 issues<br><input type="checkbox"/> \$765 for 12 issues      | <input type="checkbox"/> \$85 per issue _____ month(s)<br><input type="checkbox"/> \$459 for 6 issues<br><input type="checkbox"/> \$876 for 12 issues      |
| <b>Quarter-page</b><br>3¾ inches wide by 4¾ inches high -or-<br>7½ wide by 2 inches high      | <input type="checkbox"/> \$150 per issue _____ month(s)<br><input type="checkbox"/> \$810 for 6 issues<br><input type="checkbox"/> \$1,530 for 12 issues   | <input type="checkbox"/> \$170 per issue _____ month(s)<br><input type="checkbox"/> \$918 for 6 issues<br><input type="checkbox"/> \$1,734 for 12 issues   |
| <b>Half-page</b><br>7½ inches wide by 4¾ inches high -or-<br>3¾ inches wide by 10 inches high | <input type="checkbox"/> \$300 per issue _____ month(s)<br><input type="checkbox"/> \$1,620 for 6 issues<br><input type="checkbox"/> \$3,060 for 12 issues | <input type="checkbox"/> \$340 per issue _____ month(s)<br><input type="checkbox"/> \$1,836 for 6 issues<br><input type="checkbox"/> \$3,468 for 12 issues |
| <b>Full-page</b><br>7½ inches wide by 10 inches high  | <input type="checkbox"/> \$600 per issue _____ month(s)<br><input type="checkbox"/> \$3,240 for 6 issues<br><input type="checkbox"/> \$6,120 for 12 issues | <input type="checkbox"/> \$680 per issue _____ month(s)<br><input type="checkbox"/> \$3,672 for 6 issues<br><input type="checkbox"/> \$6,936 for 12 issues |

Add 10% for specific position requests (e.g., inside front cover, rear cover). Please check in advance for availability. Rear cover ads must be half-page horizontal.

*Rates for other sizes will be quoted on request*

**Specifications:** All advertising is four-color. Ads must be print ready; we do not provide design services. If your ad is in an electronic format (jpg, doc, pdf, pub, tif or eps file), please e-mail it to [matt@pioga.org](mailto:matt@pioga.org). Electronic ads must be at least 300 dpi resolution. If the ad is mailed as a hard copy, do not fold, staple or paper-clip.

**Deadline:** Ads and payment must be received by the 1<sup>st</sup> of the month to appear in that month’s issue (e.g., June 1 for the June issue). Newsletters are available to readers the third week of the month.

### Website Advertising

| Ad Size                                   | Member Rate   | Nonmember Rate  |
|---|---|---|
| <b>300 pixels wide by 100 pixels high</b> | <input type="checkbox"/> \$225 for 6 months<br><input type="checkbox"/> \$400 for 12 months | <input type="checkbox"/> \$250 for 6 months<br><input type="checkbox"/> \$450 for 12 months |
| <b>300 pixels wide by 250 pixels high</b> | <input type="checkbox"/> \$400 for 6 months<br><input type="checkbox"/> \$700 for 12 months | <input type="checkbox"/> \$450 for 6 months<br><input type="checkbox"/> \$775 for 12 months |

Hyperlink to be included with your ad:

**Specifications:** Ads must be 96 ppi resolution and may be submitted in jpg, gif or png format. Your ad must be correctly size. We do not provide design services.

## Newsletter/Website Combination Offers

These packages include a business card size newsletter ad and website ad, both for 12 months. Please refer to the sizes, deadlines and other specifications on the previous page.

| Ad Size   | Member Rate                      | Nonmember Rate                   |
|---|----------------------------------|----------------------------------|
| <b>Business card size newsletter ad plus 300 px by 100 px web ad</b>  | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$1,100 |
| <b>Business card size newsletter ad plus 300 px by 250 px web ad</b><br>Best choice if you do not want to make up a separate web ad. Your business card ad can be reduced to fit the web ad size. | <input type="checkbox"/> \$1,400 | <input type="checkbox"/> \$1,540 |

Hyperlink to be included with your web ad: \_\_\_\_\_

**Special instructions for your advertising:** \_\_\_\_\_

## Contact and Payment Information

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_  
First Last

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Important note: All advertising must be paid in full before publication/posting.**

**Total Amount Due:** \$ \_\_\_\_\_

Payment enclosed     Send an invoice     Charge the credit card below:

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_

Mailing Address (if different than company address) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**If submitting this advertising form separately from the PIOGA membership application, send to:**

Pennsylvania Independent Oil & Gas Association, Northern Tier Office

Mailing address: PO Box L, Mount Jewett, PA 16740-0554

UPS/FedEx delivery: 167 Wolf Farm Road, Kane, PA 16735

**Questions about advertising?** Contact Matt Benson at 814-778-2291 or [matt@pioga.org](mailto:matt@pioga.org)