



NewsLine

2014
AD RATES



NewsLine is the official monthly publication
of the Texas Alliance of Energy Producers.

Each month, your company will reach over 3,300 Alliance members in 35 states.

NewsLine: Color Ad Placement

TO ADVERTISE: EMAIL form to joannb@texasalliance.org
FAX form to the Texas Alliance at (940) 723-4132;
MAIL form to the Texas Alliance, 900 8th Street, Suite 400, Wichita Falls, TX 76301

COMPANY _____

CONTACT PERSON _____ E-MAIL _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

PAYMENT OPTIONS: Check Enclosed Bill my MasterCard Bill my Visa Bill my AmExpress
 Send invoice to the address listed above

Credit Card # _____ Exp Date (mo/yr) _____

Name on card _____

AD DESCRIPTION: Advertising Deadline - 1st day of the month

- New electronic ad provided.
E-mail high resolution pdf to joannb@texasalliance.org and fax ad proof to (940) 723-4132. All color images must be CMYK & set at 300 dpi. Other formats also accepted. Contact Jo Ann Baker at (940) 723-4131 for details. No agency commission.
- Use previous ad with NO changes.
- Use previous ad with changes as marked.
- Contact me concerning designing new ad. Advertiser to provide ad copy and high resolution logos or photos.

CHECK APPROPRIATE AD SIZE AND FREQUENCY:

COLOR 12-TIME RATES

- 1/8 Page: 3.1875" wide x 2" tall - \$1,075
- 1/4 Page: 3.1875" wide x 4" tall - \$1,875
- 1/2 Page: 6.5" wide x 4" tall - \$3,275
- Full Page: 6.5" wide x 9.5" tall - \$5,700

COLOR 6-TIME RATES

- 1/8 Page: 3.1875" wide x 2" tall - \$695
- 1/4 Page: 3.1875" wide x 4" tall - \$1,200
- 1/2 Page: 6.5" wide x 4" tall - \$2,100
- Full Page: 6.5" wide x 9.5" tall - \$3,675

SPECIAL PLACEMENT:

COLOR BACK OUTSIDE COVER RATES

- \$4,725 for 12 times - 7.5" wide x 4.75" tall
- \$3,000 for 6 times - 7.5" wide x 4.75" tall

INSERTS: \$600 per monthly insertion

Advertiser provides pre-printed 11" x 17" inserts to be stapled inside publication.
Call for the number of inserts needed for a specific month.

For more information, call Jo Ann Baker at (940) 723-4131 ext 17 or send e-mail to joannb@texasalliance.org

For Texas Alliance Use Only:

NewsLine: Black & White Ad Placement

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COMPANY _____

CONTACT PERSON _____ E-MAIL _____

ADDRESS _____

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TELEPHONE _____ FAX _____

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- Use previous ad with changes as marked.
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CHECK APPROPRIATE AD SIZE AND FREQUENCY:

BLACK & WHITE 12-TIME RATES

- 1/8 Page: 3.1875" wide x 2" tall - \$725
- 1/4 Page: 3.1875" wide x 4" tall - \$1,275
- 1/2 Page: 6.5" wide x 4" tall - \$2,200
- Full Page: 6.5" wide x 9.5" tall - \$3,850

BLACK & WHITE 6-TIME RATES

- 1/8 Page: 3.1875" wide x 2" tall - \$475
- 1/4 Page: 3.1875" wide x 4" tall - \$825
- 1/2 Page: 6.5" wide x 4" tall - \$1,425
- Full Page: 6.5" wide x 9.5" tall - \$2,400

BLACK & WHITE 1-TIME RATES

- 1/8 Page: 3.1875" wide x 2" tall - \$210
- 1/4 Page: 3.1875" wide x 4" tall - \$350
- 1/2 Page: 6.5" wide x 4" tall - \$600
- Full Page: 6.5" wide x 9.5" tall - \$1,050

SPECIAL PLACEMENT:

- INSERTS:** \$600 per monthly insertion.
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For Texas Alliance Use Only:

NewsLine

Advertising Benefits

CIRCULATION:

Your company will reach approx. 3,310 industry leaders in 34 states each month. In a recent survey, members gave *NewsLine* one of the highest ratings of all membership benefits and services.

CONVENIENCE:

You have the option to change your ad as often as you like . . . at no additional cost.

IN-HOUSE PRODUCTION:

Provide the ad copy and a high resolution logo and/or photos, and a new ad will be designed - usually at no additional cost.

VALUE:

Cost effective advertising is available to any size company. Many of our advertisers have been running an ad in the publication for 10+ years. It really works!

NewsLine is the official monthly publication of the Texas Alliance of Energy Producers.

In a recent survey, Texas Alliance members gave *NewsLine* one of the highest ratings of all membership benefits and services.

NewsLine readers are the “decision makers” in the Oil Patch:

- 75% are owners, co-owners or CEOs of their company;
- 92% have a bachelors degree or higher; and
- 62% have been in the oil & gas business more than 20 years.

Demographics of the members of the Texas Alliance:

- 49% are producers/operators;
- 13% are engineers;
- 9% are geologists.

The remaining membership is composed of drilling and well service contractors, landmen, crude oil and natural gas purchasers, service and supply, financial and legal sectors of the industry.

For advertising or marketing information, contact Jo Ann Baker:

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- Mailing Address - 900 8th Street, Suite 400, Wichita Falls, TX 76301