

# 2018 Media Kit



**Great Exposure! Generate Leads!**

## Did You Know?

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B2B buyers are **5x** more reliant on digital content to make a decision than 5 years ago.

Energy service buyers do **80%** of their research prior to talking with a salesperson.



**78%** of B2B buyers were influenced by social media in some way when purchasing products and services.

**90%** of energy industry decision makers will not answer a cold call.



New potential customers are more online savvy and respond better to newer sales methods (video, webinars, published content, case studies, podcasts, etc.)

**You need to be where your energy buyers are...  
that's [ENERGYNOW.COM](https://www.energynow.com)**



## About EnergyNow.com

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Energynow.com is a leading US & International daily online news and data media service dedicated to providing essential up to date energy industry information with a focus on the American oil & gas industry. We provide “live” feeds designed to help producers, business owners, investment providers, field personnel and senior business leaders get the latest energy industry press releases, news, data, jobs and industry events.

Using a strategic combination of daily email, ever changing “live” website content and a constantly growing subscriber/viewer base, Energynow.com ensures your brand/services and message is delivered to a focused target market of decision makers and key influencers.

## Why Advertise with Us?

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All ads not only appear on the Energynow.com website but are also featured in rotation on Energynow.com’s daily email and social media channels.

Energynow’s daily news is being delivered to over 32,000 industry professionals per day which is expected to rise to 50,000 per day in 2018. Energynow.com’s feature ad designs include creative “Call To Action” buttons which focuses your audience on the message you want to deliver. Energynow.com ensures you hit your target audience on a daily basis.

### **All Energynow.com ad levels come with content publishing rights at no additional cost.**

This allows your company to publish a featured story on your company, latest company news, corporate video, acquisition, financial news, statistics or data, offer expert insights into a topic, share industry research, promote attendance at an industry-related event, profile an employee or team member, write an educated opinion piece, encourage people to support a charity, or show your involvement in the community. The submission will be evaluated for relevance to the oil and gas industry and interest to our readers.



# Marketing Metrics & Benefits

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## Energynow.com is your Most Effective Online Marketing Tool

- In addition to your marketing ad, Energynow.com allows your company to publish content on the Energynow.com website and daily email, increasing your company's brand and product/service exposure.
- Energynow.com connects your company to a focused energy audience of decision makers & key influencers through daily email & social media.
- Energynow.com has a wide reach—over 1,600 cities and towns across North America.
- Your Energynow.com ad is linked to whatever you want; your website, a sell sheet, landing page, etc.
- Energynow is received by over 95% of the top 200 Oil & Gas producers in the US and Canada.
- Energynow is received by over 90% of the top energy service providers.

## Online Marketing Effectiveness

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- Ad space “canvas” is flexible and can be changed as often as you like (promote different products, services, etc.)
- No direct competitor ads will be allowed on the Energynow.com website
- Content and email marketing distribution that:
  - Visually reinforces awareness of your brand
  - Directs decision makers to your website
- Energynow.com is a professional and responsively designed website for easy viewing on various devices

## Increase Your Brand/Service Awareness

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**Your Ad will appear on almost every page of Energynow.com**

**425K**

**Approximately 425,000 emails delivered per month providing repeat impressions and brand reinforcement**

**>140%**

**Subscription has grown over 140% in the past 12 months**

**175K**

**Approximately 175,000 site page visits monthly (and growing) by energy industry professionals**

**3 Mins**

**3 Minutes is the average time a user is on site (very good viewing time for increased impressions)**

# Key Metrics

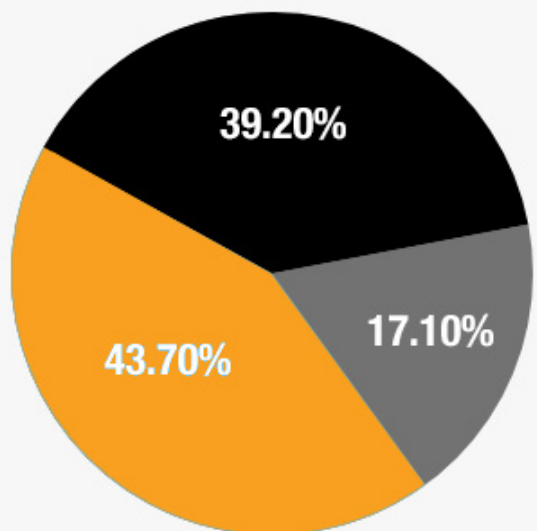
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Below is a breakdown of the Energynow audience you can expect from advertising on Energynow.com:

Percentages will vary monthly

## Recipient Breakdown

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- Service
- Producer
- Other\*

\*Engineering, Construction, Pipeline, Consultants, Financial, Media, Government, Associations, Academic Professionals, Alternative Energy, etc.

# Advertising Guidelines

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## Advertisement Specifications

Energynow.com's email and website support [.jpeg \(.jpg\)](#) and [.png](#) image extensions for advertisements. There is no set file size limitation. Please refer to the [Ad Description table on Page 6](#) for your ad size(s) in pixels.

The website advertisements also support a [.gif](#) file extension to allow you to display animated advertisements on a 5-6 second loop.

## Design Services

Energynow.com can provide design services to assist you in creating your online Energynow.com ad. Ad designs start at \$300 per ad set (Website & Email). All Energynow.com ad spaces include creative "Call To Action" buttons which allow you to focus your audience on the message you want to deliver.

If you need an ad designed, please email us at [advertise@energynow.com](mailto:advertise@energynow.com) and we can discuss your requirements with you and provide you with a quote.

# Available Ad Space

## PowerBoard (1A/1B)

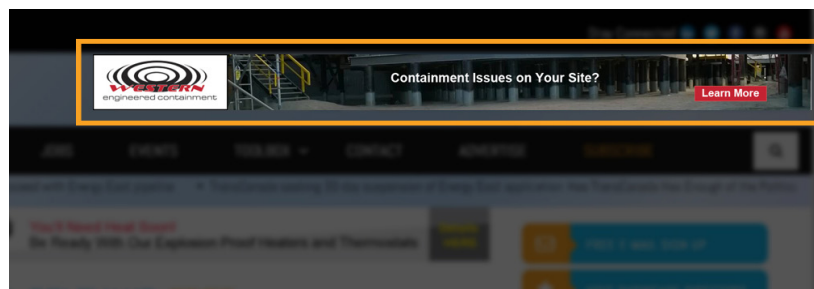
Appears on the top of every page

Ad orientation: Horizontal

Email ad size: 580px x 86px

Web ad size: 1400px x 108px

This ad space also requires a mobile version 469px x 72px ad size



## Drill Down (2A/2B)

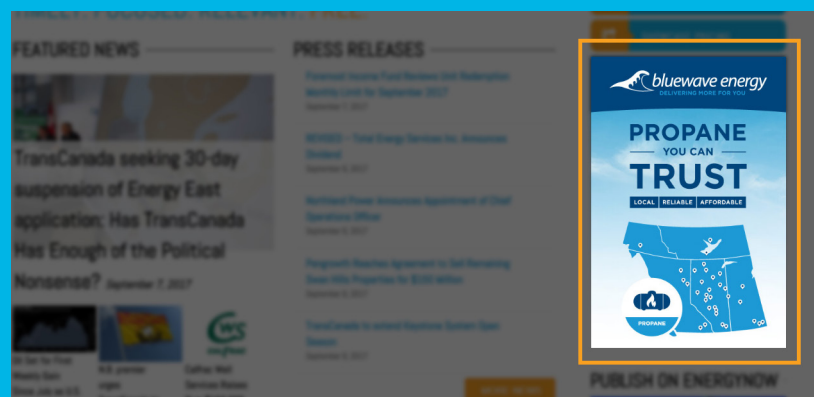
Appears on the right of every page

Ad orientation: Vertical

Email ad size: 580px x 86px

Web ad size: 400px x 600px

This ad space also requires a mobile version 469px x 72px ad size



## Horizontal (3A) & Featured Event (3B)

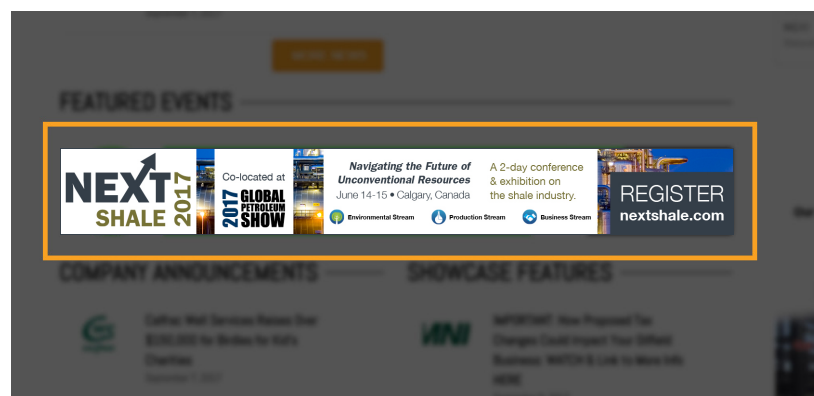
Appears below news and select articles

Ad orientation: Horizontal

Email ad size: 580px x 86px

Web ad size: 1400px x 179px

This ad space also requires a mobile version 469px x 72px ad size



# Website and Email Ad Placement

NOVEMBER 22, 2016

**EnergyNow** DAILY News & Data  
Breaking News, Data & Events

HOME NEWS DATA JOBS EVENTS TOOLBOX CONTACT ADVERTISE SUBSCRIBE

BREAKING NEWS: Oil Traders Near Three-Week High as OPEC Seeks Agreement on Cuts

Canada Stocks Soar to 17-Month High as Resource Producers Rally

Goldman Tactically Bullish on Average Oil Prices of \$55 During First Half of 2017

FEATURE COMPANY: Caltec Industries  
Leading Provider of New & Used Oilfield Equipment - Extensive Purchases & Trade Inventory and More... Click HERE to see their SHOWCASE Profile & Services

PetroShare Announces Financial and Operating Results for Third Quarter 2016

TransAlta  
TransAlta Comments on Federal Plan for Coal Refinements and Coal-Related Regulations

AO  
OPINION: It's Time for the Energy Industry to Look Beyond Vision Kerosene - Mark Holsop

T.A. Cook  
To do, not overdue your maintenance backlog - T.A. Cook

Stream-Pi Opens Newly Constructed Service and Distribution Facility in Fort McMurray

TICKETS GOING FAST! GET YOURS NOW, January 21, 2017 - Show & Sales Gala with George Canyon (in Support of Starks Air Ambulance)

Don't Miss That BMO Centre - Calgary, Alberta, Sponsorship & Ticket Details HERE

Oil Orders Add Most Hits in 16 Months Amid Market Optimism

Want to Feature Your Company's Products/Services on EnergyNow.ca? - Special November Pricing! Click HERE For Details

Celebrating Al Mexico, CEO of Enbridge, as the 20th Business Person of the Year, Jan 16 and past recipients of the award on Nov 30 at the BMO Centre in Calgary. Presented by Alberta Venture. Click here for details.

See The Latest "Live" Commodity Prices, Indices, and Dollar Exchange HERE

CHRL, Sturgeon Field Cuts Oil Well Visits by Over 85% Using IoT Remote Monitoring Technology - Artyom

AssetWorks Expands Electronic Logging Device (ELD) offering to include Driver Coaching

Five Things World Business Will be Talking About Today

Does Your Company Have its FREE Listing in EnergyNow's Canadian Edition? SHOWCASE!

Follow EnergyNow.ca on LinkedIn for discussion and interaction during the day

See More Press Releases from High Arctic and Mullen Group

SHOWCASE Features & Company Announcements

Two Responses to "Send me a Proposal" That Keep You in Control of Your Sale - Barbara Training

Lead Generation & Lead Nurturing - BIG Interview

Follow EnergyNow on Twitter for updates during the day

Check out our Videos, Presentations, Offroad Advertisements, Conversion Factors, Terminology Dictionary, Well Data Legend, and Number Profiles

GET MAXIMUM EXPOSURE! EnergyNow's daily email and online marketing exposure is a great way to keep your company front and centre and showcase your services. Click HERE for more details

Jobs Posted

Oil & Gas Positions

Company	Jobs Available
Caltec	4
Altec	11
NOVA Chemicals	8

Executive Positions

Company	Jobs Available
Caltec	1
Black Diamond Ltd	7
Precision Drilling	12

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Jobs Posted

Oil & Gas Positions

Company	Jobs Available
Caltec	4
Altec	11
NOVA Chemicals	8

Executive Positions

Company	Jobs Available
Caltec	1
Black Diamond Ltd	7
Precision Drilling	12

Powerboard 1A/1B

Drilldown 2A

Horizontal (3A)

Featured Event (3B)

Drilldown 2B

## us on Social Media

**LinkedIn: EnergyNow**



**Facebook: EnergyNowNewsCriticalData**

## Daily E-mail Updates



**advertise@energynow.com**  
**www.energynow.com**

**For current rates, special offers or more information, please contact us at: [advertise@energynow.com](mailto:advertise@energynow.com)**