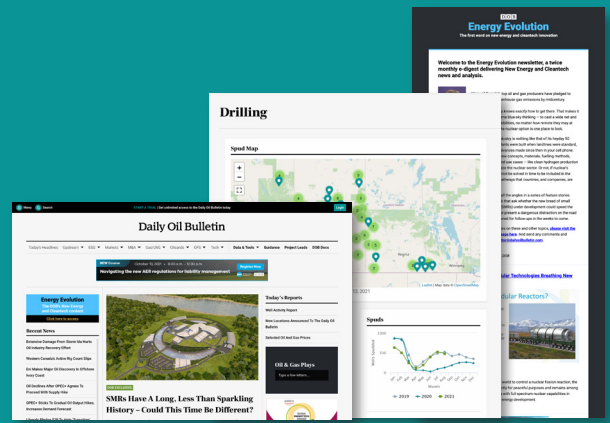


Daily Oil Bulletin

Connect with Canadian energy decision makers

MEDIA KIT



The *Daily Oil Bulletin* (DOB) is the most important source of news, data and intelligence for the Canadian energy industry. This includes insights into oil and gas exploration, drilling, production, oilsands, midstream, M&A activity, renewable energy, energy transition, technology, regulatory changes and market updates.

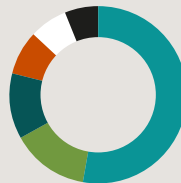
Readership Overview



DOB Subscribers account for over **90% of the spending** in the Western Canadian Sedimentary Basin

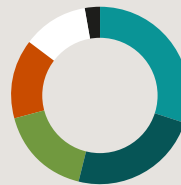
Over 14,500 DOB subscribers are focused on Canadian energy

By Company Type



53%	Exploration & Production
12%	Oil and Gas Service & Supply
8%	Midstream
7%	Professional Services
6%	Government & Regulatory
14%	Other

By Position



23%	Manager/Lead
18%	C-Suite/Director/President/Board Member
13%	Engineer
11%	Analyst
9%	Geo Science Professionals
26%	Other

INDUSTRY DECISION MAKERS RELY ON THE DOB:

- Total readership **14,500+**
- **600+** total companies
- **Over 110** producers and midstream companies
- **120** organizations invest in access for all their employees
- All government and regulatory groups that focus on Canadian Oil and Gas
- Key energy services, financial services, and advisory services firms that support the industry

PAYING SUBSCRIBERS DELIVER A HIGHLY ENGAGED AUDIENCE:

- **97%** of readers have paid access to our website and emails
- Over **2 million** annual page views
- **1 min 42 sec** per page view on the website
- Daily emails (three) with a **33%** open rate
- The audience relies on the DOB for Canadian and global energy industry activity, technology choices, regulatory changes, ESG, industry datasets and more

THE *DOB* IS A POWERFUL ENGAGEMENT PLATFORM FOR ENERGY PROFESSIONALS



DOB Audience

The *DOB* supports key workflows for energy professionals to stay informed about the industry. Workflows include:

- Market insights
- Technology research
- Acquisitions and divestitures
- Business development

Daily Newsletters

Regular daily emails drive audience engagement all day
Avg. email open rate 33%

DailyOilBulletin.com

Website visits daily
Readers: 14,500+
Avg. monthly page views: 178,906



Start to end of workday



**6:30 A.M.
Morning Briefing Email**

The latest oil and gas news in your inbox at the beginning of the work day

**NOON
Today's Headlines Email**

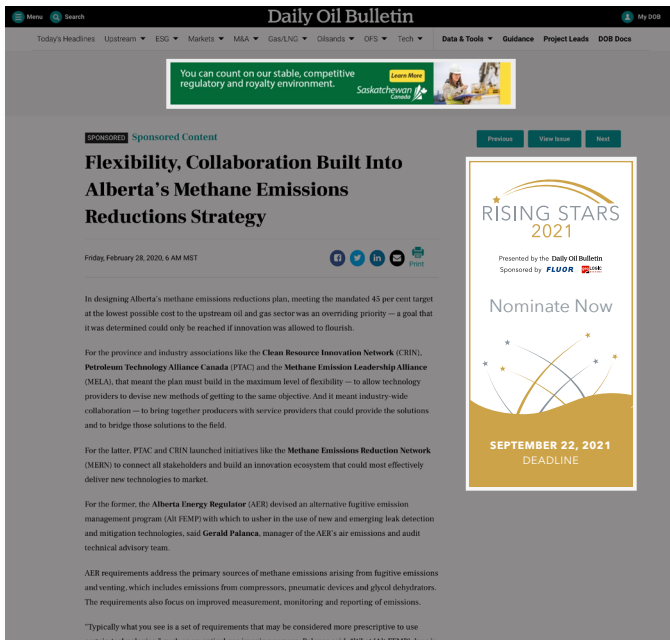
Key headlines and links to all stories for the day

**4:30 P.M.
Market Briefing Email**

The latest market news including price settlements

- Directly reach your target audience using tools they access daily
- Direct audience engagement without any intermediary
- Advanced audience analytics to maximize engagement

DISPLAY ADVERTISING



DESCRIPTION

- Display ads appear on:
 - *DOB* website home page and article pages
 - Daily email alerts
- Wide range of IAB-compliant ad units.
- Social media amplification via the *DOB* LinkedIn presence

BENEFITS

- Increase brand awareness to your target market
- Reinforce your commitment and presence in the energy industry
- Introduce new products and services
- Align your brand with the most trusted source for energy news in Canada
- Drive qualified traffic to your website for further engagement

PRICING

DAILYOILBULLETIN.COM

COST PER MONTH

Position	Max. Number of Advertisers	1 month	3 months	6 months	12 months
Leaderboard	12	\$1,300	\$1,195	\$1,100	\$1,015
Half Page / Medium Rectangle*	24	\$1,300	\$1,195	\$1,100	\$1,015

Medium rectangle ads are site-wide except for article pages.
Half page ads rotate and appear on articles pages only.
Rotating ads offer greater exposure and impressions.

EMAIL NEWSLETTERS: MORNING BRIEFING, NOON HEADLINES, MARKET BRIEFING

COST PER MONTH PER E-NEWSLETTER

Position	Max. Number of Advertisers	1 month	3 months	6 months	12 months
Mobile Leaderboard	10	\$535	\$490	\$465	\$435
Medium Rectangle #1	10	\$625	\$575	\$535	\$485
Medium Rectangle #2	10	\$465	\$435	\$400	\$375

Notes:

- 1) Rates effective November 15, 2021.
- 2) Monthly analytics such as ad impressions and click-throughs will be provided.
- 3) One time LinkedIn social media post from the *DOB* LinkedIn account
- 4) Cancellations made after the ad material due date will be invoiced at 50 per cent.
- 5) Pricing excludes corporate and specialized report content pages.

CONTENT MARKETING

DESCRIPTION

Content marketing is a powerful way to tell your story in the format of an editorial on an article page. Formats include conventional article delivery, opinion piece, executive Q&A, infographics, assets for sale, event or conference promotion. Clients can embed multimedia within the content they create.

Content is actively promoted alongside the *DOB* headlines within the daily emails and on the website. The content will also be promoted on social media via the *DOB* LinkedIn presence.

BENEFITS

- Content marketing is a highly effective medium to communicate ideas. Clients are able to present their content alongside the *DOB*'s regular daily editorial content.



PRICING

STANDARD SPONSORED CONTENT

INCLUDES ONLINE POSTING OF CONTENT ARTICLE AND INCLUSION IN THE DAILY HEADLINES

1-5 days of insertions	\$450 per day
6-20 days	\$400 per day
21+ days	\$350 per day

ASSETS FOR SALE

INCLUDES POSTING OF CONTENT ARTICLE, HOSTING OF ASSET FACT SHEET (PDF) , AND INCLUSION IN THE DAILY HEADLINES

1-5 days of insertions	\$750 per day
6-20 days	\$700 per day
21+ days	\$650 per day

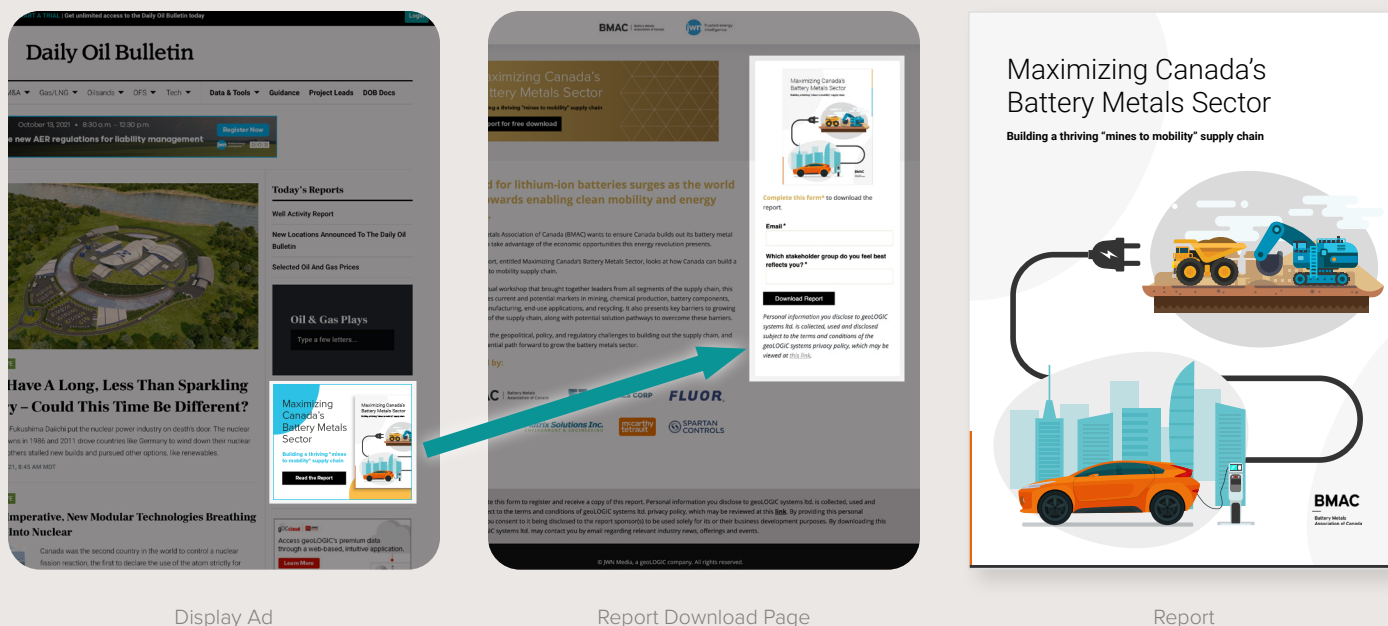
SPONSORED CONTENT ARTICLE DEVELOPMENT \$1,400

- UP TO 1,000-WORD ARTICLE WRITTEN ON YOUR BEHALF
- INTERVIEWS WITH UP TO TWO COMPANY CONTACTS
- EDITING AND APPROVAL PROCESS
- CLIENT RETAINS RIGHTS TO ARTICLE FOR THEIR USE ELSEWHERE

Notes:

- 1) Rates effective November 15, 2021.
- 2) Analytics such as article views and the profile of viewers (i.e., company and roles) will be provided.
- 3) Material is due two weeks prior to the day the material is due to be published.
- 4) One LinkedIn social media post for each unique piece of sponsored content.

LEAD GENERATION WITH LANDING PAGES



Display Ad

Report Download Page

Report

DESCRIPTION

A landing page can be integrated into any *DOB* advertising campaign to drive sales leads and reader engagement. Clients benefit from advertising and sponsored content to drive internet traffic to a custom developed landing page. The landing page captures leads from prospects who provide contact information.

The key elements are:

- Custom designed lead capture page hosted by the *Daily Oil Bulletin*. This page will capture leads.
- CASL compliant biweekly lead report sent automatically to clients.
- Marketing advice is provided to help clients successfully maximize lead generation

It is recommended that the client provides compelling content to entice the sales prospect to voluntarily provide their data. Content ideas include a white paper download, special offer, event registration or similar opportunity.

BENEFITS

- Marketers will be able to provide their sales team with actionable leads.

PRICING

\$1,500

INCLUDES LANDING PAGE AND LEAD GENERATION REPORTS

Note: The landing page is not a stand-alone offering. It will be one part of an integrated advertising campaign consisting of *DOB* advertising and/or sponsored content.

WEB AD SIZES

LEADERBOARD

728 pixels wide x 90 pixels tall

MOBILE LEADERBOARD

320 pixels wide x 50 pixels tall

MEDIUM RECTANGLE
(FIRST AND SECOND POSITIONS)

300 pixels wide x 250 pixels tall

Please prepare and submit both of the ad sizes to ensure that your ad is optimized for desktop and mobile devices.

HALF PAGE

300 pixels wide x 600 pixels tall

SOCIAL MEDIA IMAGE

1200 pixels wide x 628 pixels tall

DIGITAL AD SPECIFICATIONS

UPDATING ARTWORK

Ad creative due 5 business days prior to first run date.
One update is permitted at the beginning of each month.

FILE TYPE

Our accepted file types include GIF, JPG, PNG and some third-party ad tags.

FILE SIZE

Maximum file size is 200 KB.

ANIMATION

DOB offers a maximum of 30 seconds of animation for the Medium Rectangle and 22 seconds for the Half Page, or three loops, to ensure the most effective display of your digital ad.

BORDER

A border of at least one pixel is required for ads that contain a white or light background.

AUDIO

DOB requests advertisers use only user-initiated audio in their ads. A functioning on/off button is required.

POP-UPS

DOB does **not** support pop-ups of any kind. Ads that negatively impact the user experience in any way will be disabled without prior notice.

RESPONSIVE

Responsive websites (automatically optimized to fit smartphones, tablets and other mobile devices) will require an additional Mobile Leaderboard ad size to be provided to replace the Leaderboard ad size. Please contact your account executive to learn more.

SOCIAL MEDIA

LinkedIn social media amplification is included with digital advertising and sponsored content posts. The advertiser must provide the text and image for the social media post. Text length is less than 75 words. Please include hashtags and mentions. The post and sponsored content is subject to the *Daily Oil Bulletin* content standards.

Contact your account executive for more information. For general inquiries, email customerservice@jwnenergy.com.