

MICHIGAN Oil & Gas News

Editorial Calendar 2017

Michigan Oil & Gas News publishes both a Monthly Report Edition (the last Friday of each month, except for November and December) and a Weekly Update Edition (all other Fridays except the first Friday in January and the last Friday in December). Michigan Oil & Gas News also publishes the Annual Michigan Petroleum Directory, the only comprehensive listing of companies and individuals active in the Michigan oil and gas exploration and production industry. Publication and distribution is in June.

Display advertising is available in Michigan Oil & Gas News' Monthly Report Edition and Weekly Update Edition, as well as in the Annual Michigan Petroleum Directory. Professional & Service Directory (2¼-inches wide × 1-inch deep), Business Notice size (2½-inches wide × 2-inches deep), classified liner and classified display, and legal notice advertising is also available in both the Monthly Report Edition and Weekly Update Edition.

Michigan Oil & Gas News can accommodate color advertising in both its Monthly Report Edition and Weekly Update Edition. The outside front cover of three Monthly Report Editions — the March Spring Special Edition, September Fall Special Edition and the Year End Review & Forecast Edition, published in December — are also available as full-page, color advertising opportunities. Color advertising charges are based on the size of the ad, which makes the addition of color to quarter- and half-page sizes affordable. Color charges are in addition to the normal space rate, and are detailed on the Advertising Rates portion of this document.

General Advertising Deadlines

One-Color (Black): General space reservation deadline for black and white advertising is one calendar week prior to publication date. Final advertising materials for new black and white advertisements are due the Monday preceding publication date.

Color: General space reservation deadline for color advertising is two calendar weeks prior to publication date. Final advertising materials for new color advertisements are due one calendar week prior to publication date.

Exceptions to general advertising deadlines for publications with special advertising promotions (March, September and December Monthly Report Editions and Annual Petroleum Directory) are noted in calendar.

Michigan Oil & Gas News 2017 Editorial Calendar

January 2017

- 13 Weekly Update Edition (First publication of 2017)
- 20 Weekly Update Edition
- 27 **January Monthly Report Edition**
2016 Michigan Drilling Activity & Drilling Permit Summary

February 2017

- 3 Weekly Update Edition
- 10 Weekly Update Edition
- 17 Weekly Update Edition
- 24 **February Monthly Report Edition**

March 2017

- 3 Weekly Update Edition
- 10 Weekly Update Edition
- 17 Weekly Update Edition
- 24 Weekly Update Edition
- 31 **March Monthly Report Edition**
Special Report: Oilfield Services
Michigan Oilfield Trucking Survey / Michigan Drilling Rig & Service Rig Surveys
Guide to Annual MOGA / API Michigan Petroleum Conference
Space Reservation: February 28
Final Materials: March 14

April 2017

- 7 Weekly Update Edition
- 14 Weekly Update Edition
- 21 Weekly Update Edition
- 28 **April Monthly Report Edition**
2017 First Quarter Michigan Drilling Activity & Drilling Permit Summary

May 2017

- 5 Weekly Update Edition
- 12 Weekly Update Edition
- 19 Weekly Update Edition
- 26 **May Monthly Report Edition**

June 2017

- 2017 Michigan Petroleum Directory**
Space Reservation: April 18
Final Materials: May 9
Distribution: June 16
- 2 Weekly Update Edition
- 9 Weekly Update Edition
- 16 Weekly Update Edition
- 23 Weekly Update Edition
- 30 **June Monthly Report Edition**

Michigan Oil & Gas News 2017 Editorial Calendar

July 2017

- 7 Weekly Update Edition
- 14 Weekly Update Edition
- 21 Weekly Update Edition
- 28 July Monthly Report Edition**
2017 First Half Michigan Drilling Activity & Drilling Permit Summary

August 2017

- 4 Weekly Update Edition
- 11 Weekly Update Edition
- 18 Weekly Update Edition
- 25 August Monthly Report Edition**

September 2017

- 1 Weekly Update Edition
- 8 Weekly Update Edition
- 15 Weekly Update Edition
- 22 Weekly Update Edition
- 29 September Monthly Report Edition**
Special Report: Science & Technology in the Michigan oilfield
Space Reservation: August 29
Final Materials: September 12

October 2017

- 6 Weekly Update Edition
- 13 Weekly Update Edition
- 20 Weekly Update Edition
- 27 October Monthly Report Edition**
2017 First Three Quarters Michigan Drilling Activity & Drilling Permit Summary

November 2017

- 3 Weekly Update Edition
- 10 Weekly Update Edition
- 17 November Monthly Report Edition**
- 24 Weekly Update Edition

December 2017

- 1 Weekly Update Edition
- 8 Weekly Update Edition
- 15 December Monthly Report Edition**
2017 Review & 2018 Forecast
Space Reservation: November 7
Final Materials: November 21
- 22 Weekly Update Edition
(Last publication of 2017)

Michigan Oil & Gas News Advertising Rates

Display Advertising / Weekly Update and Monthly Report Editions – per insertion

Size (width x height)	1 time	6 times*	12 times*	26 times*	51 times*
Full page (7" x 10")	\$610	\$548	\$494	\$454	\$428
½ page "Island" (4 ⁵ / ₈ " x 7")	348	313	282	264	247
½ page Horizontal (7" x 4 ³ / ₄ ")	318	286	258	237	222
½ page Vertical (3 ³ / ₈ " x 10")	318	286	258	237	222
⅓ page Square (4 ⁵ / ₈ " x 4 ⁷ / ₈ ")	244	218	197	175	156
⅓ page Vertical (2 ¹ / ₄ " x 10")	244	218	197	175	156
¼ page Standard (3 ³ / ₈ " x 4 ³ / ₄ ")	184	148	136	127	118
¼ page Horizontal (7" x 2 ¹ / ₄ ")	184	148	136	127	118
Business Notice (2 ¹ / ₂ " x 2")	52	48	44	40	36

*–Prepayment discount of 5% available for 6-time, 12-time, 26-time, and 51-time programs.

Professional & Service

Directory** (2 ¼" x 1")	—	—	—	351.00	573.75
-------------------------	---	---	---	--------	--------

**–Professional & Service Directory rates listed are for total cost of 26-week or 51-week programs. Available only as consecutive week programs. Prepayment discount not available.

Classified Display advertising is available at a rate of \$22.50 per col. inch. (Classified Display rate for 26 or more insertions of same ad is \$14.75 per col. inch.)

Legal Notice advertising is available at a rate of \$22.50 per col. inch. (Affidavit of publication and tearsheet provided.)

Annual Michigan Petroleum Directory

Full Page (Black & White)	\$626	¼ page Standard	199
½ page Horizontal	342	¼ page Horizontal	199
½ page Vertical	342		

Color Rates (add to base space rates)

Spot or Process Color		Full page	310
¼ page ad	\$130	Bleed Charge	
½ page ad	205	½ pg. – 3 sides / full pg. – 4 sides	\$50

Production / Design charges

One-time production charge applied to new and revised ads in *Michigan Oil & Gas News* or *Annual Michigan Petroleum Directory*. Production charges are 15% of applicable space rate and are applied to billing for initial insertion of ad. Creative and design services are available, with costs billed in addition to space rates and other charges.

Preferred positions

Preferred positions in Weekly Update and Monthly Report editions of *Michigan Oil & Gas News* and the *Annual Michigan Petroleum Directory* may be specified when available. Add 10% per insertion to applicable space rate. (Preferred position reservations made with programs of six or more consecutive insertions are renewable 60 days prior to final insertion date.)

All rates and charges effective January 1, 2015