EDITOR’S NOTE

With the worst of the industry downturn behind them, energy and production operators are turning attention to new opportunities in these more favorable economic – and regulatory – times. The industry is getting used to the “new normal,” with crude trading around $45 to $55 per barrel during 2017, and many companies are reinventing themselves to be profitable at this level.*

Natural disasters, commodity pricing fluctuations, safety and environmental regulations, investment opportunities, new deposit discoveries, upgrades in the latest technology and R&D, supply chain efficiencies, raising capital, alternative energy breakthroughs – these are the ever-evolving issues that CEOs, owners and other top-level executives are faced with. Energy & Mining International is the must-read publication for these same leaders, providing strategies, solutions and best practices directly from their respective peer group. Through our print and digital publications, online presence through the website, database and tradeshow portal, and independent content, EMI helps executives at the senior boardroom and field levels stay abreast of the most important operational issues in this dynamic market.

Energy & Mining International focuses on major players in the traditional and renewable resource industries throughout the world. Featuring profiles on leading companies, columns by industry experts and news and notes about the latest trends in these markets, Energy & Mining International serves as the gatekeeper of information for anyone – whether it’s readers, our profiled companies or advertisers – who needs to be in the know about the worldwide energy and mining scene. Our expanding social media presence and SEO emphasis will further the value-add and return on investment that all clients are seeking.

In each issue, Energy & Mining International’s team speaks with market and regional experts who share the secrets behind their success, as well as what they expect from their industry down the road.

*I want to commend you for the great job you did of listening to what Tony and I had to say during the interview and how accurately you depicted the information in the article. It is very well written. It was a pleasure working with you on this project.”

Bill Franz
Vice President
MAZZELLA COMPANIES

*From “Calmer Waters Lie Ahead” (summer 2017 EMI) by Kevin Schroeder, based on “The Grant Thornton/Hart Energy Survey.”
## CONTENT CALENDAR

<table>
<thead>
<tr>
<th>VOLUME 17</th>
<th>FEATURED SEGMENT</th>
<th>REGIONAL COVERAGE</th>
<th>TRADE SHOW COVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISSUE 1</td>
<td>Midstream</td>
<td>Northeast &amp; Texas</td>
<td><img src="image" alt="OIL &amp; GAS AWARDS" /> <img src="image" alt="PDAC" /></td>
</tr>
<tr>
<td>ISSUE 2</td>
<td>Upstream</td>
<td>Rocky Mountain</td>
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<tr>
<td>ISSUE 3</td>
<td>Heavy Oil &amp; Oil Sands</td>
<td>Western Canada</td>
<td><img src="image" alt="OIL &amp; GAS AWARDS" /> <img src="image" alt="WORLD HEAVY OIL CONGRESS &amp; EXHIBITION" /></td>
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<tr>
<td>ISSUE 4</td>
<td>Mineral Exploration &amp; Development</td>
<td>International</td>
<td><img src="image" alt="OIL &amp; GAS AWARDS" /> <img src="image" alt="NMA" /> <img src="image" alt="PBPA" /> <img src="image" alt="MINExpo" /> <img src="image" alt="2020 Permian Basin Petroleum Association" /></td>
</tr>
</tbody>
</table>

*Every edition is comprised of individual company profiles pertaining to the oil, natural gas, mining, aggregates, and natural resources space. This is the bulk of the publication makeup. Advertorials, paid content, and industry case studies/independent contributions round out the rest.*

### SPECIAL FOCUSES
- Milestones
- Emerging Juniors
- Top Projects
- Female Executives
- Hall of Fame

### INDUSTRY ALLIANCES
- Oil & Gas Awards
- National Mining Association
- CIM
- MINExpo
- Permian Basin Petroleum Association

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## READERSHIP BREAKDOWN

### GLOBAL REACH

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
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<tbody>
<tr>
<td>United States</td>
<td>49,735</td>
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<tr>
<td>Canada</td>
<td>32,032</td>
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<tr>
<td>Caribbean</td>
<td>843</td>
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<tr>
<td>International</td>
<td>1,686</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>84,296</td>
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### JOB TITLE

<table>
<thead>
<tr>
<th>Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>CEO, President, Owner, Managing Director</td>
<td>45%</td>
</tr>
<tr>
<td>COO, VP Operations, Operations Director</td>
<td>14%</td>
</tr>
<tr>
<td>CFO, Private Equity Partner, Financial Principal</td>
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<tr>
<td>VP Engineering, VP Exploration, VP Production</td>
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</tr>
<tr>
<td>Mine Manager/Project Manager/Superintendent</td>
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</table>

### EXECUTIVE OVERVIEW

- **84%** involved in business development decisions
- **66.5%** have purchasing or procurement power
- **85%** are key business decision makers and influencers
- **66.7%** are in senior management positions
- **96.4%** are integral to investment opportunities
- **56%** are actively looking to raise capital
- **85%** are seeking best practices and better business strategies
- **65%** are actively looking for investment targets

### OIL & GAS

- Upstream/Midstream/Downstream
- Onshore & Offshore
- Heavy Oil & Oilsands
- Light Oil
- Juniors/Intermediates/Majors
- Exploration/Development/Production
- Pipelines
- Independents
- Refineries
- LNG

### MINING

- Precious Metals
- Base Metals
- Rare Earth Metals & Minerals
- Industrial Minerals & Frac Sand
- Aggregates & Natural Stone
- Coal
- Exploration/Development/Production
- Juniors/Intermediates/Majors
- Mine Mills & Processing Plants
COVERING ALL THE MAJOR HOTBED LOCATIONS ACROSS THE GLOBE

*EMI provides coverage of the conventional and unconventional oil/gas markets, as well as the main offshore operating hubs. Additionally, the publication spotlights all the significant mining belts/districts/producing areas.

**OIL & GAS NORTH AMERICA**

- **British Columbia**
  - Horn River Basin
  - Montney Play

- **Saskatchewan**
  - Alberta Bakken
  - Shaunavon Play
  - Viking Play

- **Alberta**
  - Cardium Formation
  - Deep Basin Fairway

- **Nova Scotia**
  - Sable Island

- **Newfoundland & Labrador**
  - Terra Nova & Hibernia Fields

- **West Virginia, Pennsylvania, New York, Ohio**
  - Marcellus & Utica Shales

- **Oklahoma, Kansas**
  - Mississippi Lime Play

- **Montana, N. Dakota**
  - Bakken Formation

- **South Texas, New Mexico**
  - Eagle Ford Formation
  - Permian Basin

- **Southwest Arkansas, Northwest Louisiana, East Texas**

- **California**
  - Monterey Shale

- **Colorado, Wyoming**

- **Arkansas**
  - Fayetteville Shale

**MINING NORTH AMERICA**

- **Nevada**
  - Carlin Trend

- **Ohio, West PA, WV, East KY, TN, AL**
  - Appalachian Basin

- **California**
  - Gold Country

- **Wisconsin, Minnesota**
  - frac Sand

- **Quebec, Ontario**
  - Abitibi Gold Belt

- **Yukon**
  - Whitehorse Mining District

- **Saskatchewan**
  - La Ronge Gold Belt

- **British Columbia**
  - Kamloops Mining District

- **Ontario**
  - Timmins Gold Camp

- **Ontario**
  - Red Lake Greenstone Belt

- **MINING GLOBAL**

- **Mexico**
  - Guerrero Gold Belt

- **Argentina**
  - El Indio Belt

- **West Africa**
  - Ashanti Gold Belt

- **South Africa**
  - Witwatersrand Basin

**OIL & GAS GLOBAL**

- **Australia**
  - Cooper Basin

- **Europe**
  - North Sea

- **Argentina**
  - Vaca Muerta Formation

- **Colombia**
  - Llanos Basin

- **Belize**
  - Northern Cayo District

- **Mexico**
  - Guerrero Gold Belt

- **Colombia**
  - Middle Cauca Belt

- **Argentina**
  - El Indio Belt

- **West Africa**
  - Ashanti Gold Belt

- **South Africa**
  - Witbank & Ermelo Region
CUSTOM PUBLISHING

What is an Executive Business Profile?

• POV perspective from C-Suite Executive
• Fully catered to the client’s needs
• Outlining corporate growth initiatives, strategic branding & business development efforts, and industry best practices
• Showcase supply-chain partnerships and/or operational best practices

Print and Digital Presence

Social Media Promotion

Reprints

Dedicated E-Blasts

Video
VALUE-ADD RESULTS

Multiple platform exposure including print, digital, and social

WE ONLY TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER

Reach a broader investment community of directors, private investors and commercial/investment banks

Gain access to Energy & Mining’s comprehensive contact directory for industry-leading and emerging companies

Gain a website presence for 12 months plus archived digital issue

ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS

SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs

Increased SEO presence with published profile

Networking events bring together buyers, sellers and investors

Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals

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INDUSTRY LEADING COVERAGE

*Covering the “Who’s Who” of the energy and natural resources space

*Click on any of these links below to give you a visual of the layout and structure of our Executive Profiles

COMPANY PROFILES

- Conuma Coal
- Babcock
- Shell Canada
- Weatherford
- Whiting Petroleum
- Stone Energy
- CRC-Evans
- Canadian Royalties
- Spectra Energy
- Key Energy Services
- Weir Minerals
- Stewart & Stevenson
- Buckeye Partners
- Eclipse Resources
- Delek Logistics Partners
- Atlas Copco
- FLSmidth
- Baker Hughes
- Dominion Energy
- Freeport McMoran
- Detour Gold
- Copper Mountain Mining
- Jacobs Canada
- SandRidge Energy
- B&N Coal
- TF Warren Group
- Rice Energy
- EagleClaw Midstream
- Gibson Energy
- Goldcorp
- Pioneer Natural Resources
- RSP Permian
- De Beers Canada
- Badger Mining
- Walter Energy
- Tioga Pipe
- CountryMark
- Hi-Crush Partners
- Cactus Drilling

TRADE SHOW COVERAGE

- Oil & Gas Awards
- MINExpo
- PDAC
- OTC

SPECIAL REGIONAL & SECTOR COVERAGE

- Marcellus & Utica
- Permian Basin
- Caribbean Spotlight
- Industrial Minerals & Frac Sand
- Williston Basin
- Eagle Ford
- Canada Spotlight
- LNG

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WHY ADVERTISE

» Strategically position your brand in front of executives who have the financial resources to make purchasing decisions and partnership/investment inquiries

» Reach C-Suite executives and investors who comprise a readership base that has been organically built and maintained the last 14 years

» Our research team only targets CEO’s, Presidents, Vice Presidents, Owners, and Department Heads. Although marketing/communications and some technical professionals may come to view the publication, it primarily serves senior level officials

» Creates solidarity among featured companies, strategic industry trade partners, and basically any organization involved in the industry

» Leverage strategic alliance/partnership with an industry leading brand to create business opportunities

» Just as much as the featured companies are receiving visibility through the content, any potential advertisers are also getting their respective brands and products/services in front of the same audience of decision makers

» Multiple platform exposure through the print, digital, website, and social avenues

» Tangible material to assist in any marketing and business development plan

» Equity firms, investor organizations/groups, and capital providers should advertise to show strength in uncertain markets and liquidity to exploration, development, and production (as well as ancillary service provider) firms who are looking to raise capital and actively looking for advice on acquisitions, mergers, strategic takeovers, and general business restructuring

“Stopping advertising to save money is like stopping your watch to save time.”

— HENRY FORD

“Advertising is totally unnecessary. Unless you hope to make money.”

— JEF I. RICHARDS

“Advertising is the life of trade.”

— CALVIN COOLIDGE
## ADVERTISING RATES & SPECS

### ADVERTISING RATES

<table>
<thead>
<tr>
<th>Layout</th>
<th>Price</th>
<th>Words</th>
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<tbody>
<tr>
<td>Vendor Focus</td>
<td>$9,200</td>
<td>4 pg</td>
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<tr>
<td>Belly Band</td>
<td>$9,000</td>
<td>2 pg</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$8,295</td>
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<tr>
<td>1/2 Page</td>
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<td>$4,195</td>
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### ADVERTISEMENT SIZES

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<tr>
<td>2 Pg. Spread</td>
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<tr>
<td>2 Pg. Spread (non bleed)</td>
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<tr>
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### SPECIAL

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<td>Vendor Focus</td>
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### DIGITAL ADD-ONS

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<tr>
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<td>$1,450</td>
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<tr>
<td>Embedded Video</td>
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<td>Junior Page</td>
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<tr>
<td>Full-page/DPS</td>
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<tr>
<td>Slideshow ad</td>
<td>$990</td>
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<td>Junior Page</td>
<td>$1,290</td>
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<tr>
<td>Full-page/DPS</td>
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<td>Web Window/1/4 Page</td>
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<td>Full-page/DPS</td>
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<td>Podcast or Audio</td>
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<tr>
<td>LeadGen Form</td>
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<td>Full-page/DPS</td>
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<td>AdGen Form</td>
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<td>Leaderboard ad</td>
<td>$1,800</td>
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<tr>
<td>Skyscraper ad</td>
<td>$2,000</td>
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### DIGITAL FILES

- **Digital only**: For all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, InDesign, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files. Regrettably, we cannot accept any artwork lifted directly from a website, as the quality is incompatible for print. We also cannot accept supplied ads sent in Microsoft Word, PowerPoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented in a manner ready for press. Eogr & Mining International magazine does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 5MB can be sent via e-mail to advertising@emi-magazine.com. If you are sending larger files, please use a free file-sharing website such as Dropbox.com or Hightail.com. Please contact your production coordinator if you have any questions. If you need our studio to design your ad at an additional cost or have questions or concerns regarding ad material, please e-mail or give us a call.

### TERMS AND CONDITIONS

- Advertisers are non-cancellable. Contract advertisers (an advertiser cancels the balance of a contract including covers or single insertion orders, which are non-cancellable). It reimburses any right to that series discount to which it was previously entitled and will be invoiced for the balance of the contract in accordance with the terms of the contract and the rate card at the time the advertisement is accepted for publication by the Publisher. The Publisher reserves the right to cancel any contract or to suspend an advertisement at any time for good cause as determined in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

- Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised. All copy must be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to suspend or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

- The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

- All copy must be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to suspend or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

- Energy & Mining International for all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. DIGITAL FILES:

  - Content Add-Ons
    - 1/2 Page
    - Embedded Video
    - Junior Page
    - Full-page/DPS
    - Web Window/1/4 Page
    - Junior Page
    - Full-page/DPS
    - Podcast or Audio
    - LeadGen Form
    - Junior Page
    - Full-page/DPS
    - AdGen Form
    - Junior Page
    - Full-page/DPS
    - Leaderboard ad
    - Skyscraper ad

- For more information, contact Zach Potter, Vice President of Sales, at zach.potter@emi-magazine.com.
CLIENT FEEDBACK

*Nothing is more important to the reputation of our publication than the client experience. We pride ourselves on providing the best visibility and value-add, with as much client interaction and feedback as possible.

It was a relatively smooth process and we have actually had some feedback as a result. Several of your readers have indicated a desire to speak with me relative to how we're implementing some of our initiatives, KPI's we use as measurement, and success rates.

I was very keen in having an opportunity to review the article prior to publication. As you're probably aware, when you're in the energy industry, we typically get misquoted and the message takes on a new direction. As a result, I'm somewhat concerned with these article requests so I do appreciate the ability you provided me on editing.

TOM HALEY, PRESIDENT, Offshore Inland Marine & Oilfield Services, Inc.

NextDecade was thrilled to be featured on the cover of EMI and thought that the article came out looking and reading great! The team at EMI made the whole process very easy and we enjoyed the opportunity to share our company's vision with your readers. In particular, we appreciated the time you took to speak with our team in-depth and produce an article that genuinely reflected both the work that we are currently doing and our approach to business. Thanks again!

–James Markham-Hill, Manager of Communications, NextDecade, LLC

“I certainly did see the article. I thought it was very well written, and conveyed our message very effectively. The interface with the marketer was very good, he laid out very clearly what was involved on our respective sides. The writer I found to be particular good, quickly grasping the important points in a sector he was not familiar with. I’d be happy for Canacol to be included in any future publications you might be planning.

-CHARLE GAMBA, PRESIDENT, CANACOL ENERGY, LTD.

Energy and Mining produced an excellent article depicting our company, its present and future plans and our culture. We received many congratulation calls from vendors and customers. All the vendors who supported us were happy with their exposure as well. This was an excellent experience for myself, Plainsman Manufacturing and our valued partners in business.

–MIKE KITTLITZ
GENERAL MANAGER AND BUSINESS DEVELOPMENT
PLAINSMAN MANUFACTURING INC.

LENNOX PETROLEUM SERVICES LTD. HAS BEEN VERY PLEASED WITH OUR EXPERIENCE WITH EMI. EMI WAS VERY HELPFUL AND SUPPORTIVE TO OUR NEEDS AND CONCERNS TO THE CONTENT AND IMAGE OF THE COMPANY PRORATED IN THE ARTICLE. I WOULD HAVE NO HESITATION WORKING WITH THEM AGAIN.

Phillip A. Moore, Director of Operations
Lennox Petroleum Services Ltd.

Energy and Mining International has given Klein Tools exposure of our newest acquisition Mummie Corp by creating an informative article that touches the audience of the markets it’s products serve. The staff at Energy and Mining was fantastic to work with and fully understood what we were looking to accomplish and created the article to reflect our message.

MARK P. KLEIN
KLEIN TOOLS INC

Energy and Mining produced a great article. We were very pleased to be included in the issue and working with EMI’s team was a pleasure. The magazine was a testament to your hard-work, showed in the results and was greatly appreciated!

Lee Smith, Vice President, Alaskan Energy Resources
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Chicago, IL 60601
Phone: 312.676.1100
Fax: 312.676.1101

Are you interested in becoming part of Energy & Mining International?
If you would like to be profiled in our magazine, please call (001) 312.676.1249 or email jason.quan@emi-magazine.com. If you would like to submit editorial for consideration, please call (001) 312.676.1125 or email john.krukowski@emi-magazine.com.
Discounts available for 3x and 6x insertions.

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