NGI
Intelligence Press, Inc.

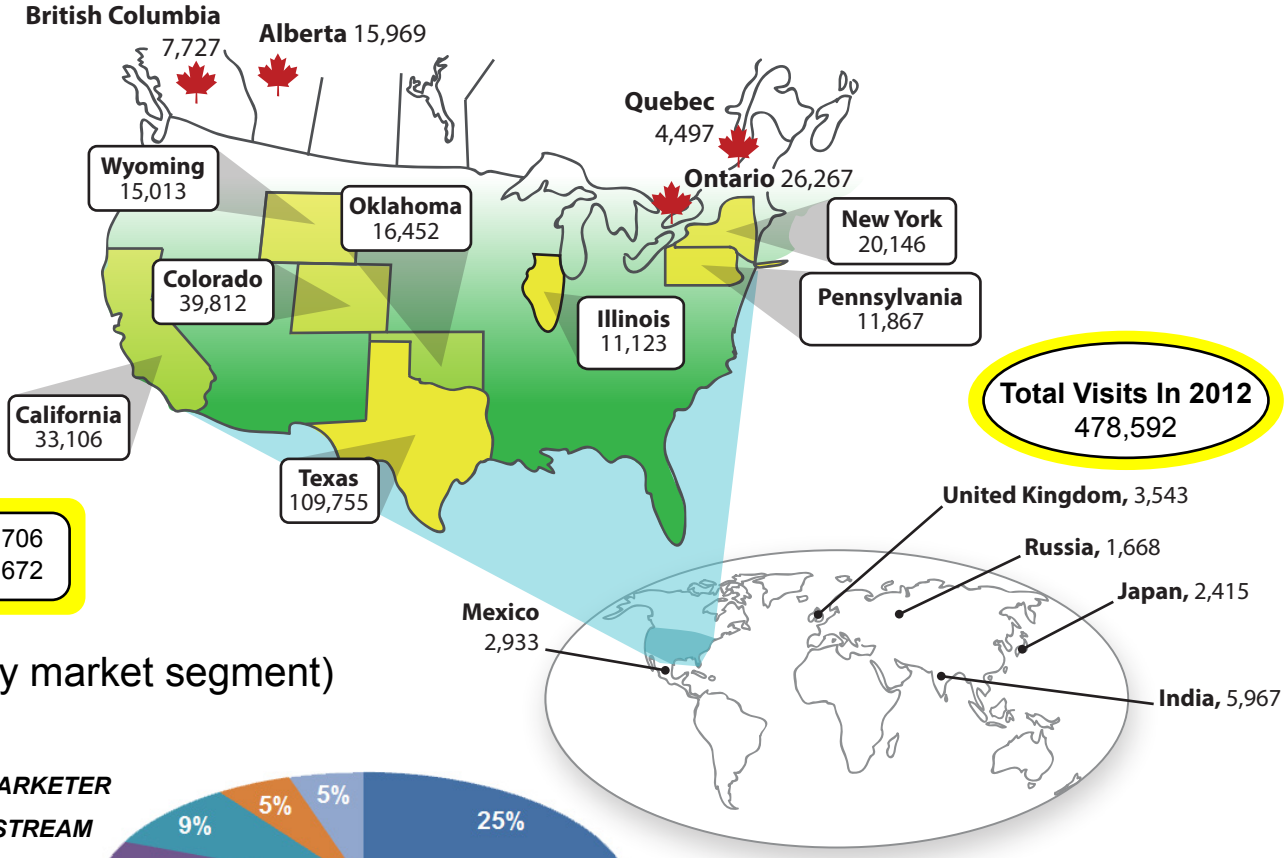
Natural Gas Intelligence©
NGI's *Weekly* Gas Price Index©
NGI's *Daily* Gas Price Index©

Media Press Kit

NGI newsletters are focused on the natural gas industry, with premium paid subscriptions containing must-have news and pricing data. This means targeted, valuable and well-read advertising space. NGI offers internet and email delivered newsletter advertising.

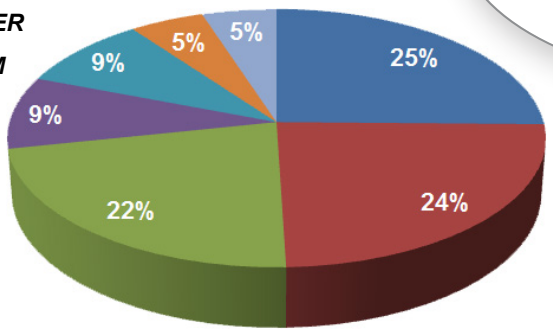
- Tightly focused, "***no-waste***" circulation that is 100% paid.
- Premium paid subscriptions and high renewal rates.
- Low advertising clutter **= high visibility**. Only one or two ads per issue.
- **Low rates** that allow modest budgets the potential for great impact and frequency.

Visits for IntelligencePress.com for the 12-month period ending January 1, 2013



United States	385,706
Canada	56,672

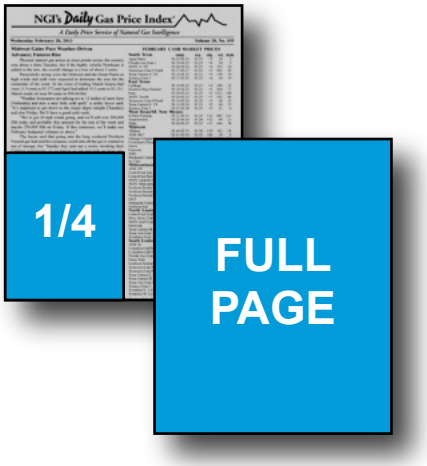
Readership (by market segment)



For more info or to place an order: **adv@intelligencepress.com** or **800-427-5747**

enewsletter

Why not communicate with your prospects and customers every day?



NGI's Daily Gas Price Index

Reports on natural gas cash, futures prices and market information. Available electronically every business day.

NGI's Bidweek Survey

Delivered as a supplement to Weekly Gas Price Index. It is published on the first business day of the month. NGI's Bidweek Survey includes key monthly, baseload natural gas prices at 115 locations across the US and Canada.

NGI's Shale Daily

NGI has drawn upon its 30 years experience in publishing natural gas news and prices to develop NGI's Shale Daily, the newsletter devoted exclusively to the enormous shale revolution rewriting the energy outlook in North America. For more information about advertising in **Shale Daily**, download our Shale Daily Media Kit here: **http://shaledaily.com/mediakit**

Natural Gas Intelligence

Published weekly (on Mondays) for more than 30 years, NGI is the publication of record for news about the natural gas industry. Covering the important stories, people and companies that impact the natural gas marketplace--from prices to inventories to regulations and new discoveries--NGI is the one publication industry insiders read each week.

NGI's Weekly Gas Price Index

A weekly natural gas price report that has set the industry standard for accurate, reliable pricing for more than a decade. Available every Monday.

webbanner

Advertise on **IntelligencePress.com** where NGI's subscribers go to login and retrieve their newsletters each day, week and month. Over the years, IntelligencePress.com has evolved into an energy industry portal featuring breaking news stories for both gas and power markets. All told, the site receives more than 80,000 pageviews (i.e. ad impressions) each month.

- **Monthly Rotating**
- **1 ad @ $2,750**
- **Max of 5 ads in rotation**

adformats and rates for newsletter PDFs

Publication	Frequency	Ad size	Quantity/Cost
NGI's Daily Gas Price Index	Daily	1/4 Page Full Page	6 ads @ $1,750 3 ads @ $2,000
NGI's Weekly Gas Price Index	Weekly	1/4 Page Full Page	4 ads @ $2,250 2 ads @ $2,500
Natural Gas Intelligence	Weekly	1/4 Page Full Page	4 ads @ $1,500 2 ads @ $1,750
NGI's Bidweek Survey	Monthly	1/4 Page Full Page	2 ads @ $3,000 1 ad @ $3,500

adformats and other details for file delivery

Ad size	File size	Dimensions	Format	
Newsletter 1/4 page	150 dpi	width 3.75", height 5.0"	tiff	No embedded fonts, Non-Microsoft core fonts must be converted to outlines. Colors should be RGB and 150 dpi. Document size should be no larger than 500k.
Newsletter half page	150 dpi	width 8.0", height 5"	tiff	
Newsletter full page	500 KB	width 8.0", height 11"	pdf	
IntelligencePress.com	150 KB	width 190 px, height 400 px	png	Vertical (left column) rotating

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