



# 2025 MEDIA KIT

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# ROCK WITH US!

## ABOUT RBN

At RBN, we are passionate about energy market analytics. We offer a wide range of consulting services, a daily blog, and information products that provide insights into natural gas, natural gas liquids, crude oil, and renewable energy sources. While RBN is based in Houston, our focus is on North American energy markets, and our team of networkers spans the globe. We bring together experts with complementary skills to fit the customers' needs and can make the best use of all the information available to analyze and understand energy markets.



## DAILY BLOG

Our blog is a market commentary from a member of our RBN Contributor team that dives deep into the details about energy market trends, the mechanics of how energy markets function, and the workings of economic and operational energy models. We do our best to make these postings timely, interesting, and informative; but above all, we provide useful insights to help our readers better understand the relationships driving energy markets today. Access to our postings is absolutely free, and our readers are able to forward their daily emails along to colleagues — and they do.

**45K**

Daily Blog  
Distribution List

**120K**

Average  
Monthly Users

**275K**

Average Monthly  
Page Views

**10K**

Average  
Daily Users

## WHY ADVERTISE WITH RBN

RBN's advertisement options offer qualified companies the opportunity to reach our community of 45,000 energy professionals! Our community members represent the entire energy value chain – upstream, midstream and downstream – from the independents to the majors to the IOCs, as well as the breadth of companies invested in the energy space, including banks and private equity. And while most of our members are commercially involved, we also attract researchers, academics and individuals who are learning about the energy space for the first time. We offer unique options for companies to share their message with the RBN Energy community, including sidebar, inline ads, and Sponsored Blogs. A recent email ad campaign received ~500 clicks per week, and a recent Sponsored blog received ~1k views per week.

# AUDIENCE DEMOGRAPHICS

## SOCIAL MEDIA



**10K**  
X Followers

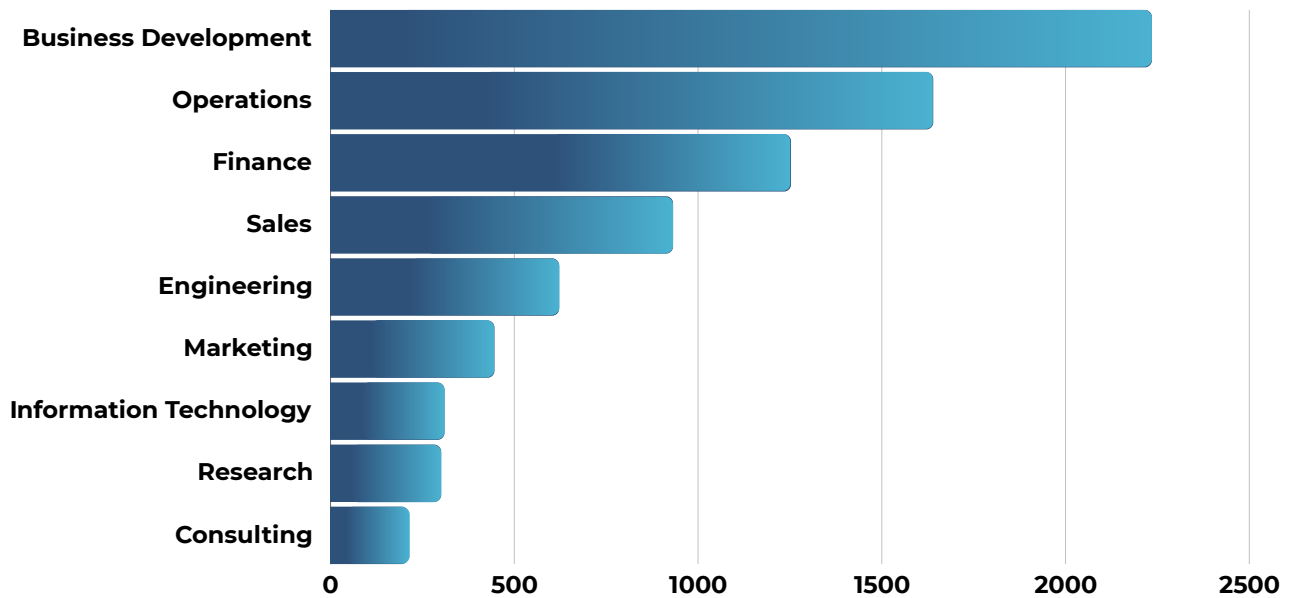
**100K**  
Monthly X Impressions



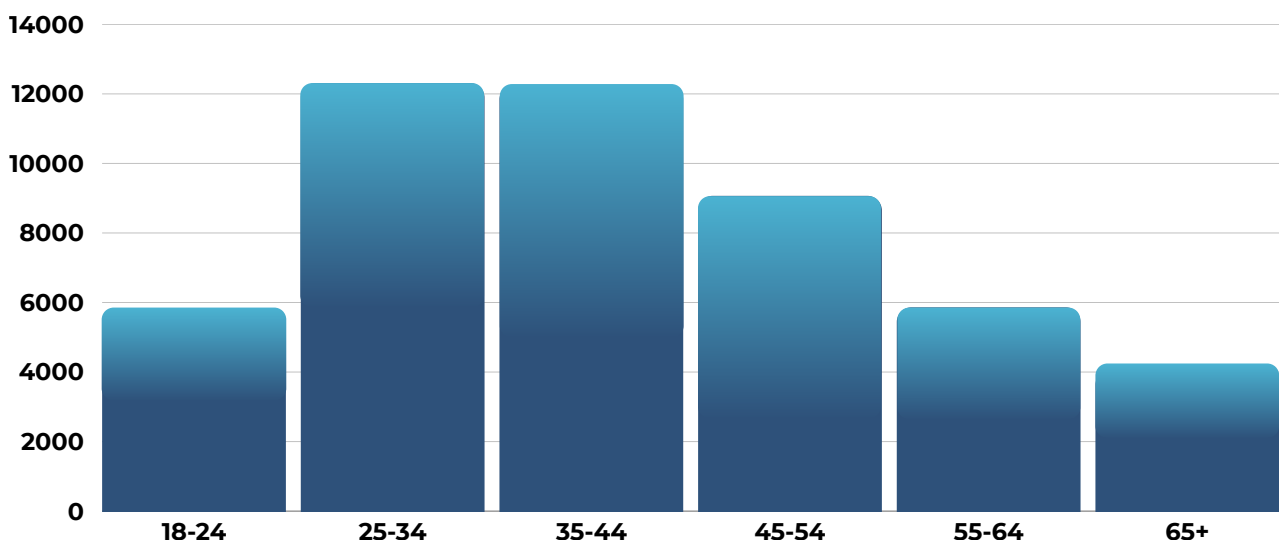
**20K**  
LinkedIn Followers

**110K**  
Monthly LinkedIn Impressions

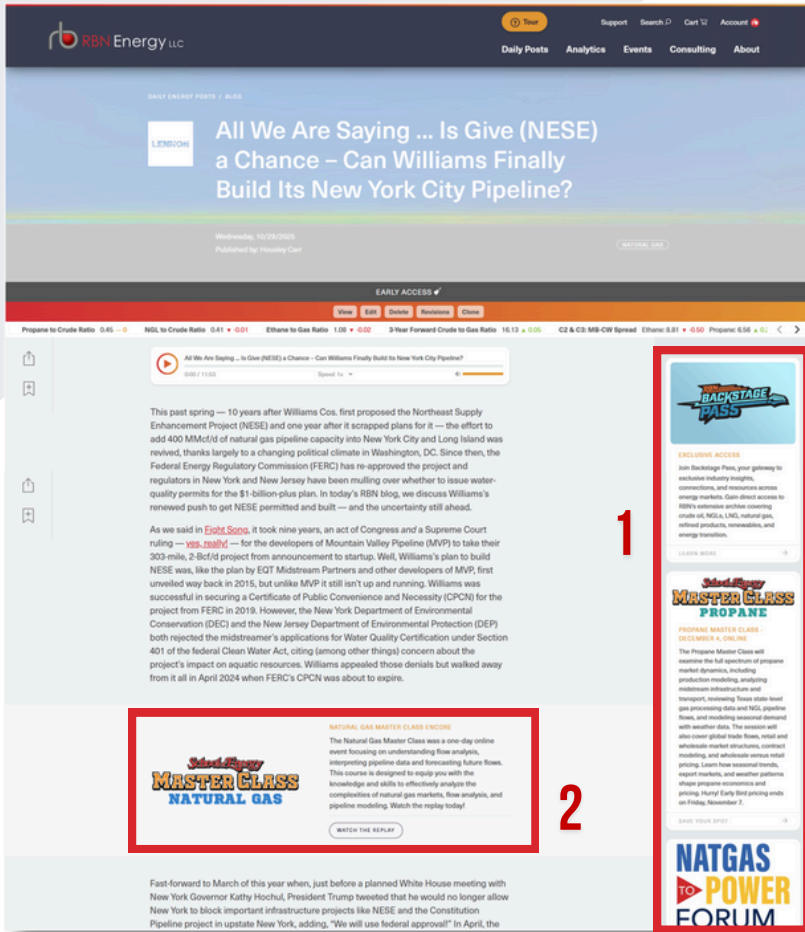
## JOB FUNCTION BREAKDOWN



## AGE RANGE



# AD PRICING AND PLACEMENT



## CREATIVE SPECS FOR ALL ADS

### 1. Image

Images must be larger than 340x222 pixels

### 2. Heading

### 3. Description Blurb

Max 40 Words

### 4. Call To Action + URL

## POSITION #1 SIDE BAR

TERM	PRICE
2 Weeks	\$3,000
1 Month	\$6,000

Please contact us for more options & longer terms.  
Order of side bar ads subject to change.

## POSITION #2 BLOG INLINE

TERM	PRICE
1 Week	\$4,000
2 Weeks	\$7,500

Please contact us for more options & longer terms

## POSITION #3 EMAIL

TERM	PRICE
1 Week	\$5,000
2 Weeks	\$9,500

Please contact us for more options & longer terms

A recent email ad campaign received about 500 clicks within one week in position #3.

## BLOGCAST ADS

AUDIO	1 WEEK	2 WEEKS	1 MONTH
15 seconds	\$2,000	\$4,000	\$7,500
30 seconds	\$4,000	\$8,000	\$15,000

\*We accept scripts or audio files.

All submissions will be reviewed before publishing.

# SPONSORED CONTENT

RBN's Sponsored Content offering gives your organization the opportunity to share original market perspectives directly with our highly engaged community of 45,000 energy professionals. Prominently featured on the RBN homepage, sponsored blogs position your expertise alongside a trusted voice, with permanent placement for lasting impact. Whether you're looking to elevate your visibility, build thought leadership, or support a product launch, Sponsored Content connects your message with a focused, analytical audience that's paying close attention to energy market trends.

## EXAMPLE OF A SPONSORED POST

**RBN Energy**

Can't Stop Me Now - Power Burn Leads Lower 48 Gas Demand Gains On Limited Fuel Switching  
Monday, 4/25/2022

Despite the highest natural gas futures prices in over a decade, its use for power generation in the Lower 48 has set records in recent months. This is in part by design: economic and environmental regulation have broadly favored gas-fired plants and pushed into retirement hundreds of coal-fired plants in the last decade or so, reducing price-driven fuel-switching capabilities between the two fuels. However, there's more to it than that: a tight coal market, marked by low stockpiles, high export demand and record high prices, is limiting gas-to-coal switching even further, making gas burn for power much more inelastic to price. In today's RBN blog, we take a closer look at this key intersection of the gas and coal markets.

**Recently Published Reports**

Report	Title	Published
LNG Voyager	LNG Voyager Weekly - April 26, 2022	9 min 58 sec ago
NATGAS Bilboard	NATGAS Bilboard - April 26, 2022	57 min 29 sec ago
Crude Oil Fernman	Crude Oil Fernman - April 26, 2022	3 hours 19 min ago
Chart Toppers	Chart Toppers - April 26, 2022	3 hours 58 min ago
NATGAS Bilboard	NATGAS Bilboard - April 25, 2022	7 day 1 hour ago

**SPONSORED**

**Free Bird - Project Canary Aims to Help Natural Gas Companies Mitigate Emissions and Reach Their ESG Goals**  
Tuesday, 06/24/2021

Beginning in 2020 and so far through 2021, we at RBN have devoted a lot of our energy to covering the latest developments in environmental, social and governance (ESG) trends in the energy sector. That's no accident - in fact, it's been a necessity. As we recently discussed in *Buller the Blue Sky*, environmentally focused initiatives have taken center-stage as society, investors, and governments demand higher standards from companies. The consequences to businesses that don't heed the new paradigm could be dire for both their reputations and their pocketbooks. As a result, companies up and down the energy value chain have begun examining their operations to identify areas of improvement, particularly as it relates to their greenhouse gas (GHG) emissions. In today's blog, we'll focus on one of the most significant of GHGs - methane. We will look at what's being done to monitor and address those emissions, and how companies may ultimately benefit by reining them in.

**Daily Energy Posts**

Latest Articles: Crude Oil | Natural Gas | NGLs | Financial | Renewables | Sponsored | Other

**Gimme More - E&Ps Continue to Prioritize Rewarding Shareholders as Cash Flows Soar**  
Friday, 04/22/2022  
Category: Financial

The 43 large U.S. E&Ps that we monitor posted record earnings in 2021 and tripled their cash flow - an extraordinary turnaround from a very tough 2020. But as big a story, at least for investors, is how those oil and gas producers are allocating their surging cash reserves. Their dramatic strategic transformation from growth at any cost to maximizing returns is expected to result in 2022 yields approaching 10% for some E&Ps, rates higher than the much broader S&P 500 sector and more than double the payouts of the oil majors, the former dividend kings. In today's RBN blog, we discuss the cash-flow allocation of the major E&P companies and explain what it means for investors.

## WHAT YOU GET

Your blog will be posted on the front page of our website for 1, 5, or 10 business days.

The blog will appear in our archives and will be searchable on our website indefinitely.

Finally, you will be listed as the author of the piece and as an RBN Contributor, also searchable on our site indefinitely.

## PRICING

TERM	PRICE
1 Day	\$2,500
5 Days	\$5,000
10 Days	\$7,500



A recent sponsored blog post received about 1,000 views within five days on our homepage.

# CONTACT US

Our Team is ready to provide the solutions you need to achieve your goals. Whether you're looking for expert guidance or a detailed review of how our offerings align with your unique needs, we're ready to help. Contact us today to set up an appointment and let us show you how we can turn your challenges into opportunities for success.



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