

RBN ENERGY 2022 MEDIA KIT

WHY ADVERTISE WITH RBN

RBN's advertisement options offer qualified companies the opportunity to reach our 35,000 community of 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, 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.

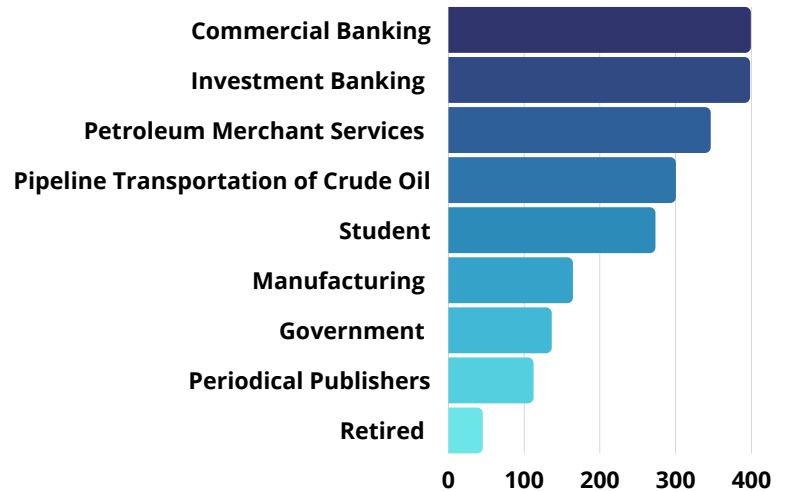
ABOUT THE DAILY BLOG

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. Currently, there are almost 35,000 people who receive the blog via email each day.

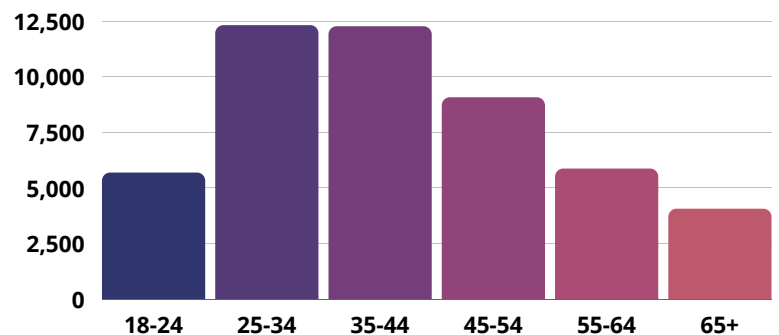
If you would like to inquire about advertising on the RBN website, please email info@rbnenergy.com.

AUDIENCE DEMOGRAPHICS

Industry Breakdown



Age Range



35K

daily blog
distribution list

187K

average
monthly users

158K

unique monthly
pageviews

8K

average daily
pageviews

SOCIAL MEDIA



5K

Twitter Followers

70K

Monthly Twitter
Impressions



8K

LinkedIn Followers

38K

Monthly LinkedIn
Impressions

CONTACT

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AD PRICING & PLACEMENT



Please contact us for more details and availability.

EXAMPLE OF DAILY BLOG WEB PAGE:



POSITION & PRICE

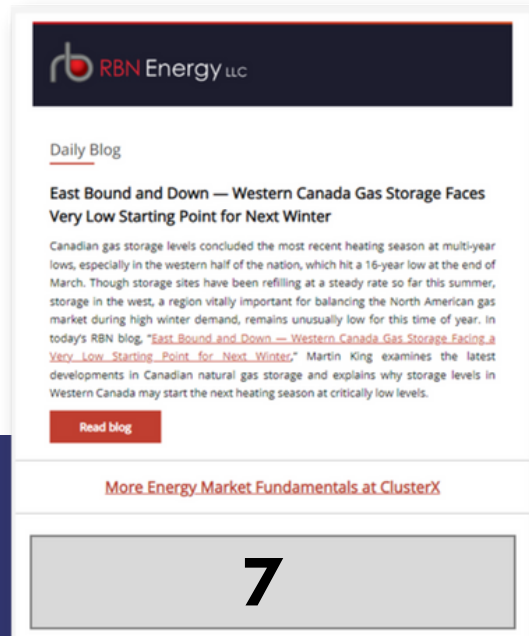
POSITION	2 WEEKS	1 MONTH	1 YEAR
#1	\$3,250	\$5,500	\$30,000
#2	\$3,000	\$5,250	\$28,500
#3	\$2,750	\$5,000	\$27,000
#4	\$2,500	\$4,750	\$25,000
#5	\$2,250	\$4,500	\$24,000
POSITION	1 WEEK	2 WEEKS	1 MONTH
#6	\$4,000	\$7,500	\$15,000
#7	\$5,000	\$9,500	\$18,500

CREATIVE SPECS FOR ADS

Positions:	1 - 5	6	7
Dimensions	200 x 250 px	700 x 150 px	575 x 100 px
File Size	30k or less	70k or less	30k or less
Frame Limit	3 Frame Limit	No Animations	
Formats	.gif, .jpeg, .png		
Alt Text	Cannot Exceed 70 Characters		

*Please note: For ads in positions 1-5, your ad will be placed no lower than the purchased area, but it could be higher.

EXAMPLE OF DAILY BLOG EMAIL:



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

A recent email ad campaign received about 500 clicks within 1 week in position #7



SPONSORED CONTENT

Please contact us for more details and availability.

RBN's Sponsored Content service offers qualified companies the opportunity to reach our 35,000 community of 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.

EXAMPLE OF A SPONSORED POST

The screenshot shows the RBN Energy website interface. At the top, there's a navigation bar with 'RBN Energy LLC' and various menu items like 'ClusterX App', 'Search', 'Cart', 'Login/Register', 'Daily Blog', 'Backstage Pass', 'Consulting', 'Reports', 'Renewables', 'ClusterX', 'Hit Singles', 'Maps', 'Events', and 'About RBN'. Below the navigation is a large image of an industrial facility at night. A featured article titled 'Can't Stop Me Now - Power Burn Leads Lower 48 Gas Demand Gains On Limited Fuel Switching' is visible. Below that is a 'Recently Published Reports' table:

Report	Title	Published
LNG Voyager	LNG Voyager Weekly - April 26, 2022	9 min 58 sec ago
NATGAS Billboard	NATGAS Billboard - April 26, 2022	57 min 29 sec ago
Crude Oil Ferriam	Crude Oil Ferriam - April 26, 2022	3 hours 19 min ago
Chart Toppers	Chart Toppers - April 26, 2022	2 hours 58 min ago
NATGAS Billboard	NATGAS Billboard - April 25, 2022	1 day 1 hour ago

The sponsored post is highlighted with an orange border. It features a 'SPONSORED' label and a 'Free Bird - Project Canary Aims to Help Natural Gas Companies Mitigate Emissions and Reach Their ESG Goals' headline. The post text discusses environmental, social, and governance (ESG) trends in the energy sector and mentions that the author will be listed as the author of the piece and as an RBN Contributor.

At the bottom, there's a 'Daily Energy Posts' section with tabs for 'Latest Articles', 'Crude Oil', 'Natural Gas', 'NGLs', 'Financial', 'Renewables', 'Sponsored', and 'Other'. A featured post titled 'Gimme More - E&Ps Continue to Prioritize Rewarding Shareholders as Cash Flows Soar' is shown.

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.

We will also include your blog on RBN's ClusterX app for the same sponsored period.

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 5 days on our homepage