

# 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.

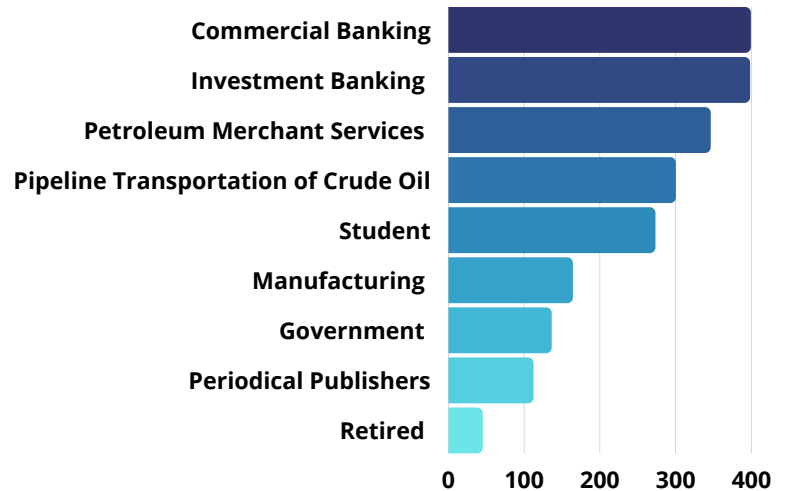
## ABOUT THE DAILY BLOG

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.

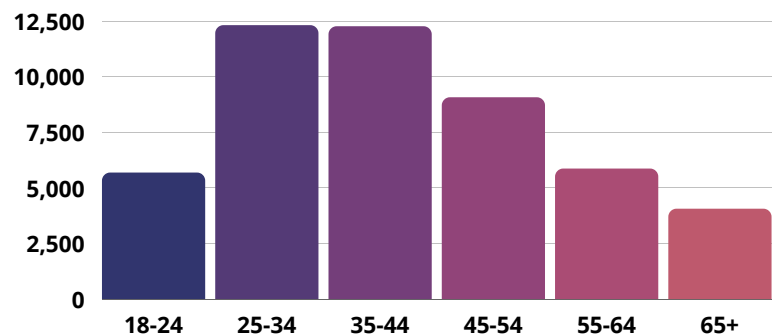
If you would like to inquire about advertising on the RBN website, please email [info@rbnenergy.com](mailto:info@rbnenergy.com).

## 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



**3,985**

Twitter Followers

**67K**

Monthly Twitter  
Impressions



**6,292**

LinkedIn Followers

**35K**

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:

The screenshot shows a blog post on the RBN Energy website. The article title is "Ethylene: Ethylene, Profitest Margins: Ever Seen - Ethylene Margins Skyrocket, How Long Will It Last?". The author is Rusty Brazil, published on Monday, 10/24/2018. The article discusses the recent surge in ethylene prices and margins, attributing it to factors like petchem outages, NGL exports, and demand for downstream products. It includes two line graphs: Figure 1, 'Gulf Coast Ethylene Price - Annual', and Figure 2, 'Gulf Coast Cracker Ethylene Margins Annual and 15-Day Moving Average'. The article is marked as 'Not in Feedburner'.

## 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:

The screenshot shows an email newsletter from RBN Energy. The header features the RBN Energy logo. The main content area has a large number '7' and a headline: "How about some good news to start the year? Over the past few weeks, ethylene margins have blasted into the stratosphere. These are good times for ethane crackers, those petrochemical plants that use mostly NGL, feedstocks to produce ethylene and other building-block chemicals. As you might expect, this newfound prosperity has a lot to do with ethylene's price. In December alone, the price of ethylene was up 50%, versus April it's up a whopping 4X, coming in yesterday at 37.5 cents per pound. There are a whole range of factors responsible, including petchem outages due to the hurricanes, new downstream derivative units coming online, robust exports from the Enterprise Marguerite's Pinedock, and, oh yes, strong demand for downstream products -- everything from food packaging to construction materials. Is the spike in ethylene prices going to last? And what does it mean for NGLs, which account for more than 95% of the feedstock supply for U.S. ethylene. We'll explore those questions and more in a blog series we begin today titled 'Ethylene: Ethylene, Profitest Margin: Ever Seen - Ethylene Margins Skyrocket, How Long Will It Last?'". The footer includes contact information for Rusty Brazil, RBN Energy, LLC, with a phone number and email address, and social media links for Twitter, Facebook, LinkedIn, and YouTube.

**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 is the RBN Energy logo and navigation links. Below is a large image of an industrial facility at night. A sponsored post by Rod Stewart is featured, titled "Can't Stop Me Now - Power Burn Leads Lower 48 Gas Demand Gains On Limited Fuel Switching". Below this is a section for "Recently Published Reports" with a table of reports. At the bottom, another sponsored post is visible, titled "Free Bird - Project Canary Aims to Help Natural Gas Companies Mitigate Emissions and Reach Their ESG Goals".

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 Permian	Crude Oil Permian - April 26, 2022	3 hours 19 min ago
Chart Toppers	Chart Toppers - April 26, 2022	3 hours 58 min ago
NATGAS Billboard	NATGAS Billboard - April 25, 2022	1 day 1 hour ago

## 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.

## POSITION & PRICE

1 MONTH	1 YEAR
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**