

RBN ENERGY 2023 MEDIA KIT

WHY ADVERTISE WITH RBN

RBN's advertisement options offer qualified companies the opportunity to reach our 40,000 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.

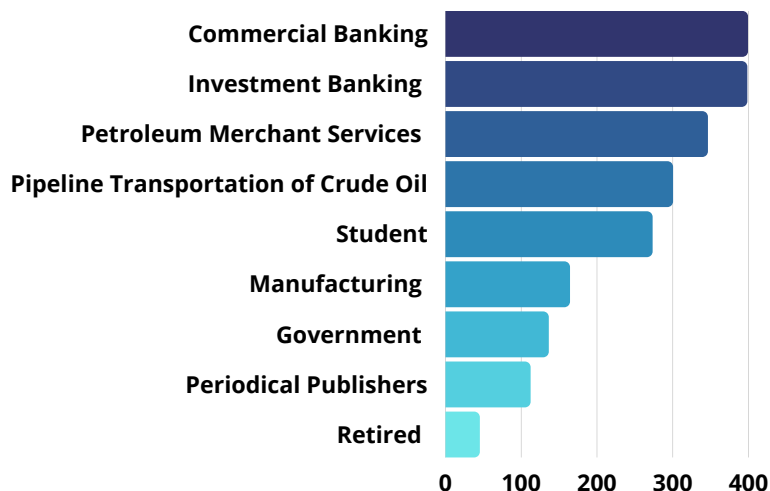
ABOUT THE DAILY BLOG

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 40,000 people who receive the blog via email each day.

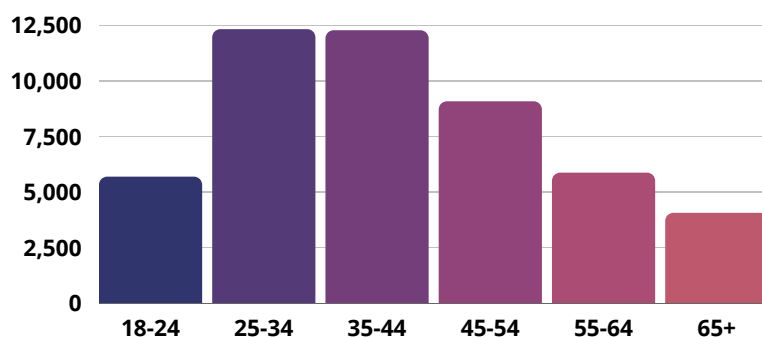
If you would like to inquire about advertising on the RBN website, please email info@rbnenergy.com.

AUDIENCE DEMOGRAPHICS

Industry Breakdown



Age Range



40K

daily blog
distribution list

187K

average
monthly users

158K

unique monthly
pageviews

8K

average daily
pageviews

SOCIAL MEDIA



6K
Twitter Followers

75K
Monthly Twitter
Impressions



10K
LinkedIn Followers

50K
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

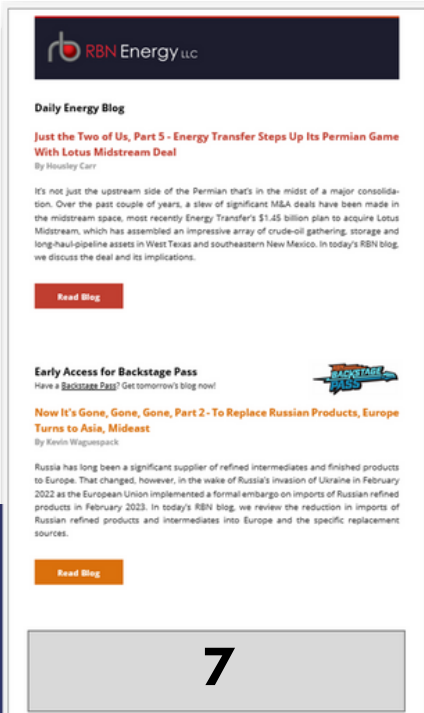
POSITION	2 WEEKS	1 MONTH	1 YEAR
#1	\$3,250	\$5,500	\$30,000
#2	\$3,000	\$5,250	\$28,500
#3	\$2,750	\$5,000	\$27,000
#4	\$2,500	\$4,750	\$25,000
#5	\$2,250	\$4,500	\$24,000
POSITION	1 WEEK	2 WEEKS	1 MONTH
#6	\$4,000	\$7,500	\$15,000
#7	\$5,000	\$9,500	\$18,500

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:



BROADCAST 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.

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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: economics 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.

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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	27 min 29 sec ago
Crude Oil Ferriam	Crude Oil Ferriam - April 26, 2022	2 hours 19 min ago
Chart Toppers	Chart Toppers - April 26, 2022	2 hours 58 min ago
NATGAS Bilboard	NATGAS Bilboard - April 25, 2022	1 day 1 hour ago

SPONSORED

Free Bird - Project Canary Aims to Help Natural Gas Companies Mitigate Emissions and Reach Their ESG Goals
Tuesday, 08/24/2021

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 *Bullet 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.

[Read Article](#)

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.

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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 5 days on our homepage