

# 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.

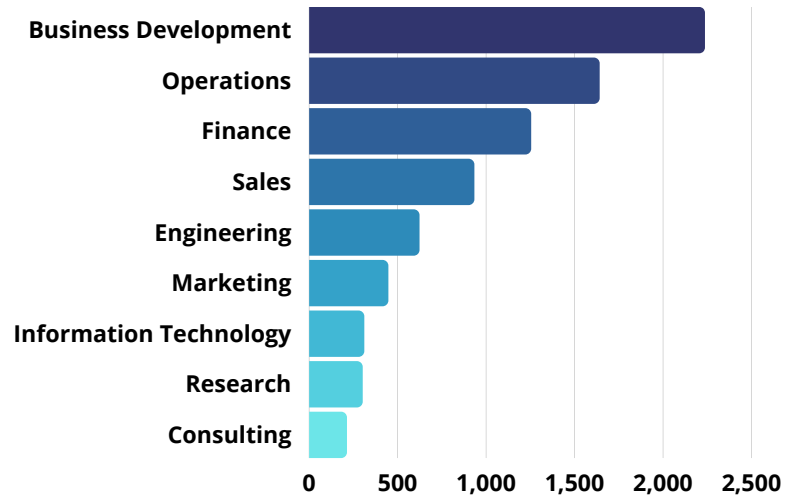
## ABOUT THE DAILY BLOG

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.

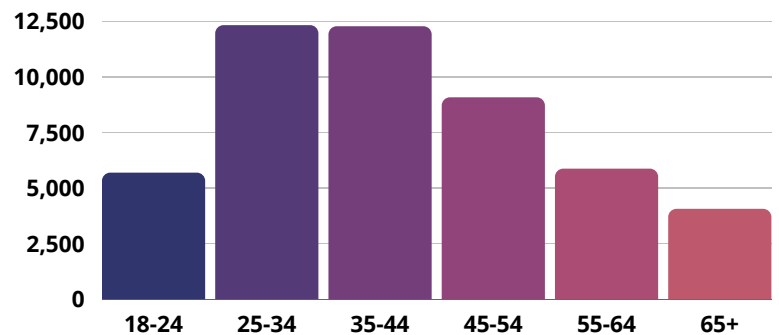
If you would like to inquire about advertising on the RBN website, please email [info@rbnenergy.com](mailto:info@rbnenergy.com).

## AUDIENCE DEMOGRAPHICS

Job Function Breakdown



Age Range



**40K**

daily blog  
distribution list

**187K**

average  
monthly users

**158K**

unique monthly  
pageviews

**8K**

average daily  
pageviews

## SOCIAL MEDIA



**7K**

Twitter Followers

**95K**

Monthly Twitter  
Impressions



**11K**

LinkedIn Followers

**102K**

Monthly LinkedIn  
Impressions

## CONTACT

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[www.rbnenergy.com](http://www.rbnenergy.com)

# AD PRICING & PLACEMENT



Please contact us for more details and availability.

## EXAMPLE OF DAILY BLOG WEB PAGE:



## POSITION & PRICE

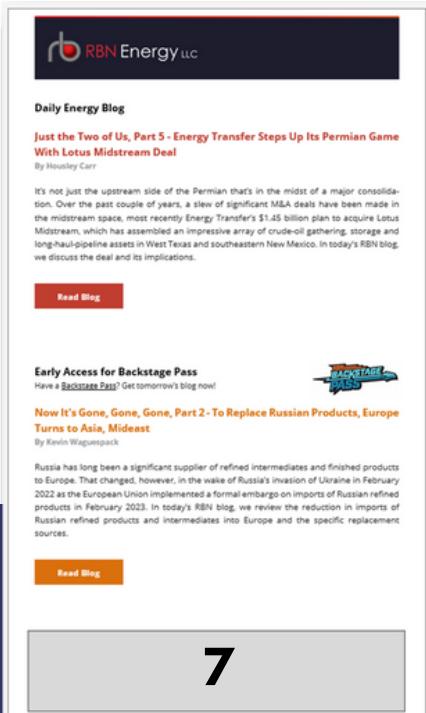
POSITION	2 WEEKS	1 MONTH	1 YEAR
#1	\$3,250	\$5,500	\$30,000
#2	\$3,000	\$5,250	\$28,500
#3	\$2,750	\$5,000	\$27,000
#4	\$2,500	\$4,750	\$25,000
#5	\$2,250	\$4,500	\$24,000
POSITION	1 WEEK	2 WEEKS	1 MONTH
#6	\$4,000	\$7,500	\$15,000
#7	\$5,000	\$9,500	\$18,500

## 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.

RBN's Sponsored Content service offers 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.

## 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 'Daily Blog', 'Backstage Pass', etc. Below the navigation is a large image of an industrial facility at night. The main content area features a sponsored post titled 'Free Bird - Project Canary Aims to Help Natural Gas Companies Mitigate Emissions and Reach Their ESG Goals' by Tuesday, 08/24/2021. The post includes a small image of a bird and a 'Read Article' button. Below the sponsored post is a 'Recently Published Reports' table with columns for Report, Title, and Published. 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'. The 'Sponsored' tab is selected, showing a post titled 'Gimme More - E&Ps Continue to Prioritize Rewarding Shareholders as Cash Flows Soar' by Friday, 04/22/2022.

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

## 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*