

RBN ENERGY 2025 MEDIA KIT

WHY ADVERTISE WITH RBN

RBN's advertisement options offer qualified companies the opportunity to reach our 45,000 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.*

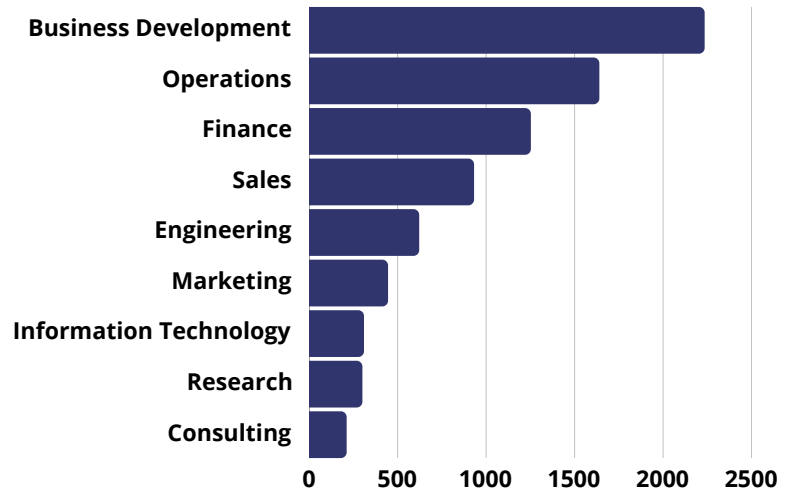
ABOUT THE DAILY BLOG

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 45,000 people who receive the blog via email each day.

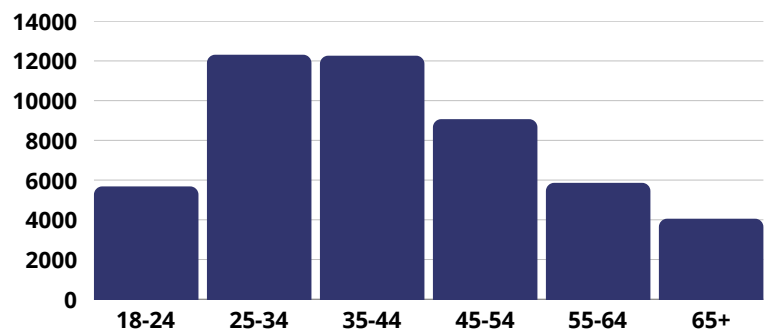
If you would like to inquire about advertising on the RBN website, please email info@rbnenergy.com.

AUDIENCE DEMOGRAPHICS

Job Function Breakdown



Age Range



45K

daily blog
distribution list

120K

average
monthly users

276K

average monthly
pageviews

10K

average
daily users

SOCIAL MEDIA



9K
X Followers

100K
Monthly X
Impressions



16K
LinkedIn Followers

110K
Monthly LinkedIn
Impressions

CONTACT

888-613-8874
3900 Essex Lane Suite 950
Houston, TX 77027
info@rbnenergy.com
www.rbnenergy.com



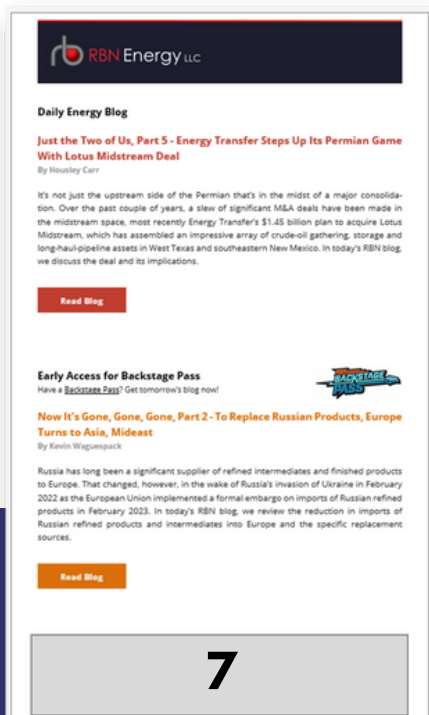
AD PRICING & PLACEMENT

Please contact us for more details and availability.

EXAMPLE OF DAILY BLOG WEB PAGE:



EXAMPLE OF DAILY BLOG EMAIL:



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	1000 x 213px	1000 x 174px
File Size	30k or less	55k or less	45k 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.

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 homepage. At the top is a navigation bar with links like 'Daily Blog', 'Backstage Pass', 'Consulting', 'Reports', 'Renewables', 'ClusterX', 'Hit Singles', 'Maps', 'Events', and 'About RBN'. Below the navigation bar is a large banner image of an industrial facility at night. Underneath the banner is a section titled 'RBN Energy' featuring a sponsored post. The post has a thumbnail image of a man in a yellow shirt and a headline: 'Can't Stop Me Now - Power Burn Leads Lower 48 Gas Demand Gains On Limited Fuel Switching'. The post is dated Monday, 4/25/2022. Below the headline is a short paragraph of text and a 'Read Article' button. Underneath the sponsored post is a section titled 'Recently Published Reports' with a table of reports. At the bottom of the page is a section titled 'Daily Energy Posts' with a navigation bar 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'.

Report	Title	Published
UWG Voyager	UWG Voyager Weekly - April 26, 2022	9 min 58 sec ago
NATGAS Billboard	NATGAS Billboard - April 26, 2022	57 min 29 sec ago
Crude Oil Fernian	Crude Oil Fernian - 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.

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