



# NewsLine

## ADVERTISING RATES

**New for 2021: You may run a Color Ad or a Black & White Ad for the SAME COST!  
Upgrade to a Color Ad at no additional charge.**

TO ADVERTISE: EMAIL form to [joannb@texasalliance.org](mailto:joannb@texasalliance.org)

MAIL form to the Texas Alliance, 705 8th Street, Suite 705, Wichita Falls, TX 76301

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Telephone \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Payment Options:  Bill my MasterCard  Bill my Visa  Bill my AmExpress  Check enclosed

Credit Card # \_\_\_\_\_ Exp Date (mo/yr) \_\_\_\_\_

Name on card \_\_\_\_\_ Security Code (on back of card) \_\_\_\_\_

Cardholder's Billing Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

### **AD SET UP: Advertising Deadline - 1<sup>st</sup> day of the month**

Ad request:  COLOR AD  BLACK & WHITE AD

New electronic ad provided.

E-mail high resolution pdf or jpeg to [joannb@texasalliance.org](mailto:joannb@texasalliance.org). No bleed. All color images must be set at 300 dpi.

Other formats also accepted. Contact Jo Ann Baker at (940) 723-4131 for details. No agency commission.

Use previous ad with NO changes.

Use previous ad with changes as marked.

Contact me concerning designing new ad. Advertiser to provide ad copy and high resolution logos or photos.

### **AD SIZE AND FREQUENCY: Amount due is for entire schedule & must be paid in advance**

#### **12-MONTH Ad Schedule**

1/8 Page: 3.1875" wide x 2" tall - \$780

1/4 Page: 3.1875" wide x 4" tall - \$1,285

1/2 Page: 6.5" wide x 4" tall - \$2,575

Full Page: 6.5" wide x 9.5" tall - \$4,200

#### **6-MONTH Ad Schedule**

1/8 Page: 3.1875" wide x 2" tall - \$480

1/4 Page: 3.1875" wide x 4" tall - \$900

1/2 Page: 6.5" wide x 4" tall - \$1,650

Full Page: 6.5" wide x 9.5" tall - \$2,850

For more information, call Jo Ann Baker at (940) 723-4131 or send e-mail to [joannb@texasalliance.org](mailto:joannb@texasalliance.org)



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## Advertising Benefits

### DIGITAL CIRCULATION:

Your company will reach approx. 2,600 industry leaders in 34 states each month. In a recent survey, members gave *NewsLine* one of the highest ratings of all membership benefits and services.

### CONVENIENCE:

You have the option to change your ad as often as you like . . . at no additional cost.

### IN-HOUSE PRODUCTION:

Provide the ad copy and a high resolution logo and/or photos, and a new ad will be designed - usually at no additional cost.

### VALUE:

Cost effective advertising is available to any size company. Many of our advertisers have been running an ad in the publication for 10+ years. It really works!

**NewsLine** is the official monthly publication of the Texas Alliance of Energy Producers.

In a recent survey, Texas Alliance members gave *NewsLine* one of the highest ratings of all membership benefits and services.

*NewsLine* readers are the "decision makers" in the Oil Patch:

- 75% are owners, co-owners or CEOs of their company;
- 92% have a bachelors degree or higher; and
- 62% have been in the oil & gas business more than 20 years.

Demographics of the members of the Texas Alliance:

- 49% are producers/operators;
- 13% are engineers;
- 9% are geologists.

The remaining membership is composed of drilling and well service contractors, landmen, crude oil and natural gas purchasers, service and supply, financial and legal sectors of the industry.

**For advertising or marketing information, contact Jo Ann Baker:**

Phone - (940) 723-4131

E-mail - [joannb@texasalliance.org](mailto:joannb@texasalliance.org)

Mailing Address - 705 8th Street, Ste 705, Wichita Falls, TX 76301