<table>
<thead>
<tr>
<th>PAGE</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGE 3</td>
<td>ABOUT SPE-GCS</td>
</tr>
<tr>
<td>PAGE 5</td>
<td>WAYS TO ADVERTISE WITH SPE-GCS</td>
</tr>
<tr>
<td>PAGE 6</td>
<td>DIGITAL CONNECT</td>
</tr>
<tr>
<td>PAGE 7</td>
<td>ADVERTISING SIZES</td>
</tr>
<tr>
<td>PAGE 10</td>
<td>ADVERTISING CONTACTS</td>
</tr>
<tr>
<td>PAGE 11</td>
<td>E-NEWSLETTER</td>
</tr>
<tr>
<td>PAGE 12</td>
<td>WEBSITE ADVERTISING &amp; SPONSORSHIP</td>
</tr>
<tr>
<td>PAGE 13</td>
<td>CUSTOM ADVERTISING PACKAGES</td>
</tr>
</tbody>
</table>
The Society of Petroleum Engineers (SPE) is a non-profit professional association of more than 158,000 dues-paying members from 143 countries working in the oil and gas industry.

The SPE Gulf Coast Section (SPE-GCS), established in 1935, is the largest of the Society of Petroleum Engineers’ 198 sections with more than 13,000 members in the 29-county area surrounding Houston, Texas. SPE-GCS provides a forum for oil and gas professionals to exchange technical knowledge, develop their careers and network with other local SPE members.

OUR MISSION

The SPE-GCS enhances technical knowledge among our members through local study group meetings and conferences, promotes professional development and networking in our industry, supports local education initiatives and performs community service in the Greater Houston area.

OUR MEMBERS

About 1/3 of SPE-GCS members work at oil companies, 1/3 work at oilfield service companies and 1/3 work at oil-related companies and academia or are retired. More than 17% of our local members are under age 35, including over 1,000 Student Members in five local Student Chapters.

SUPPORT OF EDUCATION

The Gulf Coast Section awards over $175,000 annually in scholarships to Houston area students that are pursuing science and engineering majors in college. We also try to get internships for them, host career fairs, judge science fairs, volunteer in local schools, and support our five SPE Student Chapters at HCC, University of Houston, Rice University, Texas A&M and Prairie View A&M University. Financial support comes from our tournaments and events.

GOVERNANCE

SPE-GCS is a volunteer organization run by a Board of Directors with Committees and Study Groups for various topics. SPE is a nonprofit, educational and charitable organization under Section 501(c)(3) of the Internal Revenue Service code, which means that donations to support our organization are tax-deductible.
STUDY GROUPS:
• Business Development
• Completions & Production
• Computational Fluid Dynamics
• Data Analytics
• Digital Transformation
• Drilling
• General Meeting
• Geomechanics
• Health, Safety, Environment & Sustainability
• International
• Northside
• Permian Basin
• Petro-Tech
• Research & Development
• Reservoir
• Special Interest Groups (SIG)
• Water & Waste Management
• Westside

Organizational Structure:
• 13 Board Members
• Annual Budget: $750K

Young Professionals and Students comprise over 26% of the entire Gulf Coast Section.
WAYS TO ADVERTISE

DIGITAL CONNECT

SPE-GCS publishes a digital copy of their newsletter to over 15,000 members each month. There are 5 different advertisement sizes available to purchase each month.

e-Newsletter

SPE-GCS sends a digital newsletter to their entire active member database of over 13,000 members two times a month.

Website Homepage

SPE-GCS offers 6 advertisement spaces on the homepage which is viewed over 44,000 times a month.

CONTACT SPE-GCS TO ADVERTISE TODAY

2020-2021 SPE-GCS Media Guide
The Society of Petroleum Engineers Gulf Coast Section Newsletter is now offering copies of Connect exclusively online in a beautiful magazine-like format allowing viewers to flip through the pages and easily click links on points of interest. Digital copies of the current Connect issue, as well as all archived issues, are available on spegcs.org/Connect.

**BENEFITS OF GOING DIGITAL**
- Increased advertising space.
- Direct link to advertisers website on each ad gives direct access to viewers.
- Advertisers can provide targeted URL’s for their ads to track metrics.
- Digital newsletters have more longevity because they live online and the reader can easily pull up old issues in an organized system.
- Flexibility with advertising space, size, and placement for optimum attractability with readers.
- All digital newsletters promoted twice a month through the e-Newsletter and on spegcs.org.
- Copies of the digital newsletter are sharable through social media channels to attract a larger audience. SPE-GCS promotes through their organizations official Facebook, LinkedIn and Twitter accounts each month.
- Reducing paper and ink waste to benefit the environment.

**REACH***
- Over 2,000 impressions per month
- Over 800 reads per month

**AD SIZES AND FILE FORMATS**
Only high resolution PDF files converted to a CMYK and 300 dpi will be accepted. All fonts and images must be embedded in your PDF. Please set your file size to the dimensions listed below. Ads submitted with the wrong dimensions will not be accepted.

<table>
<thead>
<tr>
<th>Digital Ad Sponsorship Format</th>
<th>Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page No Bleed</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$1,360.00</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>$1,020.00</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$680.00</td>
</tr>
</tbody>
</table>

**PRODUCTION SPECIFICATIONS**
All ads must be submitted digitally via email to our Advertising Coordinator (advertising@spegcs.org).

*Please Note: All prices listed are in USD. We offer a 5% discount on 4 month ad commitment, 10% discount on 6 month ad commitment and a 15% discount with a 12 month ad commitment.

* Statistics based on months starting October 2020.*
Full Page Ad

8.5” Wide X 11” Tall

$2,500/Month
1/3 Page Ad

HORIZONTAL
7.5” Wide X 3” Tall
$1,020/Monthly

1/2 Page Ad

HORIZONTAL
7.5” Wide X 4.9375” Tall
$1,360/Monthly
<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page Ad</td>
<td>Vertical, 3.6875” Wide X 10” Tall</td>
<td>$1,360/</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monthly</td>
</tr>
<tr>
<td>1/4 Page Ad</td>
<td>Vertical, 3.6875” Wide X 4.9375” Tall</td>
<td>$680/</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monthly</td>
</tr>
</tbody>
</table>
AD RATES - e-Newsletter

Information on rates can also be found online at https://spegcs.org/media-advertising/

Reach and Frequency: The Society of Petroleum Engineers Gulf Coast Section distributes a monthly e-Newsletter twice each month to over 13,000 recipients, once at the beginning of the month and the second in the middle of the month.

Each monthly e-Newsletter, on average, has a 35% open rate with a 9.5% click-through rate on each email distributed.

e-Newsletter Ad Rates

All of our sponsorship spots have ideal placement above the fold. Each ad appears in the top right corner of the e-Newsletter each month. Sponsorships will be featured twice each month.

$500 Rate - 2x/Month

We offer a 10% discount on 6 month ad commitment and a 15% discount with a 12 month ad commitment.

e-Newsletter Ad Specifications

All e-Newsletter advertisements should be sized to 184 X 150 pixels at 72 dpi. Provide the graphic and URL to advertising@spegcs.org.

* All statistics may vary month-to-month. We do not provide any guarantees.
* Statistics based on months up to October 2020.
The Society of Petroleum Engineers Gulf Coast Section online website is a resourceful tool to Gulf Coast engineers. Members visit the site to sign up for committee and study group events, find members’ information, search job postings and much more!

**Reach and Frequency:**
*The website averages over 44,000 visitors to the homepage each month.

<table>
<thead>
<tr>
<th>Website Homepage Ad Specifications</th>
<th>Website Homepage Ad Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>• File Types Accepted: JPG, GIF, BMP</td>
<td>There are up to 3 sponsorship spots available each month on the homepage.</td>
</tr>
<tr>
<td>• Static images only, no animated GIFs or flash</td>
<td>12 Months $3,200</td>
</tr>
<tr>
<td>• Pixel Width: 356</td>
<td>6 Months $1,600</td>
</tr>
<tr>
<td>• Pixel Height: 187</td>
<td>3 Months $800</td>
</tr>
<tr>
<td>• Maximum File Size: 20K</td>
<td></td>
</tr>
<tr>
<td>• Resolution: 72 dpi</td>
<td></td>
</tr>
<tr>
<td>• Target URLs: One target URL accepted</td>
<td></td>
</tr>
</tbody>
</table>

For more information regarding e-Newsletter advertising opportunities, contact:
Advertising Coordinator
advertising@spegcs.org

* All statistics may vary month-to-month. We do not provide any guarantees.
In addition to advertising in our Connect digital newsletter and e-Newsletter, SPE-GCS offers sponsorship placement with our monthly events. An advertising package can be customized to meet all of your advertising and sponsorship needs.

For more information and to create a customized package, please contact our Advertising Coordinator at advertising@spegcs.org.

<table>
<thead>
<tr>
<th>BENEFIT/SPONSORSHIP LEVEL</th>
<th>PLATINUM Special Annual Event $6,000</th>
<th>GOLD Special Annual Event $4,000</th>
<th>SILVER Special Annual Event $2,000</th>
<th>BRONZE Luncheon/Networking Event $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on SPE-GCS event website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo on SPE-GCS event Connect Newsletter</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Advertisement in Program Book for select workshops</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Logo for all sponsors</td>
<td>Logo for all sponsors</td>
</tr>
<tr>
<td>Logo on Sponsorship Banner/Poster during events</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo on Pre-event Slide Show</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary registration to workshop</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Exclusive recognition during monthly events</td>
<td>3 events</td>
<td>2 events</td>
<td>1 event</td>
<td></td>
</tr>
<tr>
<td>Promotional items with sponsor’s logo for workshop</td>
<td>Provided by Sponsor</td>
<td>Provided by Sponsor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Company Flyer for Program Book for workshop</td>
<td>Provided by Sponsor</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CONNECT ADVERTISING SALES CONTACT
Kristen Washam
advertising@spegcs.org
713-457-6821

NEWSLETTER CHAIRMAN
Sarah Sameei
editor@spegcs.org

WEBSITE CONTACT
Kristen Washam
advertising@spegcs.org

E-NEWSLETTER CONTACT
Kristen Washam
advertising@spegcs.org

DESIGN & LAYOUT
DesignGood + DesignGood Studio
Kristin Moses, Creative Director
281-216-1358
kristin@designgood.com

Kristie Urbano, Project Manager
832-377-9410
kristie@designgood.com

NEED YOUR AD DESIGNED?
Contact Kristin Moses
kristin@designgood.com