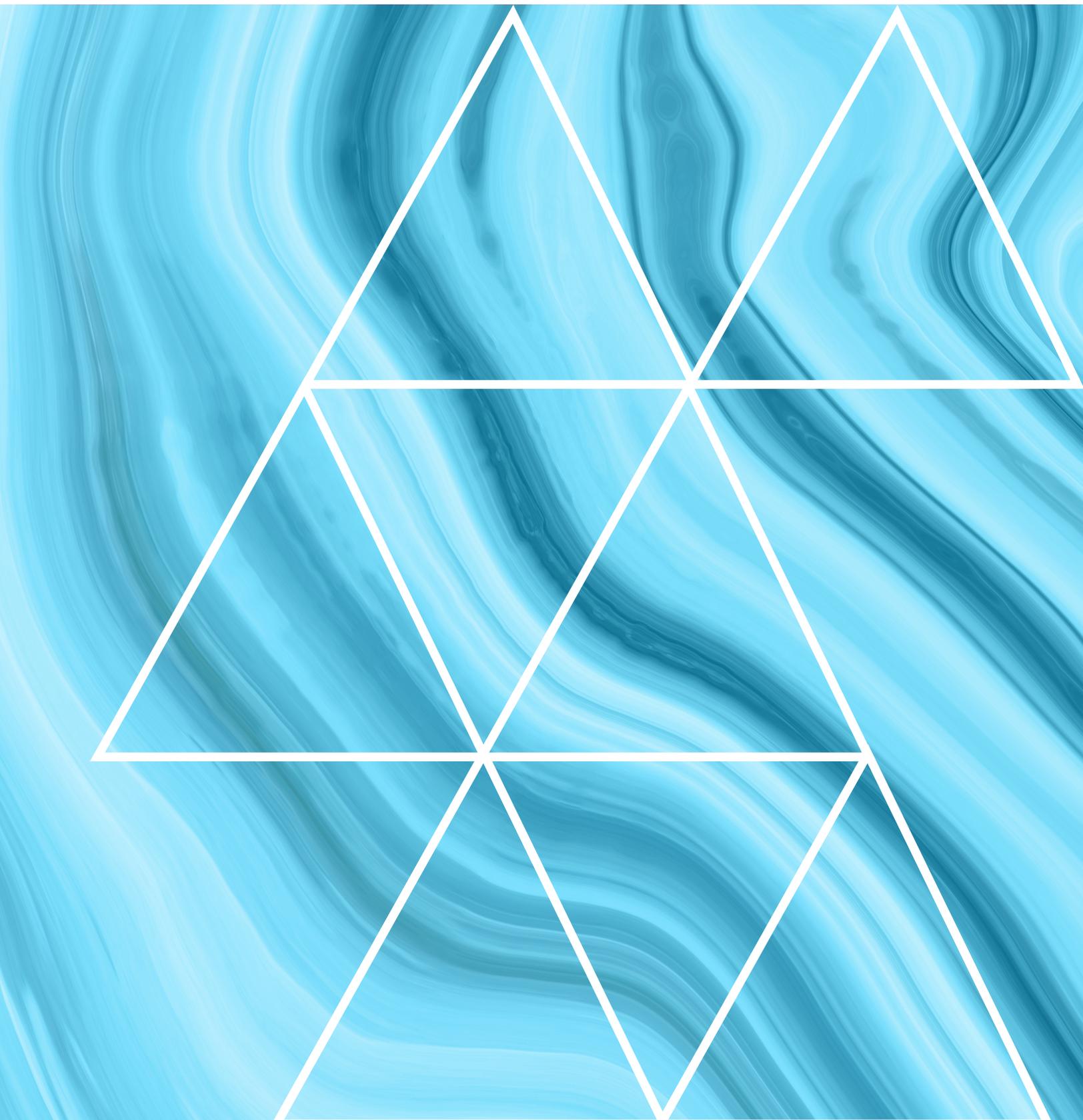


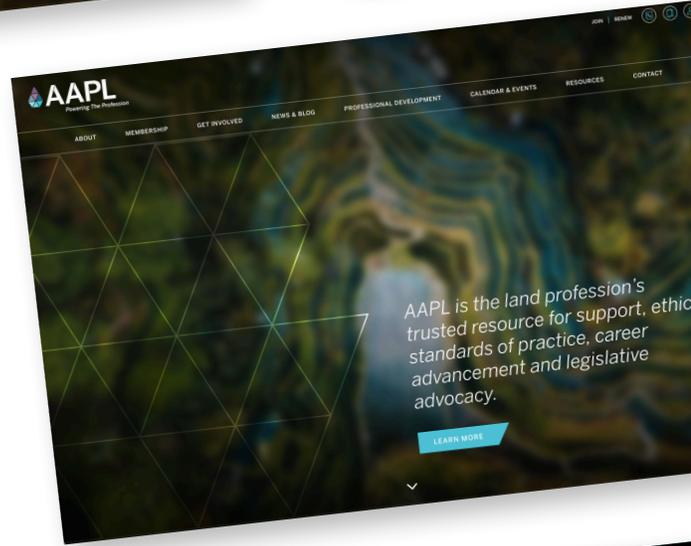
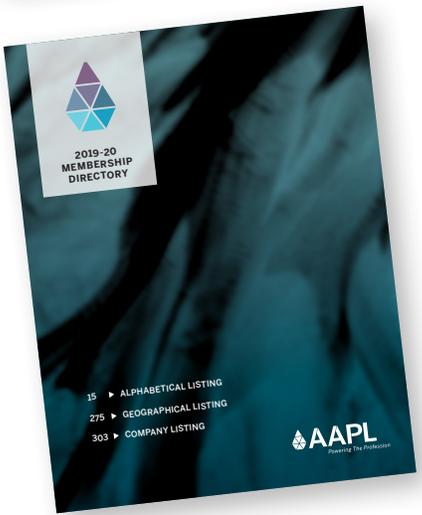
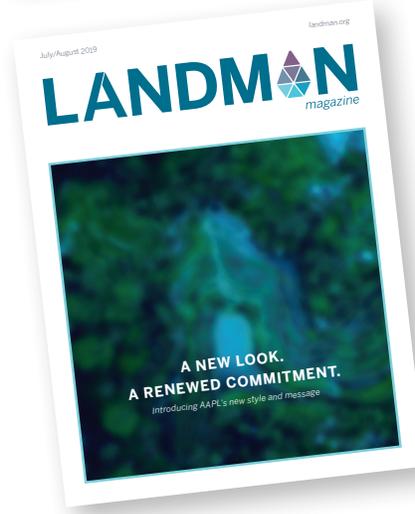
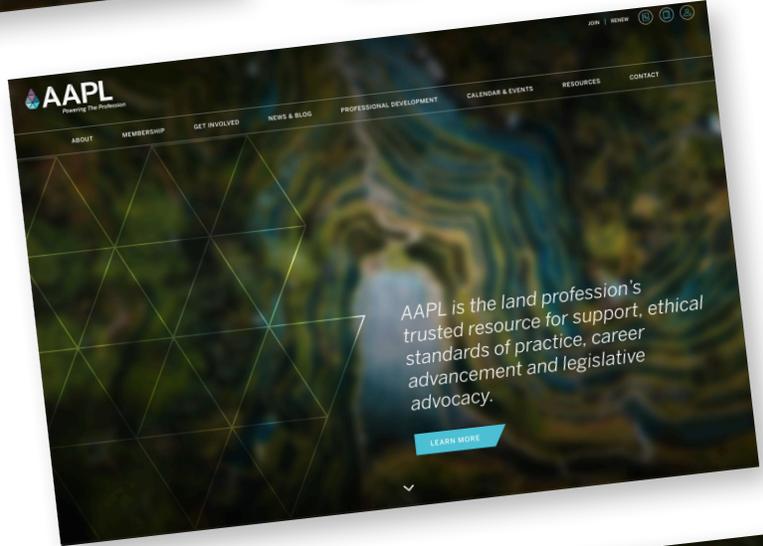
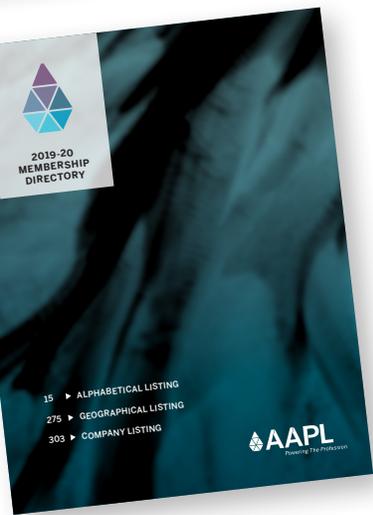
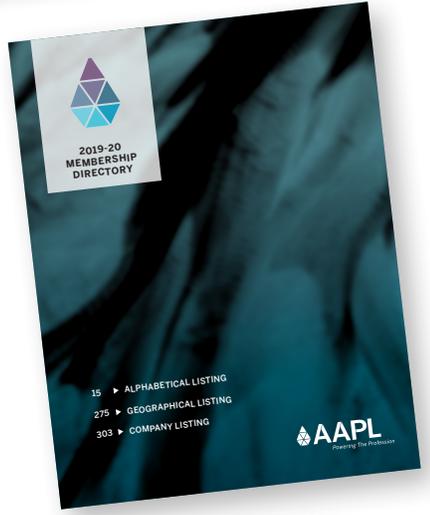
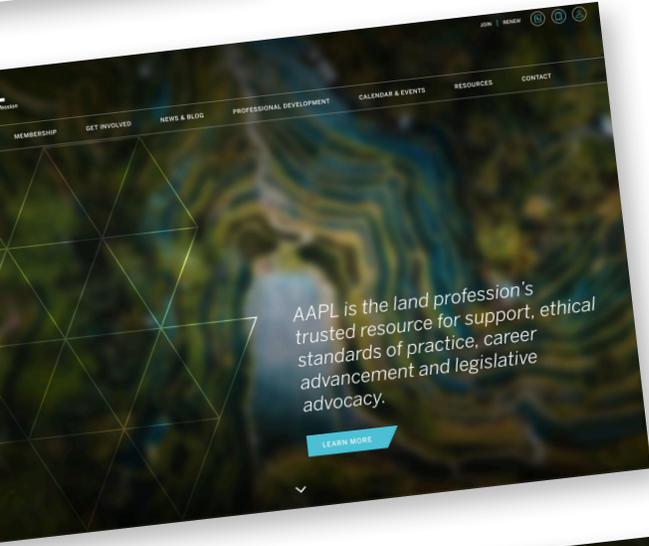


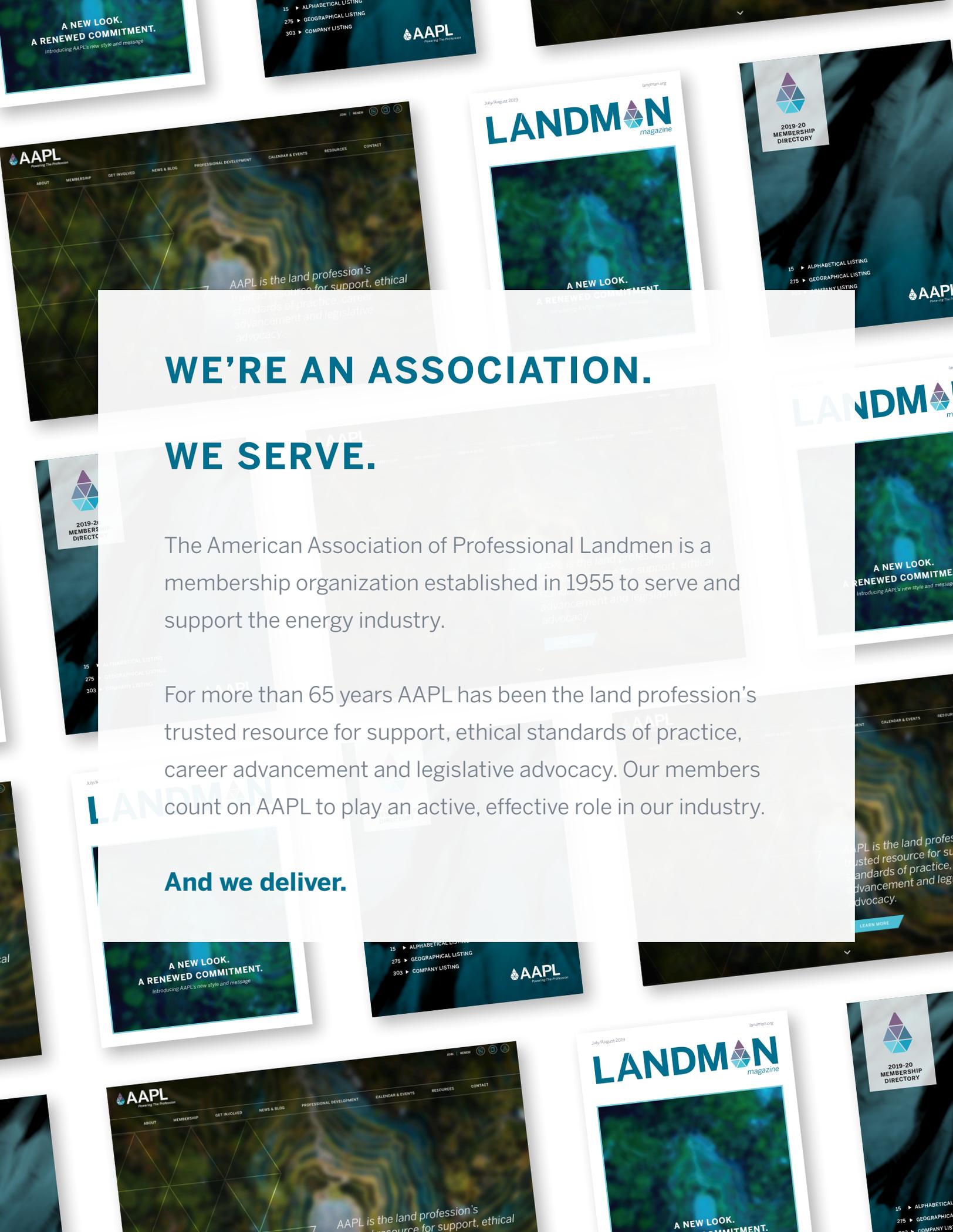
AAAPL

Powering The Profession

MEDIA KIT
2022-23

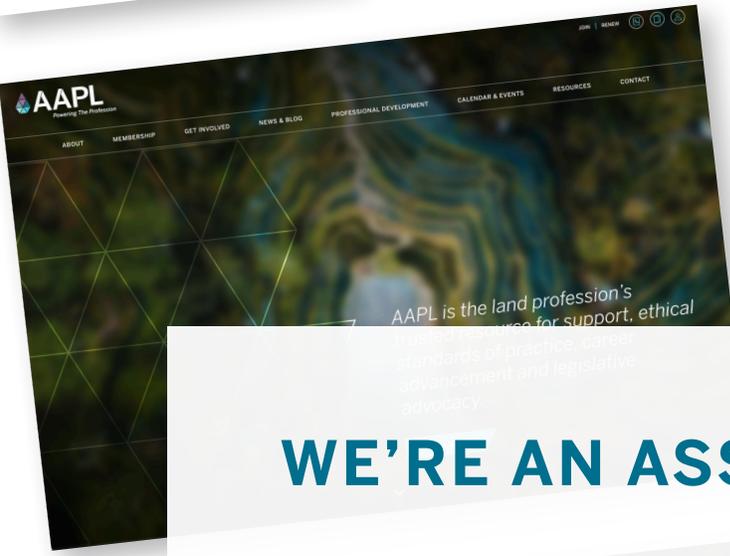
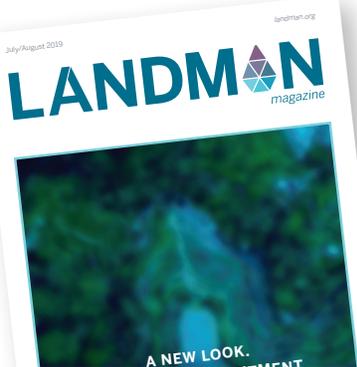






**A NEW LOOK.
A RENEWED COMMITMENT.**
Introducing AAPL's new style and message

15 ▶ ALPHABETICAL LISTING
275 ▶ GEOGRAPHICAL LISTING
303 ▶ COMPANY LISTING



WE'RE AN ASSOCIATION.

WE SERVE.

The American Association of Professional Landmen is a membership organization established in 1955 to serve and support the energy industry.

For more than 65 years AAPL has been the land profession's trusted resource for support, ethical standards of practice, career advancement and legislative advocacy. Our members count on AAPL to play an active, effective role in our industry.

And we deliver.



MEET OUR MEMBERS,* YOUR NEW CLIENTS.

12,000+

SEASONED, SUCCESSFUL, TRUSTED **DECISION-MAKERS**
WHOSE ANNUAL SALARIES AVERAGE OUT TO

\$139,000



MALE



FEMALE



UNKNOWN

76%

OF AAPL MEMBERS
ARE 30-59 YEARS OLD

EXTENSIVE, ENDURING EXPOSURE

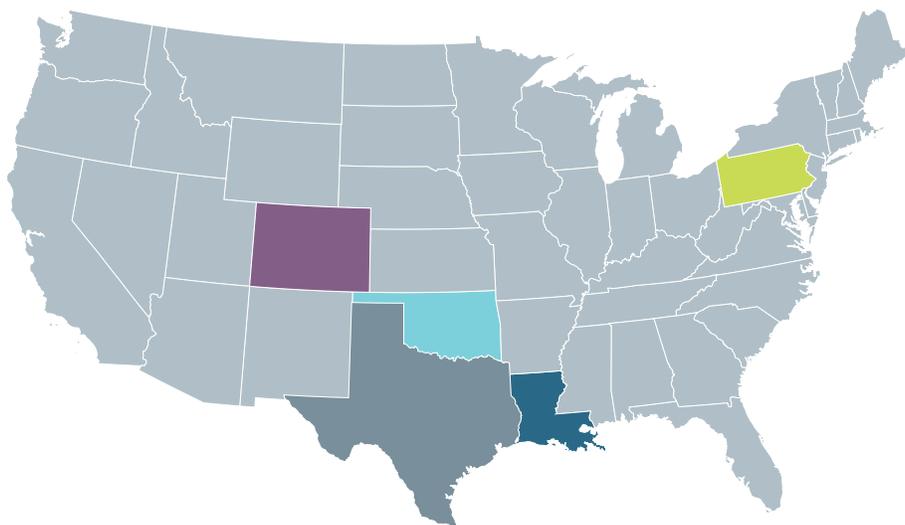
90%

of our readers collect the *Landman* magazine as a resource library.

► Your advertisement is archived alongside oft-referenced technical content, resulting in increased impressions.

*Membership statistics compiled from 2022 AAPL Compensation Survey

WHERE OUR MEMBERS RESIDE.



TEXAS – 48%

OKLAHOMA – 13%

COLORADO – 8%

LOUISIANA – 7%

PENNSYLVANIA – 5%

ALL OTHER – 19%

SAMPLE

LAND POSITIONS

HELD BY AAPL MEMBERS

- ▶ Land Department Managers
- ▶ Land Negotiators
- ▶ Company Managers
- ▶ Lease Negotiators
- ▶ Lease Administrators
- ▶ Attorneys

SAMPLE

COMPANY TYPES

EMPLOYING AAPL MEMBERS

- ▶ Independent E&P Companies
- ▶ Major E&P Companies
- ▶ Consulting/Brokerage Firms
- ▶ Mineral/Mining Companies
- ▶ Law Firms

As AAPL's top-ranked service to its membership, our publications serve our members and the industry at large as informational and educational resources for any oil and gas professional by delivering accurate, timely, engaging and professional content. Survey results indicate that our subscribers read AAPL publications regularly and thoroughly and share copies with colleagues.

DIGITAL ADVERTISING OPPORTUNITIES

THE WONDER OF WEB

According to a 12-year study, mobile delivered the **GREATEST INCREMENTAL SALES** at \$26.52 per 1,000 impressions.³

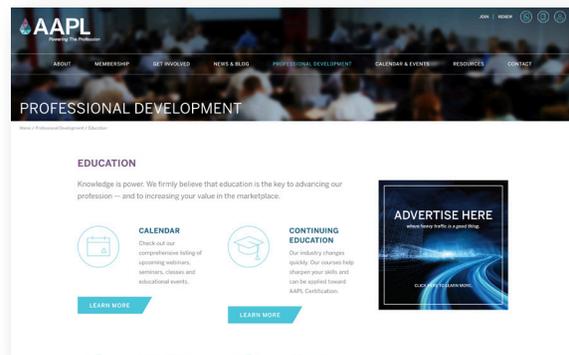
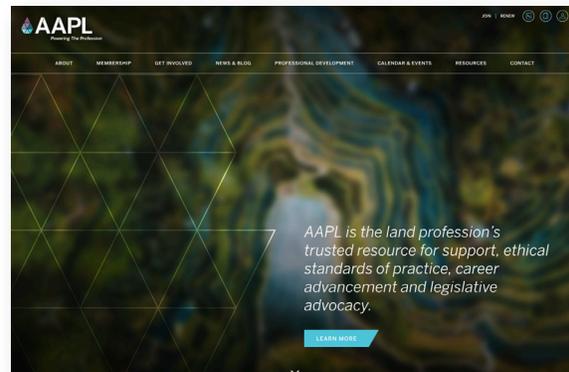
LANDMAN.ORG

In June 2019, AAPL introduced a refreshed website that boasts improved functionality — including being mobile friendly — and upgraded content, both of which support our core principles to serve the energy business as a trusted resource and industry leader.

AAPL's website serves as home base for our members who regularly visit for education event info, certification maintenance, board meeting details, advocacy news, Contract Center access and more.

Landman.org also serves as a one-stop shop for the general public who are curious about landmen and landwork. There is also a page where the public may verify an individual's membership and certification status.

- ▶ **Landman.org averages around 33,000 views each month.**



Website Ad Locations ▼ click the links below for more information

- ▶ landman.org/membership/why-join-and-benefits
- ▶ landman.org/professional-development/maintaining-certification
- ▶ landman.org/membership/membership-types/active-membership
- ▶ landman.org/resources/industry-resources-and-publications
- ▶ landman.org/professional-development/professional-development-assistance
- ▶ landman.org/professional-development/certification/testing
- ▶ landman.org/about/governance/policies-and-bylaws
- ▶ landman.org/resources/verify-membership-and-certification

Advertising space is available on a monthly basis on multiple pages; please inquire about availability.

▶ EMAIL ADVERTISEMENTS

With an email audience larger than our membership count, advertising in email blasts is a great way to reach over **34,000** individuals.

The **AAPL Landline e-newsletter** is delivered monthly on the third Thursday to AAPL members. Content includes association updates and highlights, and each issue features our education calendar, certification applicants, newly certified members, NAPE news as well as quick links to frequently visited web pages.

Our **education email campaigns** are delivered once a month on the first Tuesday to our entire database made up of all education event attendees — which includes both AAPL members and non-members. Content includes featured events, upcoming education courses, certification testing dates and professional development opportunities.

Advertising space is available on a individual email basis; please inquire about availability.

AAPL LANDLINE e-newsletter averages⁴

▶ Audience	10,593
▶ Open Rate	44%
▶ Number of Clicks	616

The screenshot shows an email advertisement from AAPL. At the top is the AAPL logo with the tagline "Powering The Profession". Below the logo is a header image of a crowd at an event with the text "UPCOMING EDUCATION EVENTS". The main content features two event listings:

- Santa Fe Land Institute, Golf and Field Landman Seminar** (Santa Fe, NM): Includes a landscape photo, a description of the seminar (landman seminar, charity golf tournament, jazz concert), CEU information (Up to 12 CEU including 1 ethics available), and featured topics (Tribal Issues, Well Bore Assignments, Information Management: Technology Matters).
- Advanced Landman's Institute** (Houston, TX): Includes a photo of oil pumps, a description of the institute (benefit landmen, attorneys, etc.), and a "READ MORE" button.

At the bottom of the email is a large blue banner with the text "ADVERTISE HERE where heavy traffic is a good thing." and a link "CLICK TO LEARN MORE ABOUT ADVERTISING IN AAPL EMAILS". Below this banner is a section titled "UPCOMING EDUCATION EVENTS" with three event listings:

- Professional Petroleum Operator** (Midland, TX): 6.00 CEU, 1.00 ETHICS, *Webinar Available
- Foundamentals of Land Production** (Bakersfield, CA): 6.00 CEU, 1.00 ETHICS, *Optional RPL Exam
- Oil and Gas Land Services** (Denver, CO): 18.00 CEU, 1.00 ETHICS, *CPL/RPL Exam

AAPL EDUCATION email campaign averages⁴

▶ Audience	10,535
▶ Open Rate	45%
▶ Number of Clicks	557

³Nielson Catalina Solutions, 2015; ⁴2020 AAPL Email Statistics

PRINT

ADVERTISING OPPORTUNITIES

THE POWER OF PRINT

Magazine advertisements deliver the **HIGHEST RETURN ON AD SPEND** versus six other advertising mediums.¹

82%

of U.S. consumers say they trust print media the most, compared to TV, catalogues, radio, outdoor and others.²

▶ LANDMAN MAGAZINE

The *Landman* is the premier journal of the energy land management profession. The magazine tracks operational procedures, legislative activity, environmental developments and up-to-date oil and gas interests with technical articles as well as columns from AAPL's leadership.

READERSHIP

The *Landman* is mailed to AAPL's membership, which represents a broad cross-section of the industry, ranging from decision-makers in multi-functional independent companies to VPs at major Fortune 500 corporations with thousands of employees and multi-billion dollar budgets. Our secondary audience includes attorneys, geologists, engineers and other exploration specialists who value the technical content.

FREQUENCY

Bi-monthly



¹Nielson Catalina Solutions, 2015; ²MarketingSherpa, 2017

MEMBERSHIP DIRECTORY

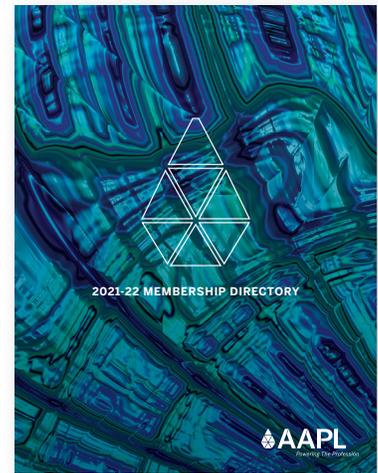
The *Membership Directory* is an excellent tool for landmen and other energy industry professionals all year long. Containing alphabetical, geographical and company listings of our membership along with association resources — such as AAPL's Bylaws, Code of Ethics and certification program specifications — the directory guarantees exposure to thousands of potential clients over and over again.

READERSHIP

The *Membership Directory* is mailed each year to AAPL's membership. This expansive resource guide provides immediate access to AAPL's membership of over 12,000 landmen in a clear and organized manner. In addition to the printed directory, the electronic version's search feature makes finding a landman by name, company and geographical region quick and easy.

FREQUENCY

Annually



ANNUAL MEETING PROGRAM

Our Annual Meeting Program is the go-to guide for AAPL's conference held every June in a different city around the United States and Canada. The program contains the conference schedule — which includes education tracks, networking functions and social events — attendee list, special event descriptions, FAQ information as well as local maps and points of interest.

READERSHIP

All Annual Meeting attendees as well as registered guests receive a copy of the program.

FREQUENCY

Annually



UPCOMING MEETING

▶ **2023:**
Huntington Beach, California

ENHANCE YOUR PRESENCE.

UNIQUE ADVERTISING OPPORTUNITIES

Have a little fun with your advertising by upgrading your reach to our audience. The following special advertising avenues provide a higher return on investment by displaying your message in upfront, unique ways that catch our readers' eyes.

DIRECT-MAIL INSERTS save on mailing costs by including a promotional piece (postcard, brochure, flier, etc.) with our publications. Direct-mail pieces are perfect for advertising a new product or promoting an event, such as your booth number in the upcoming NAPE Expo. Space is limited to five pieces per issue.

A **BELLY BAND** is a hand-placed piece that wraps around the publication and must be removed by the reader to open the publication, guaranteeing exclusive exposure to your company. Limited to one per issue.

A **TIP-IN** insert is a stand-alone item that is attached with temporary glue to an internal page in the publication. It's a great way to draw extra attention to your company ad and provide a takeaway piece for the reader.

AD OPTIONS and SPECS

PRINT: LANDMAN MAGAZINE and MEMBERSHIP DIRECTORY

MECHANICAL SPECS

Trim size: 8.375" W x 10.875" H

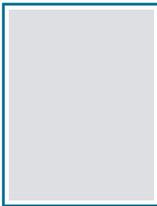
Bleed: add 0.125" to trim on all sides



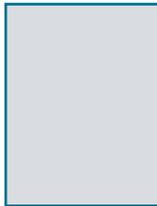
Belly band
*inquire
re: specs*



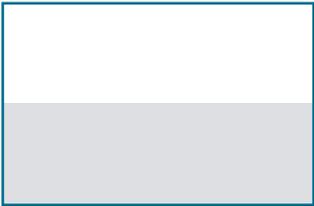
Double-page Spread
with Bleed
17.0" x 11.125"



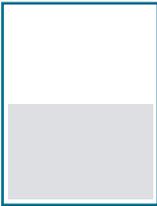
Full-page
no bleed
7.0" x 9.5"



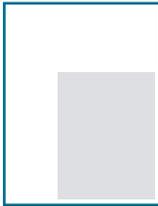
Full-page
with Bleed
8.625" x 11.125"



1/2-page Spread
Horizontal with Bleed
17.0" x 5.5625"



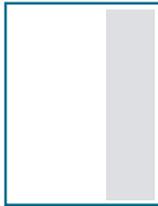
1/2-page
Horizontal
7.0" x 4.583"



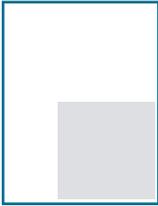
1/2-page
Vertical
4.583" x 7.0"



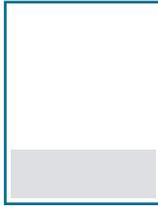
2/3-page
Vertical
4.583" x 9.5"



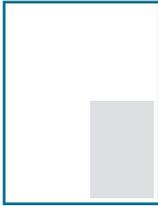
1/3-page
Vertical
2.166" x 9.5"



1/3-page
Square
4.583" x 4.583"



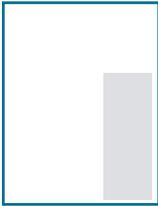
1/3-page
Horizontal
7.0" x 3.0"



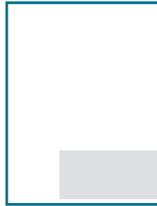
1/4-page
Vertical
3.333" x 4.583"



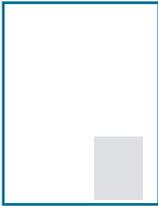
1/4-page
Horizontal
4.583" x 3.333"



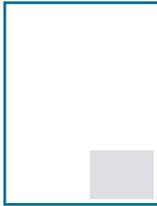
1/6-page
Vertical
2.166" x 4.583"



1/6-page
Horizontal
4.583" x 2.166"



1/8-page
Vertical
2.166" x 3.333"



1/8-page
Horizontal
3.333" x 2.166"

PRINT: ANNUAL MEETING PROGRAM

MECHANICAL SPECS

Trim size: 4.0" W x 8.5" H

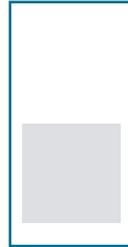
Bleed: add 0.125" to trim on all sides



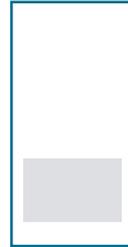
Full page
with bleed
4.25" x 8.75"



Full page
no bleed
3.375" x 7.75"



1/2 page
3.375" x 3.75"



1/3 page
3.375" x 2.75"

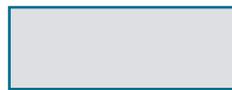
DIGITAL: LANDMAN.ORG AND EMAIL CAMPAIGNS



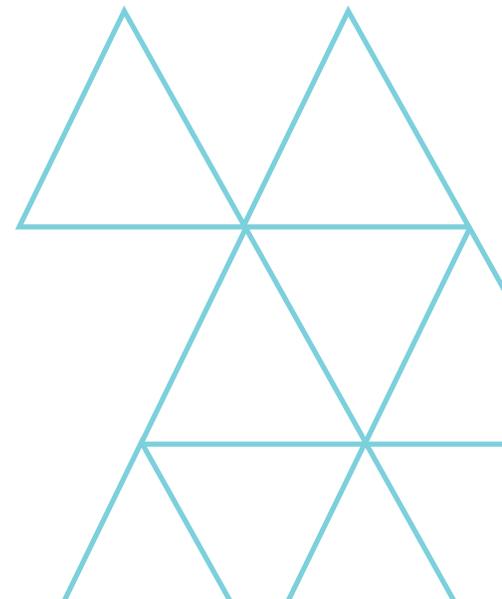
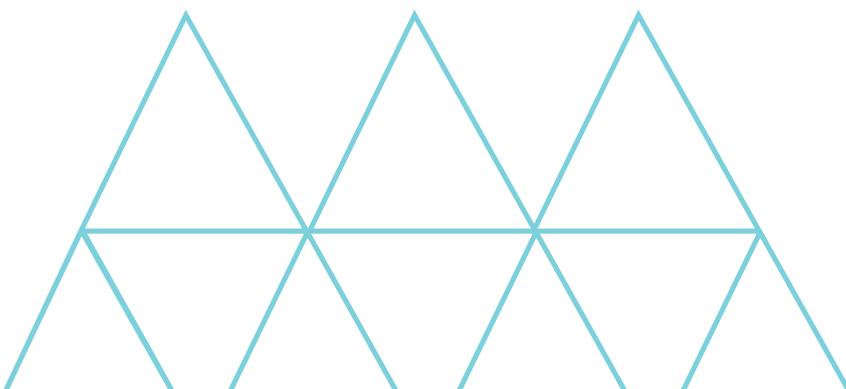
landman.org
square
460px x 460px



landman.org
skyscraper
460px x 920px



Email campaign
banner
630px x 200px



ARTWORK REQUIREMENTS

All artwork should be submitted digitally at 300 dpi. Supported file types for print ads include pdf, eps, tiff and jpeg; for web, png or gif. Please submit high resolution files. Maximum file size is 10 MB.

Color files should be converted to CMYK mode, and black and white files should be converted to grayscale or bitmap. Files submitted in RBG will be converted to CMYK, resulting in a color shift that may produce different colors at print.

Artwork must be accompanied by screen and printer font files, if not embedded or converted to outlines. We prefer postscript Type 1 fonts.

Artwork must be accompanied by linked image files as well, if not embedded.

CANCELLATION POLICY

All cancellations must be received in writing prior to the art submission deadline. Cancellation requests made after printed art submission deadlines may not be honored.

SUBMISSION DETAILS

Files must be submitted by artwork deadline supplied on publication contract. AAPL cannot guarantee that artwork submitted past deadlines will be printed.

Submit digital artwork files to Samantha Sharp at ssharp@landman.org. If files are too large to be emailed (>10 MB), please inquire with Samantha Sharp about FTP upload instructions.

**WANT MORE INFORMATION?
READY TO SIGN?**

CONTACT US.

AAPL Business Development Rep
SAMANTHA SHARP
(817) 231-4565
ssharp@landman.org



NAPE

Where Deals Happen

DID YOU KNOW?

AAPL is the managing partner of NAPE, the world's largest international marketplace for the upstream energy business.

With two annual expos that steadily draw tens of thousands of industry professionals — including exploration and production companies, technology/service providers and capital providers — NAPE offers sponsors and advertisers unparalleled exposure to key decision-makers in the oil and gas business. NAPE even has its own magazine specifically for dealmakers. Contact our business development reps or visit NAPEexpo.com to learn more.

NAPE Business Development Manager
JENNIFER TAYLOR
817-484-3615
jtaylor@NAPEexpo.com

NAPE Business Development Rep
SAMANTHA SHARP
A-E companies
817-231-4565
samantha@NAPEexpo.com

NAPE Business Development Rep
DONDRIA ROOZEE
F-Z companies
817-231-4567
droozee@NAPEexpo.com

Advertising Company: _____
 Company Name: _____
 (as it should be listed in the ad index)
 Contact Name: _____
 Address: _____
 City, State, Zip, Country: _____
 Email: _____ Phone: _____

► **ADVERTISING OPTIONS, RATES AND SERVICES**

Price is per issue.

	1 Issue	3 Issues	6 Issues	B&W 1 Issue	
PREMIUM*	Branded Polybag	\$5,000.00			
	Direct Mail Insert	\$3,500.00			
	Double-page Spread	\$3,200.00	\$3,040.00	\$2,736.00	
	Outside Back Cover	\$3,000.00	\$2,850.00	\$2,565.00	
	Inside Front Cover	\$2,700.00	\$2,565.00	\$2,310.00	
	Page 1	\$2,400.00	\$2,280.00	\$2,052.00	
	Inside Back Cover	\$2,250.00	\$2,140.00	\$1,925.00	
	Opposite Table of Contents (1st TOC page)	\$2,100.00	\$1,995.00	\$1,796.00	
	Opposite Table of Contents (2nd TOC page)	\$2,100.00	\$1,995.00	\$1,796.00	
	1/2 Horizontal Spread	\$2,000.00	\$1,900.00	\$1,720.00	
STANDARD	Full Page	\$1,820.00	\$1,730.00	\$1,556.00	
	2/3 Vertical	\$1,475.00	\$1,400.00	\$1,260.00	
	1/2 Vertical/Horizontal	\$1,170.00	\$1,110.00	\$1,000.00	
	1/3 Square	\$1,040.00	\$990.00	\$890.00	\$700.00
	1/3 Vertical/Horizontal	\$1,040.00	\$990.00	\$890.00	\$700.00
	1/4 Vertical/Horizontal	\$910.00	\$865.00	\$780.00	\$525.00
	1/6 Vertical/Horizontal	\$780.00	\$740.00	\$665.00	\$350.00

*Contact Samantha Sharp at ssharp@landman.org for premium ad availability.

 Complimentary four-color processing is included in all Landman print advertising.

► **ISSUE SELECTION**

Issue	Reservation Deadline	Artwork Submission Deadline
September/October 2022 (Vol.67 No. 5)	June 18, 2022	July 2, 2022
November/December 2022 (Vol.67 No. 6)	Aug. 27, 2022	Sept. 10, 2022
January/February 2023 (Vol.68 No. 1)	Nov. 1, 2022	Nov. 15, 2022
March/April 2023 (Vol.68 No. 2)	Jan. 3, 2023	Jan. 17, 2023
May/June 2023 (Vol.68 No. 3)	March 1, 2023	March 15, 2023
July/August 2023 (Vol.68 No. 4)	May 2, 2023	May 16, 2023

DESIGN SERVICES

Ad Creation \$125.00+

Copy and artwork to be supplied by contracting company, or art direction may be requested from AAPL for an additional cost.

Ad Modification \$50.00

AAPL will modify existing ad — to a reasonable extent — to adhere to contracted ad size.

► Please provide payment information on reverse side of contract.

► PAYMENT DETAILS**Order Details**

Ad Package 1 \$ _____

Ad Package 2 \$ _____

Design Service \$ _____

TOTAL**\$** **Payment Preference**

Pay in full

Signature: _____

Pay per issue

Date: _____

Payment Method

Check (no. _____)

If paying by check, please mail check and form to: AAPL, PO Box 225395, Dallas, TX 75222-5395

Credit Card (Visa, Mastercard, American Express)

If paying by credit card, please email completed form to jearp@landman.org.

Card No.: _____ Exp (mm/yy) _____

Cardholder Name: _____

Cardholder Signature: _____

Billing Address: _____

City, State, Zip, Country: _____

*Payment must be received by materials deadline shown above for ad to run in designated issue.**All ads are subject to approval by AAPL publishing staff.*

Advertising Company: _____
 Company Name: _____
 (as it should be listed in the ad index)
 Contact Name: _____
 Address: _____
 City, State, Zip, Country: _____
 Email: _____ Phone: _____

▶ ADVERTISING OPTIONS, RATES AND SERVICES

PREMIUM*	Belly Band	\$9,500.00
	Branded Polybag	\$5,000.00
	Direct Mail Insert	\$3,500.00
	Outside Back Cover	\$2,500.00
	Inside Front Cover	\$2,000.00
	Page 1	\$2,000.00
	Inside Back Cover	\$1,800.00
STANDARD	Opposite Table of Contents	\$1,600.00
	Full Page	\$1,400.00
	1/2 Vertical/Horizontal	\$800.00
	1/4 Horizontal	\$600.00
	1/8 Vertical/Horizontal	\$300.00

*Contact Samantha Sharp at ssharp@landman.org for premium ad position availability.

 Four-color processing available for \$200 surcharge.

Artwork Submission Deadline: August 15, 2022

DESIGN SERVICES

Ad Creation \$125.00+

Copy and artwork to be supplied by contracting company, or art direction may be requested from AAPL for an additional cost.

Ad Modification \$50.00

AAPL will modify existing ad — to a reasonable extent — to adhere to contracted ad size.

▶ PAYMENT DETAILS

Order Details

Ad Package 1 \$ _____

Ad Package 2 \$ _____

Color Surcharge \$ _____

Design Service \$ _____

TOTAL \$

Signature _____

Date _____

Payment Method

Check (no. _____)

Credit Card (Visa, Mastercard, American Express)

Card No.: _____ Exp (mm/yy) _____

Cardholder Name: _____

Cardholder Signature: _____

Billing Address: _____

City, State, Zip, Country: _____

If paying by credit card, please email completed form to ssharp@landman.org. If paying by check, please mail check and form to:

AAPL, PO Box 225395, Dallas, TX 75222-5395

Payment must be received by materials deadline shown above for ad to run in designated issue.

All ads are subject to approval by AAPL publishing staff.

Advertising Company: _____

Company Name: _____
(as it should be listed in the ad index)

Contact Name: _____

Address: _____

City, State, Zip, Country: _____

Email: _____ Phone: _____

▶ ADVERTISING OPTIONS, RATES AND SERVICES

AAPL Education Email Banner: One campaign \$1,500.00

Please select month(s) to run ad: 2022 JULY AUG SEPT OCT NOV DEC 2023 JAN FEB MARCH APRIL MAY JUNE

AAPL Education Email Banner: Two campaigns \$2,500.00

Please select month(s) to run ad: 2022 JULY AUG SEPT OCT NOV DEC 2023 JAN FEB MARCH APRIL MAY JUNE

AAPL Landline E-newsletter Banner: One campaign \$1,500.00

Please select month(s) to run ad: 2022 JULY AUG SEPT OCT NOV DEC 2023 JAN FEB MARCH APRIL MAY JUNE

AAPL Landline E-newsletter Banner: Two campaigns \$2,500.00

Please select month(s) to run ad: 2022 JULY AUG SEPT OCT NOV DEC 2023 JAN FEB MARCH APRIL MAY JUNE

Landman.org Webpage Ad: Skyscraper \$2,500.00

Landman.org Webpage Ad: Square \$2,500.00

Please specify webpage to display ad: _____

Please select month(s) to run ad: 2021 JULY AUG SEPT OCT NOV DEC 2022 JAN FEB MARCH APRIL MAY JUNE

Contact Samantha Sharp at ssharp@landman.org for ad position availability.**Artwork is due 5 business days prior to the first day of the month that an ad is contracted to run.** For example, if you are contracted for the Contract Center homepage skyscraper ad in September 2022, artwork is due August 26, 2022.**DESIGN SERVICES****Ad Creation \$125.00+**

Copy and artwork to be supplied by contracting company, or art direction may be requested from AAPL for an additional cost.

Ad Modification \$50.00

AAPL will modify existing ad — to a reasonable extent — to adhere to contracted ad size.

▶ PAYMENT DETAILS**Order Details**

Ad Package 1 \$ _____

Ad Package 2 \$ _____

Color Surcharge \$ _____

Design Service \$ _____

TOTAL \$

Signature _____

Date _____

Payment Method Check (no. _____) Credit Card (Visa, Mastercard, American Express)

Card No.: _____ Exp (mm/yy) _____

Cardholder Name: _____

Cardholder Signature: _____

Billing Address: _____

City, State, Zip, Country: _____

If paying by credit card, please email completed form to ssharp@landman.org. If paying by check, please mail check and form to:
AAPL, PO Box 225395, Dallas, TX 75222-5395

Payment must be received by distribution/placement date for ad to run.

All ads are subject to approval by AAPL publishing staff.

Advertising Company: _____

Company Name: _____
 (as it should be listed in the ad index)

Contact Name: _____

Address: _____

City, State, Zip, Country: _____

Email: _____ Phone: _____

▶ ADVERTISING OPTIONS, RATES AND SERVICES

PREMIUM*	Outside Back Cover	\$2,500.00
	Inside Front Cover	\$2,000.00
	Page 1	\$2,000.00
	Inside Back Cover	\$1,800.00
	Opposite Table of Contents	\$1,600.00
STANDARD	Full Page	\$1,400.00
	1/2 Vertical/Horizontal	\$800.00
	1/4 Horizontal	\$600.00
	1/8 Vertical/Horizontal	\$300.00

*Contact Samantha Sharp at ssharp@landman.org for premium ad position availability.



Four-color processing available for \$200 surcharge.

Artwork Submission Deadline: May 6, 2023

DESIGN SERVICES

Ad Creation \$125.00+

Copy and artwork to be supplied by contracting company, or art direction may be requested from AAPL for an additional cost.

Ad Modification \$50.00

AAPL will modify existing ad — to a reasonable extent — to adhere to contracted ad size.

▶ PAYMENT DETAILS

Order Details

Ad Package 1 \$ _____

Ad Package 2 \$ _____

Color Surcharge \$ _____

Design Service \$ _____

TOTAL \$

Signature: _____

Date: _____

Payment Method

Check (no. _____)

Credit Card (Visa, Mastercard, American Express)

Card No.: _____ Exp (mm/yy) _____

Cardholder Name: _____

Cardholder Signature: _____

Billing Address: _____

City, State, Zip, Country: _____

If paying by credit card, please email completed form to ssharp@landman.org. If paying by check, please mail check and form to:

AAPL, PO Box 225395, Dallas, TX 75222-5395

Payment must be received by materials deadline shown above for ad to run in designated issue.

All ads are subject to approval by AAPL publishing staff.

AMERICAN ASSOCIATION OF PROFESSIONAL LANDMEN

800 Fournier Street
Fort Worth, TX 76102

T 817-847-7700
F 817-847-7704

aapl@landman.org
landman.org

