



MEDIA KIT

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

15 ► ALPHABETICAL LISTING
275 ► GEOGRAPHICAL LISTING
303 ► COMPANY LISTING

AAPL
Powering the Profession

July/August 2019

LANDMAN
magazine

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**2019-20
MEMBERSHIP
DIRECTORY**

15 ► ALPHABETICAL LISTING
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AAPL
Powering the Profession

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 over 70 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.

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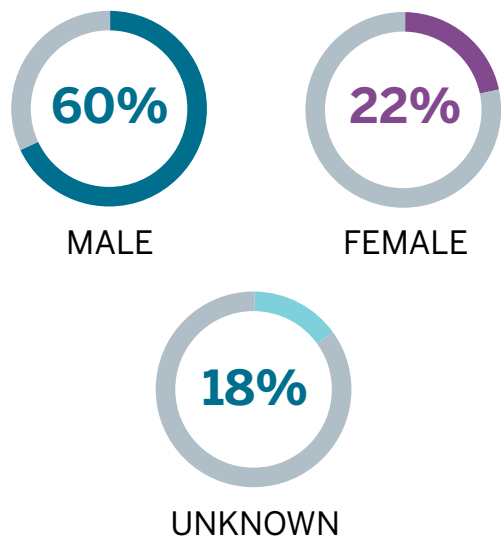
**2019-20
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MEET OUR MEMBERS,* YOUR NEW CLIENTS.

11,500+

SEASONED, SUCCESSFUL, TRUSTED **DECISION-MAKERS**



\$142,363
AVERAGE MEMBER COMPENSATION

49%

OF AAPL MEMBERS ARE
30–59 YEARS OLD

EXTENSIVE, ENDURING EXPOSURE

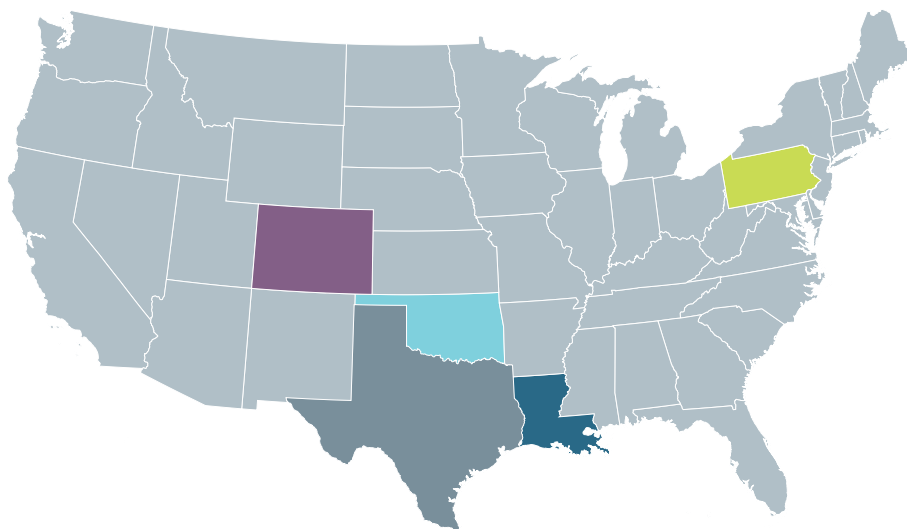
90%

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

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

*Compensation figure compiled from 2025 AAPL Compensation Survey

WHERE OUR MEMBERS RESIDE.



TEXAS – 47%

OKLAHOMA – 12%

COLORADO – 6%

LOUISIANA – 6%

PENNSYLVANIA – 5%

ALL OTHER – 24%

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 energy 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

▶ LANDMAN.ORG

In December 2025, 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, 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 41,000 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 a large, engaging audience and excellent open and click rates, advertising in email blasts is a great way to reach your ideal audience.

The **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 nonmembers. 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.



LANDLINE e-newsletter averages³

▶ Audience	10,000+
▶ Open Rate	48%

EDUCATION email campaign averages⁴

▶ Audience	10,000+
▶ Open Rate	47%

³ 2023 AAPL Email Statistics. According to HigherLogic, the industry benchmark for email open rates is 35%.

PRINT

ADVERTISING OPPORTUNITIES

THE POWER OF PRINT

▶ LANDMAN MAGAZINE

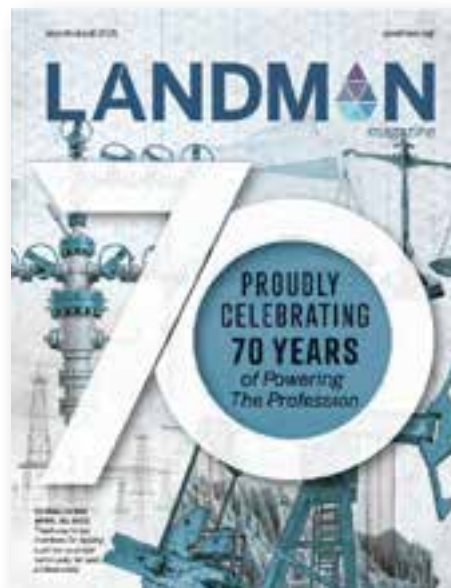
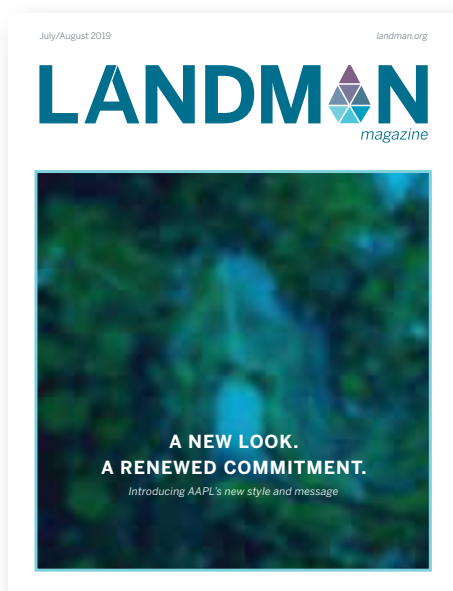
The *Landman* is the premier journal of the energy land management profession. The magazine tracks operational procedures, legislative activity, environmental developments and up-to-date oil and gas interests with technical articles as well as columns from AAPL's leadership.

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



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



LANDMARK GUIDE

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

READERSHIP

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

FREQUENCY

Annually



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, flyer, 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

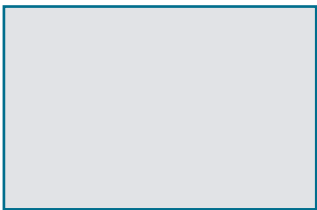
MECHANICAL SPECS

Trim size: 8.375" W x 10.875" H

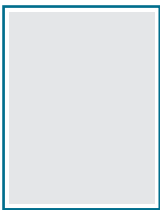
Bleed: add 0.125" to trim on all sides



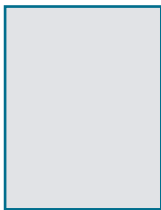
Belly band
*inquire
re: specs*



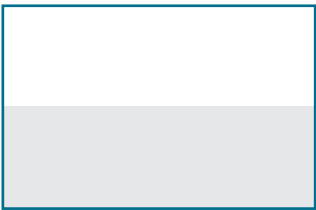
Double-page Spread
with Bleed
17.0" x 11.125"



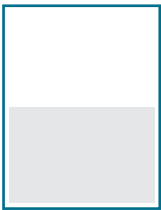
Full-page
no bleed
7.0" x 9.5"



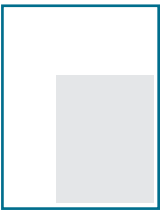
Full-page
with Bleed
8.625" x 11.125"



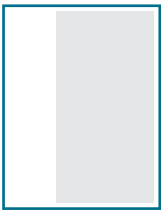
1/2-page Spread
Horizontal with Bleed
17.0" x 5.5625"



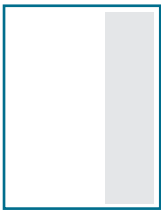
1/2-page
Horizontal
7.0" x 4.583"



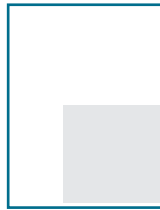
1/2-page
Vertical
4.583" x 7.0"



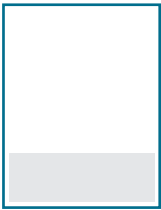
2/3-page
Vertical
4.583" x 9.5"



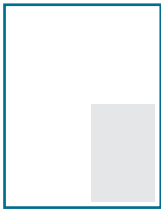
1/3-page
Vertical
2.166" x 9.5"



1/3-page
Square
4.583" x 4.583"



1/3-page
Horizontal
7.0" x 3.0"



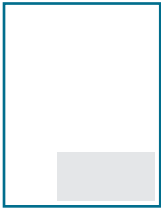
1/4-page
Vertical
3.333" x 4.583"



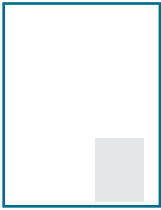
1/4-page
Horizontal
4.583" x 3.333"



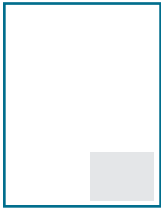
1/6-page
Vertical
2.166" x 4.583"



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: LANDMARK PROGRAM

MECHANICAL SPECS

Trim size: 4.0" W x 8.5" H

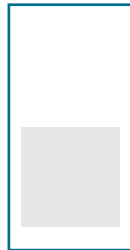
Bleed: add 0.125" to trim on all sides



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
leaderboard
728px x 90px



landman.org
mid-page unit
300px by 250px



landman.org
wide skyscraper
160px by 600px



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 RGB 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 Jennifer Taylor at jtaylor@landman.org. If files are too large to be emailed (>10 MB), please inquire with Jennifer Taylor about FTP upload instructions.

► 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			
	Tip-In			Contact us for availability and pricing			
	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	
STANDARD	1/2 Horizontal Spread			\$2,000.00	\$1,900.00	\$1,720.00	
	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 Island	\$1,170.00	\$1,110.00	\$1,000.00	
	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 Jennifer Taylor at jtaylor@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	July 1	July 15
November/December	September 1	September 15
January/February	November 1	November 15
March/April	January 1	January 15
May/June	March 1	March 15
July/August	May 1	May 15

AAPL ADVERTISING OPPORTUNITIES / **MEMBERSHIP DIRECTORY**

► 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
	Opposite Table of Contents		\$1,600.00
STANDARD	Full Page		\$1,400.00
	1/2	Vertical Horizontal	\$800.00
	1/4	Vertical Horizontal	\$600.00
	1/8	Vertical Horizontal	\$300.00

*Contact Jennifer Taylor at jtaylor@landman.org for premium ad position availability.

 Four-color processing available for \$200 surcharge.

Artwork Submission Deadline: August 15

► ADVERTISING OPTIONS, RATES AND SERVICES

AAPL Education Email Banner: One campaign	\$1,500.00
AAPL Education Email Banner: Two campaigns	\$2,500.00
AAPL Landline E-newsletter Banner: One campaign	\$1,500.00
AAPL Landline E-newsletter Banner: Two campaigns	\$2,500.00
Landman.org Webpage Ad: Skyscraper	\$2,500.00
Landman.org Webpage Ad: Square	\$2,500.00

Contact Jennifer Taylor at jtaylor@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.

► 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
	1/3	Vertical Horizontal	\$500.00

*Contact Jennifer Taylor at jtaylor@landman.org for premium ad position availability.

 Four-color processing available for \$200 surcharge.

Artwork Submission Deadline: May 1

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.