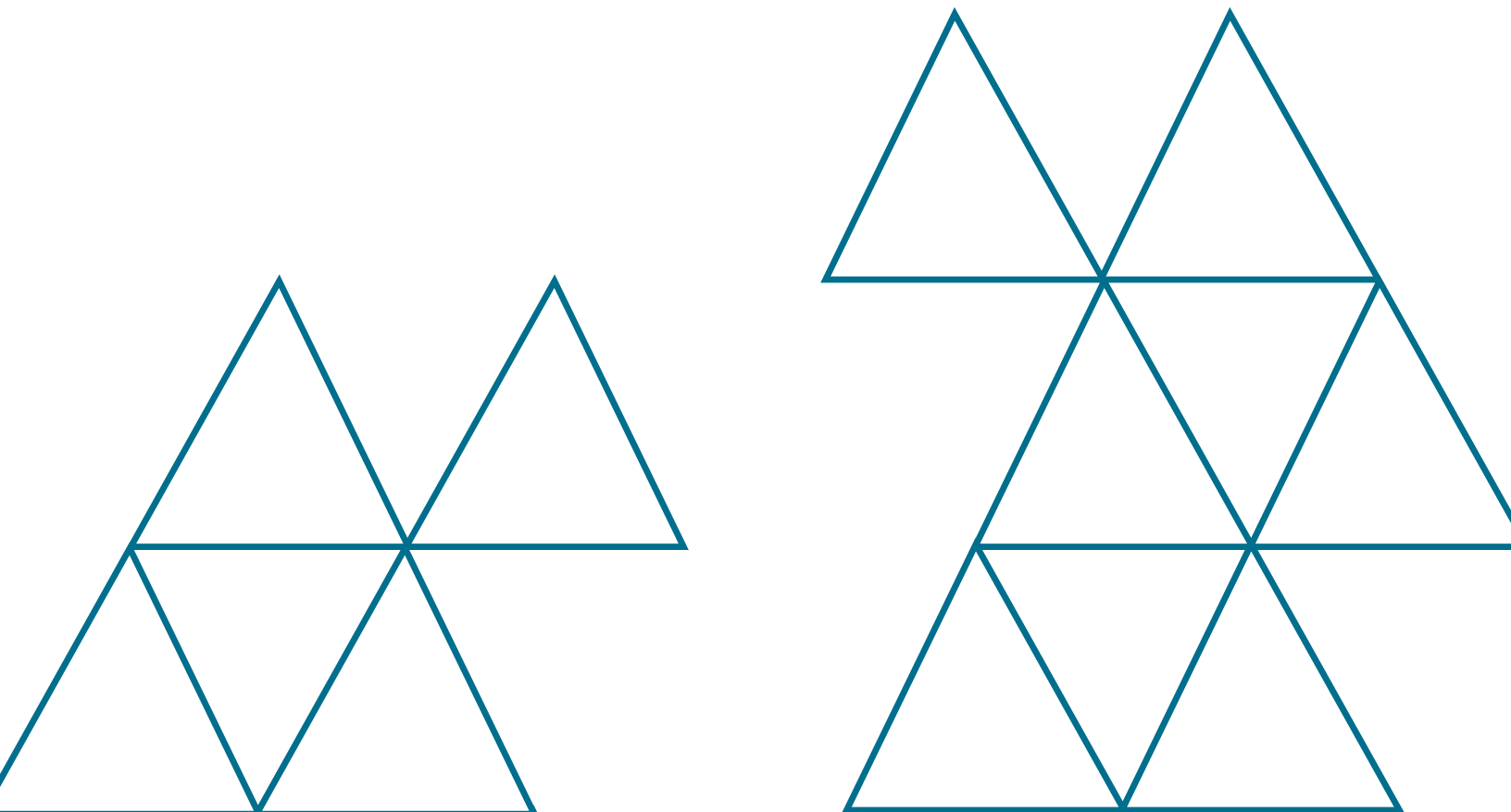
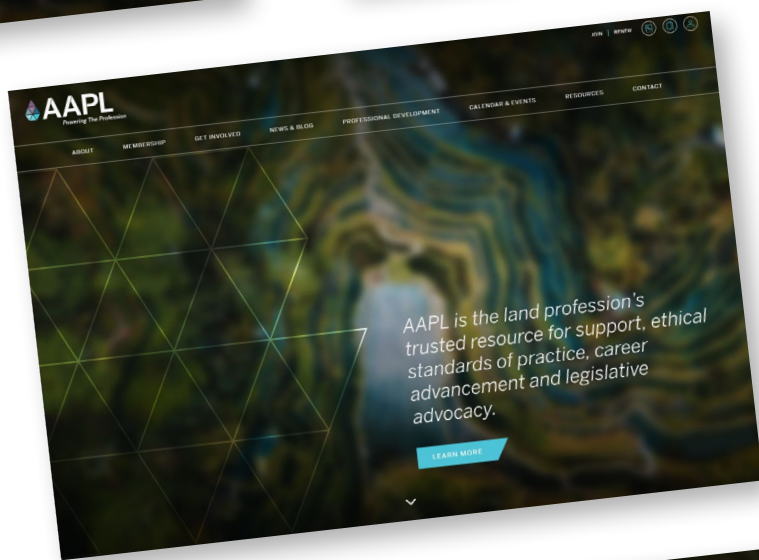
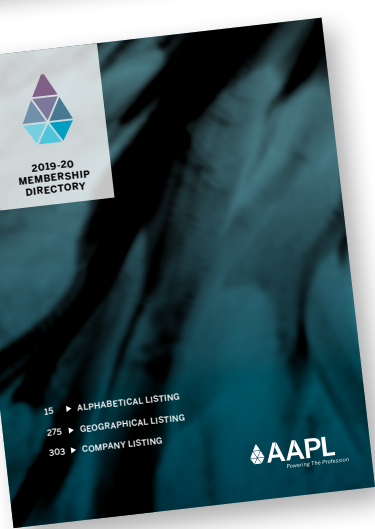
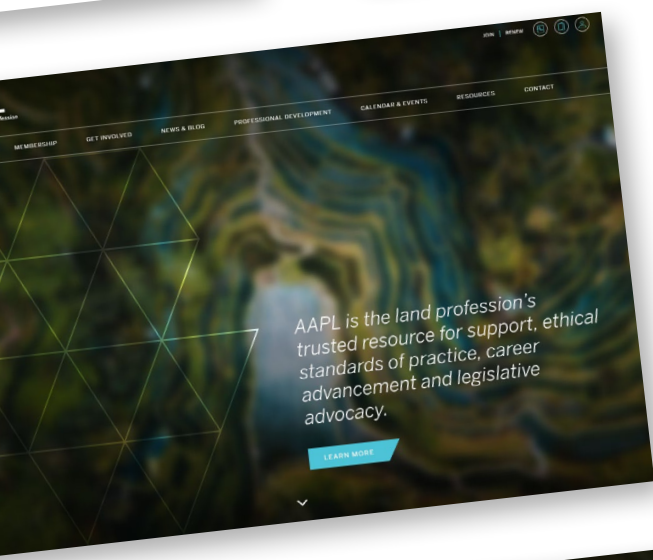
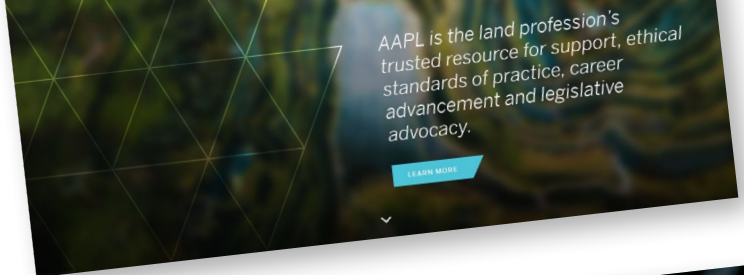
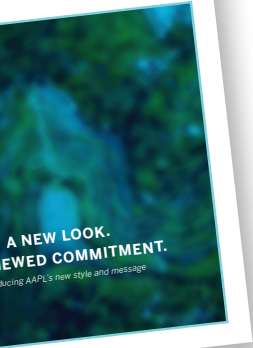
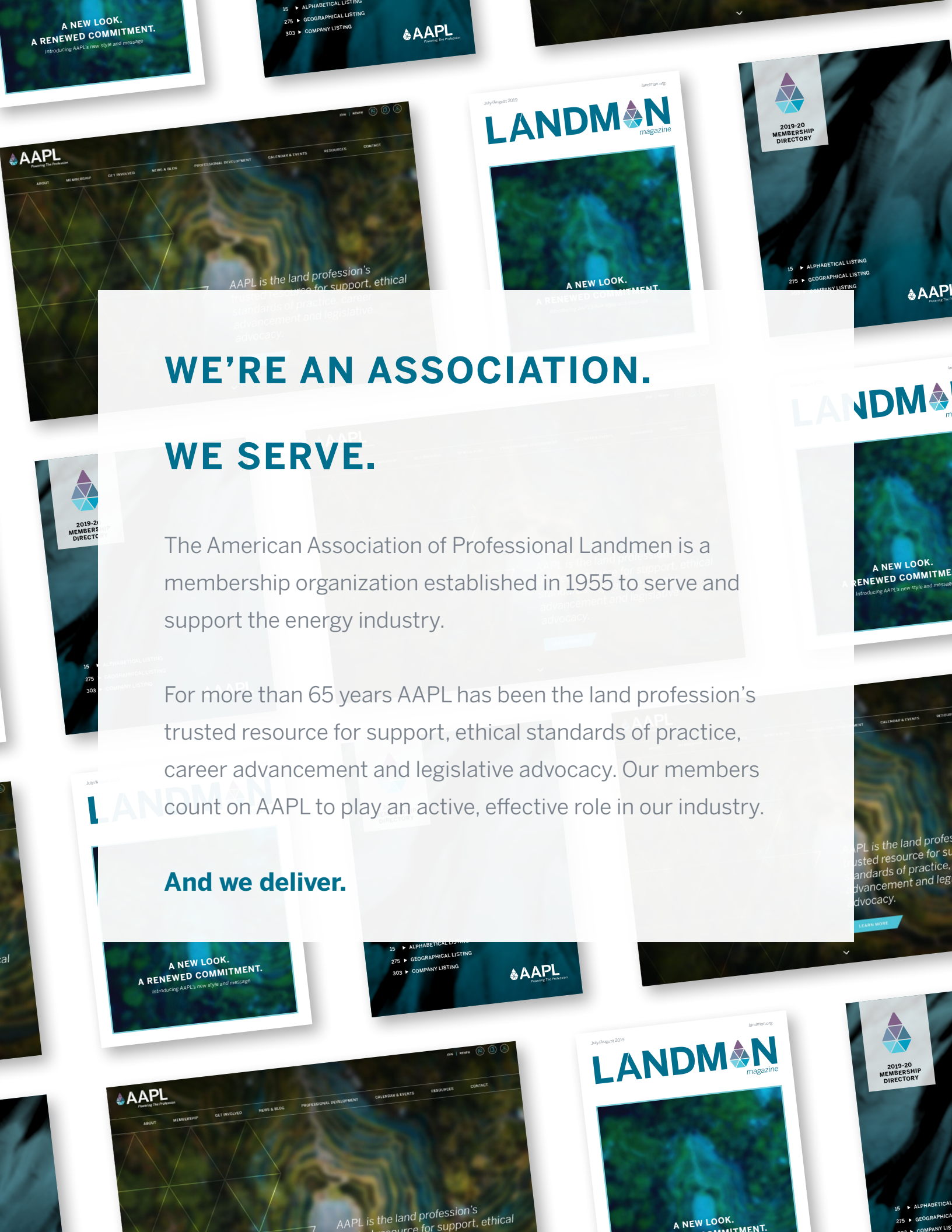




MEDIA KIT ► 2020-2021







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.

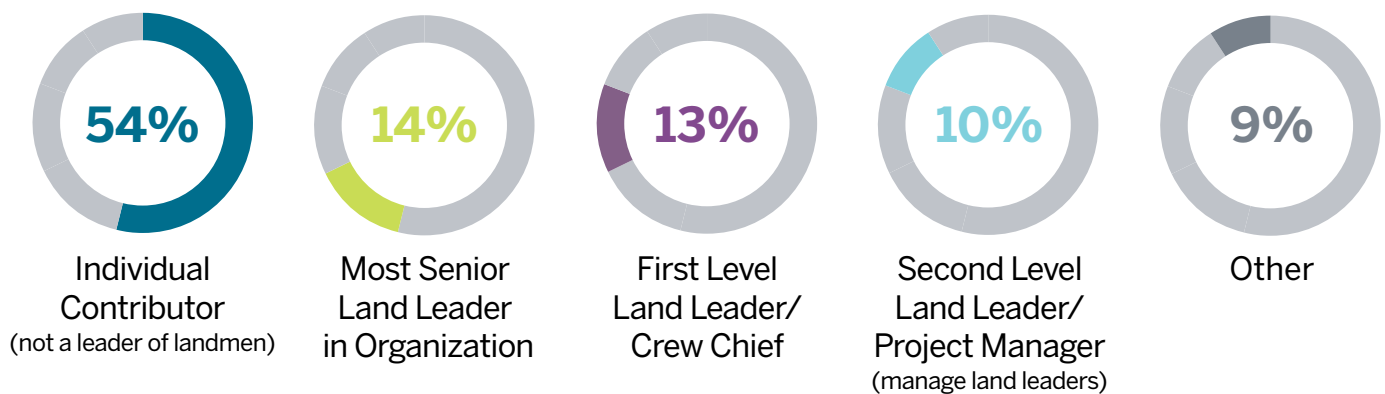
And we deliver.

MEET OUR MEMBERS,* YOUR NEW CLIENTS.

12,000+

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

\$108,773



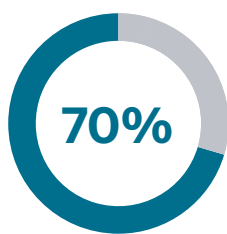
EXTENSIVE, ENDURING EXPOSURE

90%

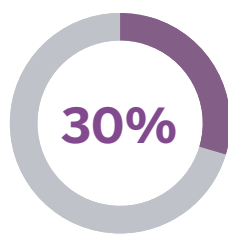
of our readers collect the *Landman* magazine as a resource library.

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

*Membership statistics compiled from 2020 AAPL Compensation Survey



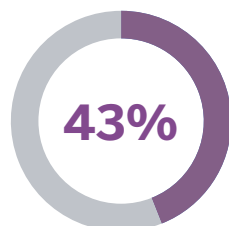
MALE



FEMALE

64%

OF AAPL MEMBERS
ARE 30-59 YEARS OLD



OF AAPL MEMBERS HAVE 4-YEAR DEGREES

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.

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

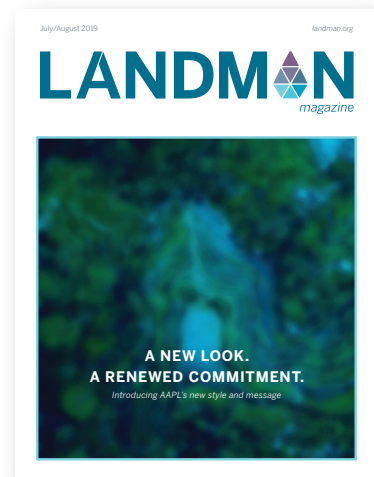
The *Landman* is the premier journal of the oil, gas and mineral land management profession. The magazine tracks operational procedures, legislative activity, environmental developments and up-to-date oil and gas interests with technical articles as well as columns from AAPL's leadership.

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, but the distribution extends far beyond our association as it is available for purchase to the public. The directory is regularly requested by company land departments, legal firms, local landman associations, universities and other exploration-related companies for library collections.

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 MEETINGS

- ▲ 2021: Banff, Canada
- ▶ 2022: Chicago, Illinois

DIGITAL ADVERTISING OPPORTUNITIES

THE WONDER OF WEB

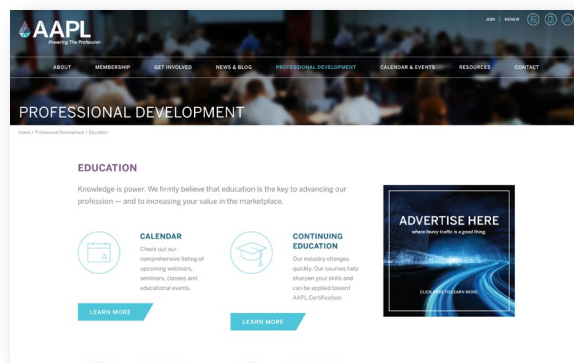
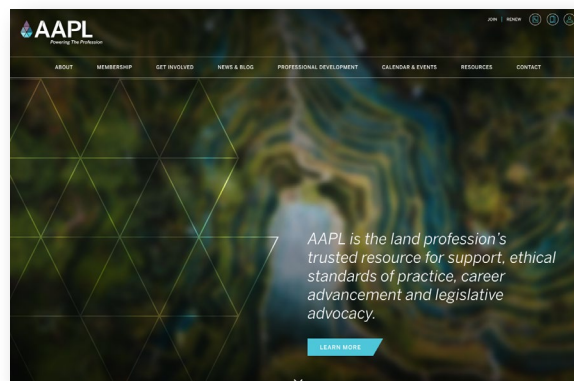
According to a 12-year study, mobile delivered the **GREATEST INCREMENTAL SALES** at \$26.52 per 1,000 impressions.³

▶ 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.



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

- ▶ **Landman.org averages around 13,000 views each month.**

▶ EMAIL ADVERTISEMENTS

With an email audience larger than our membership count, advertising in email blasts is a great way to reach over **46,000** individuals.

The **Landline 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 blasts** 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
Powering The Profession

JULY 2019

UPCOMING EDUCATION EVENTS

JULY 22-23, 2019
Santa Fe Land Institute, Golf and Field Landman Seminar
Santa Fe, NM

Make plans to attend the Santa Fe Land Institute and come a day early for a field landman seminar, charity golf tournament and jazz concert!

Up to 12 CEU including 1 ethics available

Featured topics:

- Tribal Issues
- Well Bore Assignments
- Information Management: Technology Matters

NOV 7-8, 2019
Advanced Landman's Institute
Houston, TX

AAPL and the Rocky Mountain Mineral Law Foundation are excited to announce the Advanced Landman's Institute, taking place at the Hyatt Regency Galleria in Houston

This institute will benefit landmen, attorneys and other natural resource professionals by providing an excellent variety of contractual, legal and regulatory issues critical to the work of landmen in the oil and gas industry.

[READ MORE](#)

ADVERTISE HERE

where heavy traffic is a good thing.

[CLICK TO LEARN MORE ABOUT ADVERTISING IN AAPL EMAILS](#)

UPCOMING EDUCATION EVENTS

JUL 9, 2019	JUL 11-12, 2019	JUL 16-19, 2019
Population Economics Seminar Midland, TX	Foundamentals of Land Practices Bakersfield, CA	Oil and Gas Land Seminar Denver, CO
6.00 CEU 1.00 ETHICS *Webinar Available	6.00 CEU 1.00 ETHICS *Optional RPL Exam	18.00 CEU 1.00 ETHICS *CPL/RPL Exam

LANDLINE newsletter averages⁴

▶ List Size	11,210
▶ Open Rate	41%
▶ Number of Clicks	496

EDUCATION email blast averages⁴

▶ List Size	48,193
▶ Open Rate	21%
▶ Number of Clicks	791

³Nielson Catalina Solutions, 2015; ⁴2020 AAPL Email Statistics

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



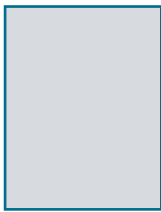
Belly band
*inquire
re: specs*



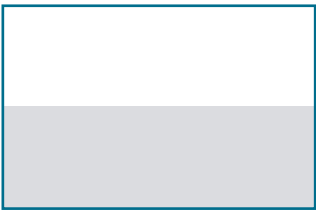
Double-page Spread
with Bleed
17.0" x 11.125"



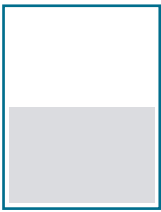
Full-page
no bleed
7.0" x 9.5"



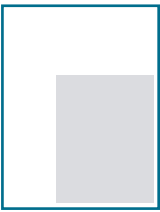
Full-page
with Bleed
8.625" x 11.125"



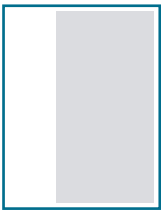
1/2-page Spread
Horizontal with Bleed
17.0" x 5.5625"



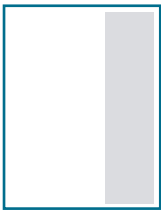
1/2-page
Horizontal
7.0" x 4.583"



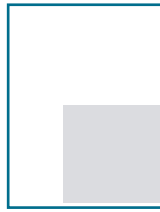
1/2-page
Vertical
4.583" x 7.0"



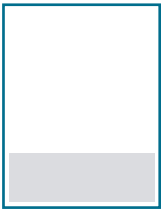
2/3-page
Vertical
4.583" x 9.5"



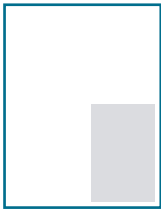
1/3-page
Vertical
2.166" x 9.5"



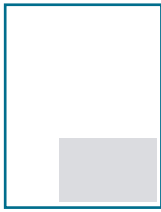
1/3-page
Square
4.583" x 4.583"



1/3-page
Horizontal
7.0" x 3.0"



1/4-page
Vertical
3.333" x 4.583"



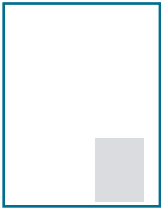
1/4-page
Horizontal
4.583" x 3.333"



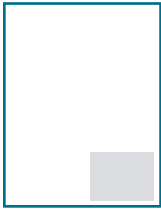
1/6-page
Vertical
2.166" x 4.583"



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

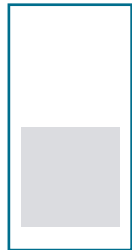
Bleed: add 0.125" to trim on all sides



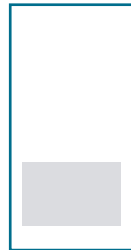
Full page
with bleed
4.25" x 8.75"



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"

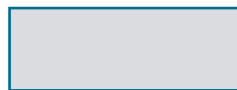
DIGITAL: LANDMAN.ORG AND EMAIL BLASTS



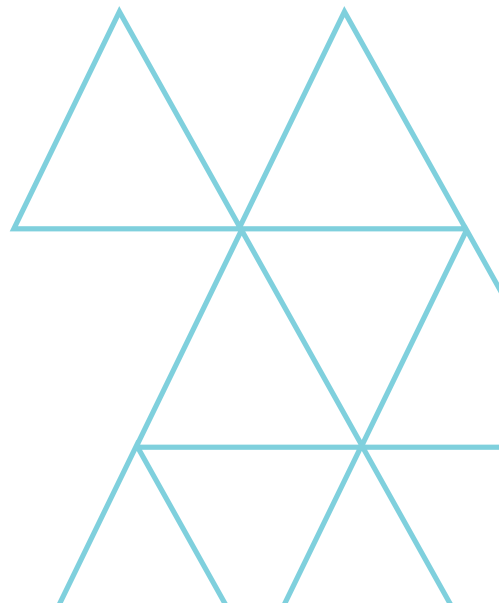
landman.org
square
640px x 640 px



landman.org
skyscraper
640px x 1280 px



Email blast
banner
600px x 220px





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.

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 Jana Earp at jearp@landman.org. If files are too large to be emailed (>10 MB), please inquire with Jana Earp about FTP upload instructions.

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

CONTACT US.

AAPL Business Development Rep

JANA EARP

(817) 231-4565

jearp@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 oil and gas 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.

And new this year, NAPE has launched 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

JANA EARP

A-D companies

817-231-4565

jearp@NAPEexpo.com

NAPE Business Development Rep

BEN TAYLOR

E-Z companies

817-231-4562

btaylor@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	\$1,400.25	\$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 Jana Earp at jearp@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 2020 (Vol.65 No. 5)	June 29, 2020	July 9, 2020
November/December 2020 (Vol.65 No. 6)	Aug. 21, 2020	Sept. 4, 2020
January/February 2021 (Vol.66 No. 1)	Oct. 16, 2020	Oct. 30, 2020
March/April 2021 (Vol.66 No. 2)	Nov. 19, 2020	Dec. 4, 2020
May/June 2021 (Vol.66 No. 3)	Feb. 5, 2021	Feb. 19, 2021
July/August 2021 (Vol.66 No. 4)	March 19, 2021	April 2, 2021

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 next page.

► PAYMENT DETAILS**Order Details**

Ad Package 1 \$ _____

Ad Package 2 \$ _____

Design Service \$ _____

TOTAL\$ **Payment Preference**

Pay in full

Pay per issue

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
	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 Jana Earp at jearp@landman.org for premium ad position availability. Four-color processing available for \$200 surcharge.**Artwork Submission Deadline: August 26, 2020****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 \$ **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 jearp@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 blast \$1,500.00
 Please select month(s) to run ad: 2020 JULY AUG SEPT OCT NOV DEC 2021 JAN FEB MARCH APRIL MAY JUNE

AAPL Education Email Banner: Two blasts \$2,500.00
 Please select month(s) to run ad: 2020 JULY AUG SEPT OCT NOV DEC 2021 JAN FEB MARCH APRIL MAY JUNE

AAPL Landline E-newsletter Square: One blast \$1,500.00
 Please select month(s) to run ad: 2020 JULY AUG SEPT OCT NOV DEC 2021 JAN FEB MARCH APRIL MAY JUNE

AAPL Landline E-newsletter Square: Two blasts \$2,500.00
 Please select month(s) to run ad: 2020 JULY AUG SEPT OCT NOV DEC 2021 JAN FEB MARCH APRIL MAY JUNE

Landman.org Webpage Ad Pages individually priced; inquire for specifics
 Please specify webpage to display ad: _____
 Please select month(s) to run ad: 2020 JULY AUG SEPT OCT NOV DEC 2021 JAN FEB MARCH APRIL MAY JUNE

Contact Jana Earp at jearp@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 2020, artwork is due August 26, 2020.

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 \$ _____

Design Service \$ _____

TOTAL

\$

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 jearp@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 Jana Earp at jearp@landman.org for premium ad position availability. Four-color processing available for \$200 surcharge.**Artwork Submission Deadline: May 12, 2021****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 \$ **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 jearp@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

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