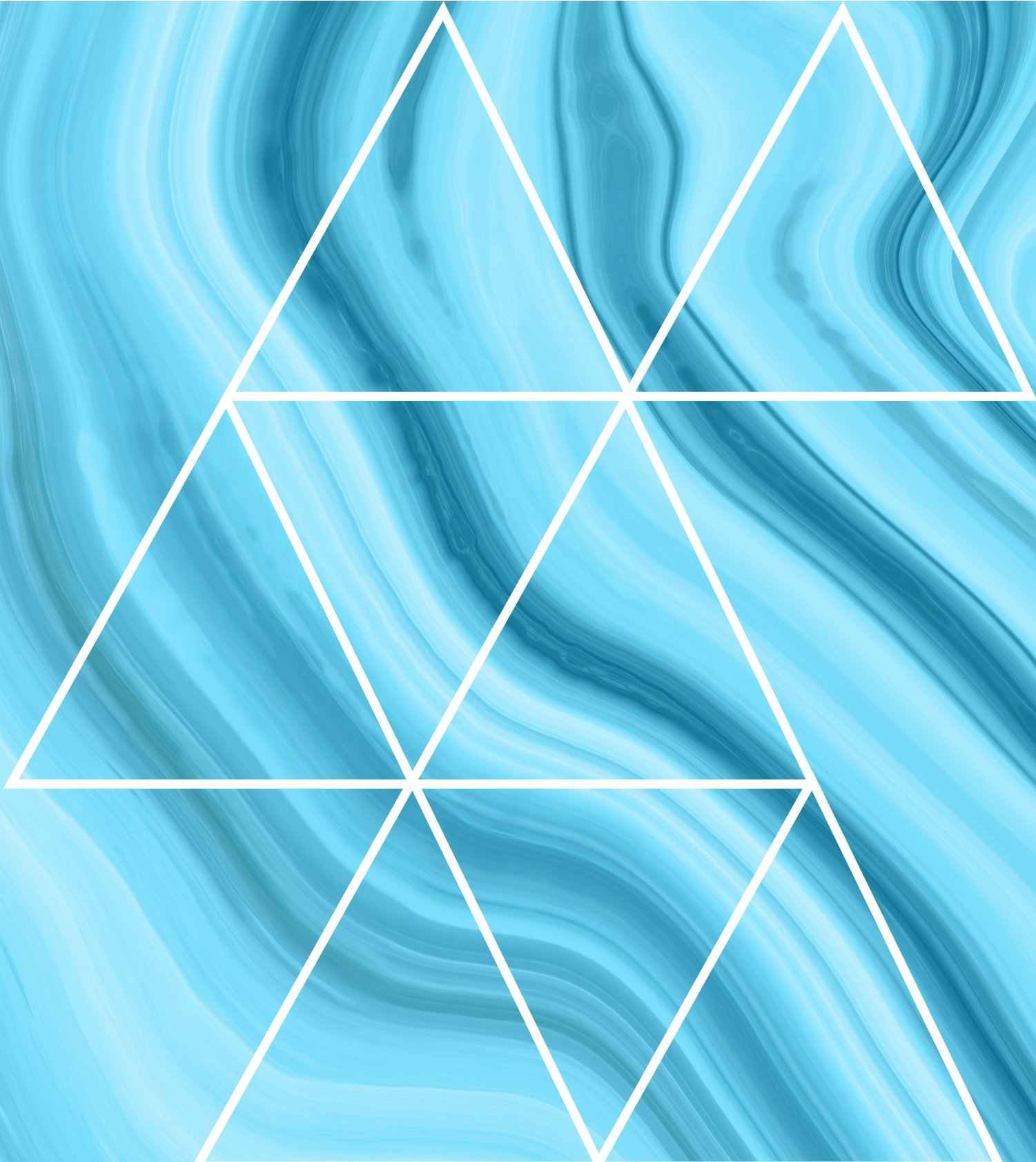




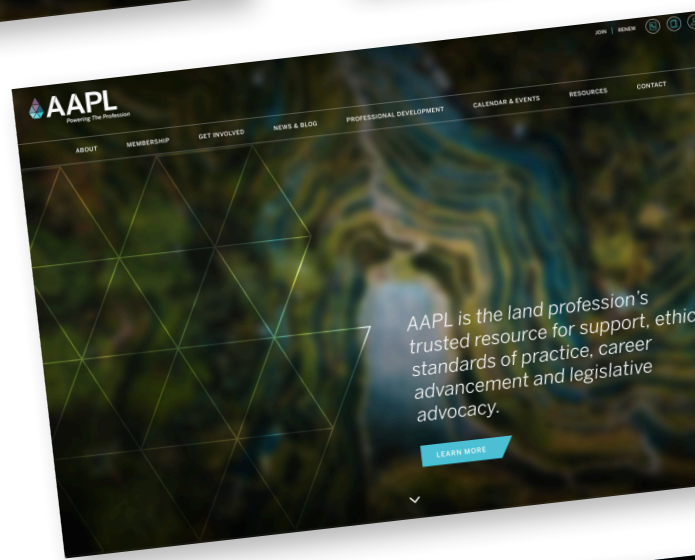
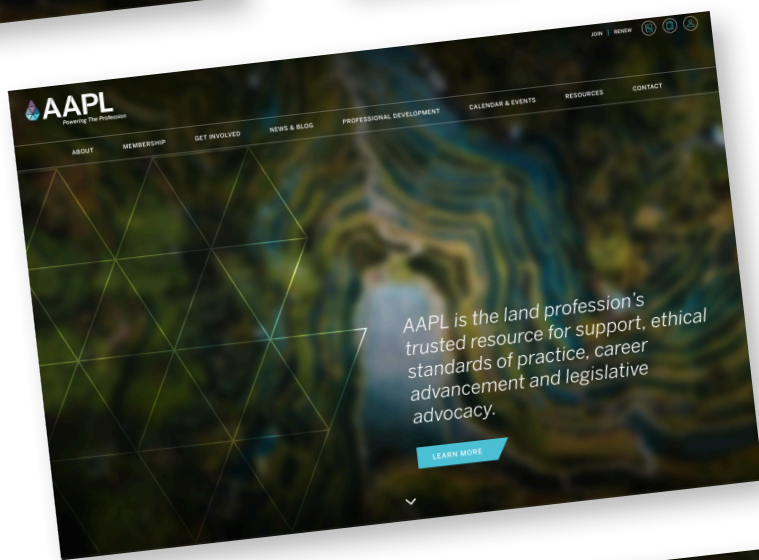
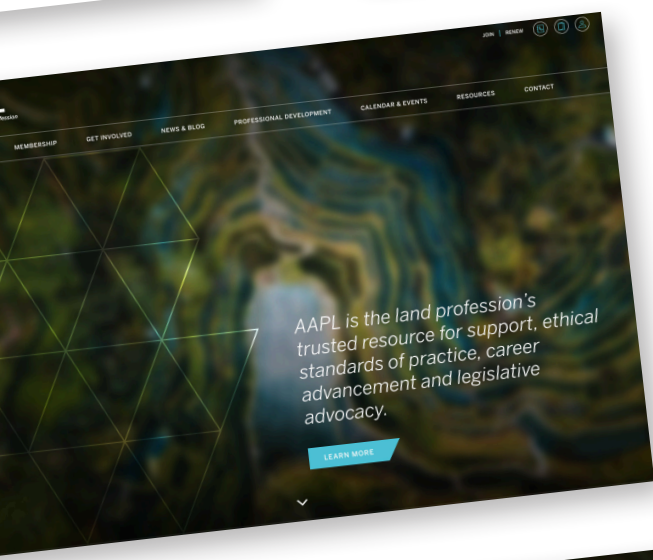
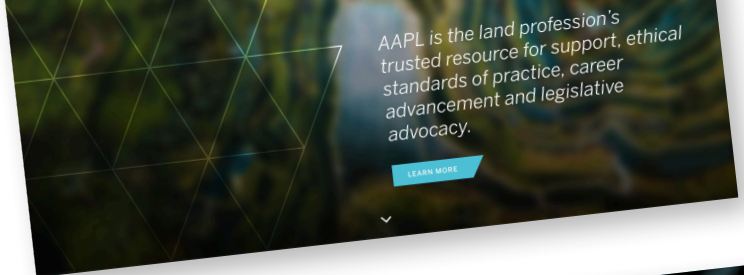
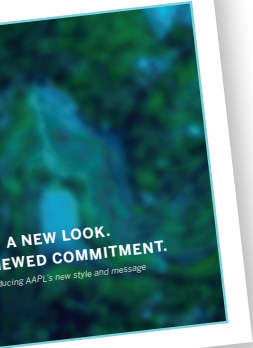
# AAPL

*Powering The Profession*

**MEDIA KIT**  
**2022-23**





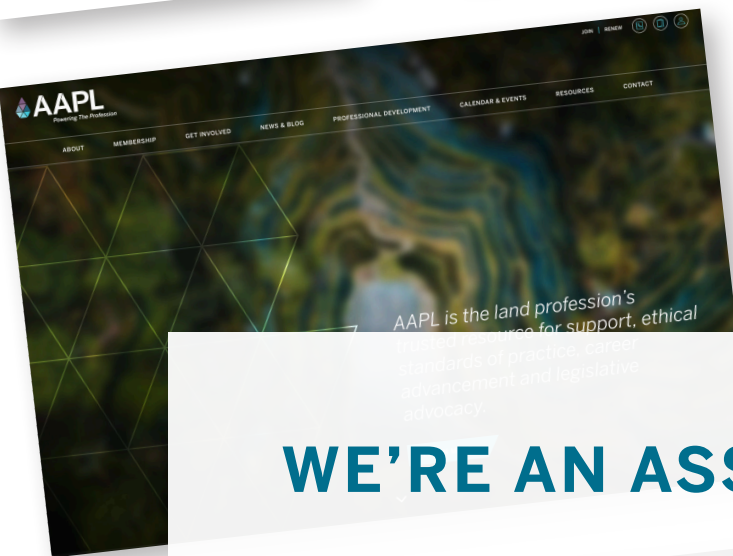




**A NEW LOOK.  
A RENEWED COMMITMENT.**  
Introducing AAPL's new style and message

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

**AAPL**  
Powering The Profession



AAPL is the land profession's  
trusted resource for support, ethical  
standards of practice, career  
advancement and legislative  
advocacy.

July/August 2019

**LANDMAN**  
magazine

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

2019-20  
MEMBERSHIP  
DIRECTORY

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

**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 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.

**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

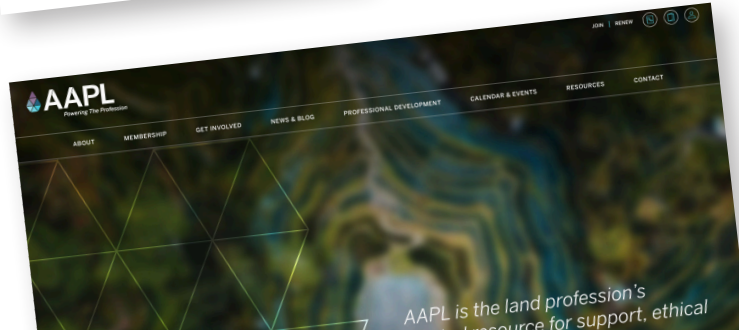
July/August 2019

**LANDMAN**  
magazine

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

2019-20  
MEMBERSHIP  
DIRECTORY

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



AAPL is the land profession's  
trusted resource for support, ethical  
standards of practice, career  
advancement and legislative  
advocacy.

# MEET OUR MEMBERS,\* YOUR NEW CLIENTS.

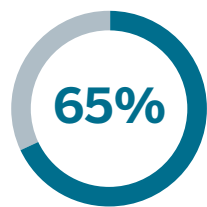
# 12,000+

---

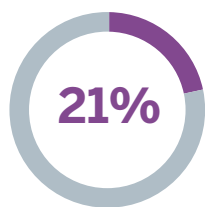
SEASONED, SUCCESSFUL, TRUSTED **DECISION-MAKERS**  
WHOSE ANNUAL SALARIES AVERAGE OUT TO

---

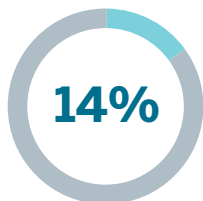
# \$139,000



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.

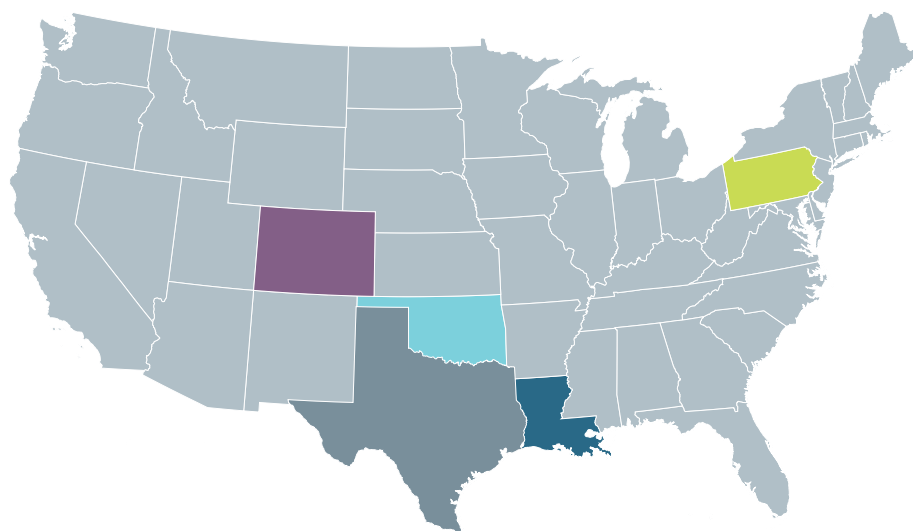
► Your advertisement is archived alongside oft-referenced technical content, resulting in increased impressions.

---

\*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.<sup>3</sup>

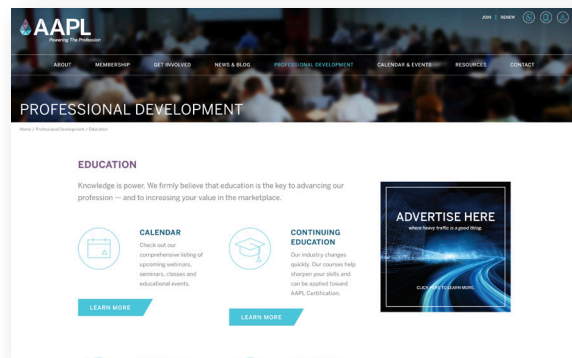
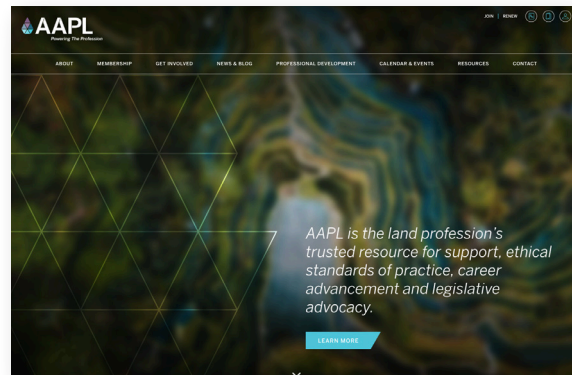
### LANDMAN.ORG

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](https://landman.org/membership/why-join-and-benefits)
- ▶ [landman.org/professional-development/maintaining-certification](https://landman.org/professional-development/maintaining-certification)
- ▶ [landman.org/membership/membership-types/active-membership](https://landman.org/membership/membership-types/active-membership)
- ▶ [landman.org/resources/industry-resources-and-publications](https://landman.org/resources/industry-resources-and-publications)
- ▶ [landman.org/professional-development/professional-development-assistance](https://landman.org/professional-development/professional-development-assistance)
- ▶ [landman.org/professional-development/certification/testing](https://landman.org/professional-development/certification/testing)
- ▶ [landman.org/about/governance/policies-and-bylaws](https://landman.org/about/governance/policies-and-bylaws)
- ▶ [landman.org/resources/verify-membership-and-certification](https://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 averages<sup>4</sup>

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

The screenshot displays the AAPL email interface. At the top is the AAPL logo with the tagline "Powering The Profession". Below it is a banner for "UPCOMING EDUCATION EVENTS" featuring a photo of a seminar. The main content area lists two events: "Santa Fe Land Institute, Golf and Field Landman Seminar" in Santa Fe, NM, and "Advanced Landman's Institute" in Houston, TX. Each event includes a description, CEU/ethics information, and featured topics. An advertisement for "ADVERTISE HERE" is prominently displayed in the center, with the text "where heavy traffic is a good thing." and a link to learn more. At the bottom, there is a section for "UPCOMING EDUCATION EVENTS" listing three seminars: "Petroleum Engineering Seminar", "Fundamentals of Land Practices", and "Oil and Gas Land Seminar", each with associated CEU and ethics credits.

### AAPL EDUCATION email campaign averages<sup>4</sup>

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

<sup>3</sup>Nielson Catalina Solutions, 2015; <sup>4</sup>2020 AAPL Email Statistics



# PRINT

## ADVERTISING OPPORTUNITIES

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### THE POWER OF PRINT

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

**82%**

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

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### ▶ LANDMAN MAGAZINE

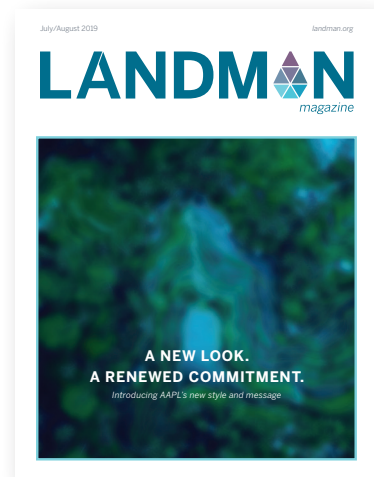
The *Landman* is the premier journal of the energy land management profession. The magazine tracks operational procedures, legislative activity, environmental developments and up-to-date oil and gas interests with technical articles as well as columns from AAPL's leadership.

#### 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



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<sup>1</sup>Nielson Catalina Solutions, 2015; <sup>2</sup>MarketingSherpa, 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.

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## UNIQUE ADVERTISING OPPORTUNITIES

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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

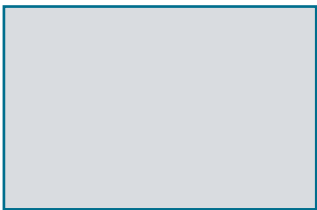
### MECHANICAL SPECS

Trim size: 8.375" W x 10.875" H

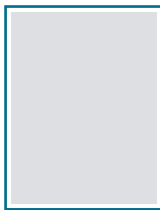
Bleed: add 0.125" to trim on all sides



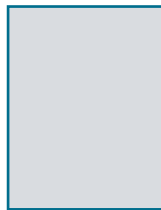
Belly band  
*inquire  
re: specs*



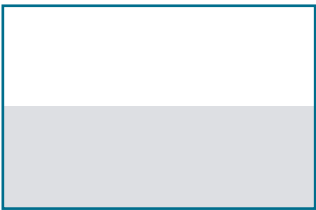
Double-page Spread  
with Bleed  
17.0" x 11.125"



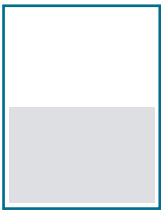
Full-page  
no bleed  
7.0" x 9.5"



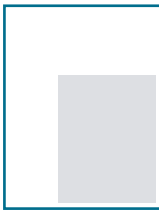
Full-page  
with Bleed  
8.625" x 11.125"



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



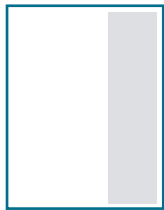
1/2-page  
Horizontal  
7.0" x 4.583"



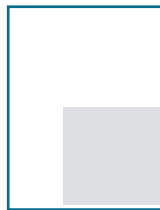
1/2-page  
Vertical  
4.583" x 7.0"



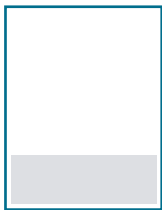
2/3-page  
Vertical  
4.583" x 9.5"



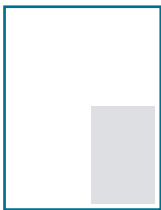
1/3-page  
Vertical  
2.166" x 9.5"



1/3-page  
Square  
4.583" x 4.583"



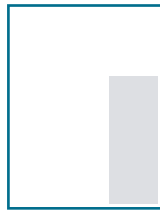
1/3-page  
Horizontal  
7.0" x 3.0"



1/4-page  
Vertical  
3.333" x 4.583"



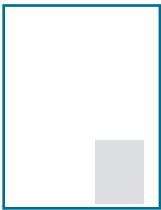
1/4-page  
Horizontal  
4.583" x 3.333"



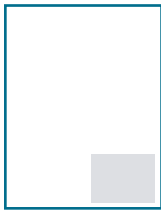
1/6-page  
Vertical  
2.166" x 4.583"



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"



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# PRINT: ANNUAL MEETING PROGRAM

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## MECHANICAL SPECS

Trim size: 4.0" W x 8.5" H

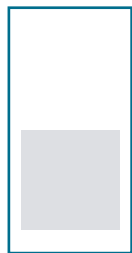
Bleed: add 0.125" to trim on all sides



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"

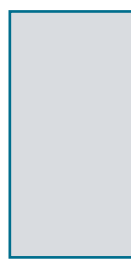
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# DIGITAL: LANDMAN.ORG AND EMAIL CAMPAIGNS

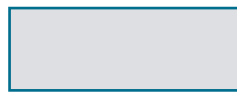
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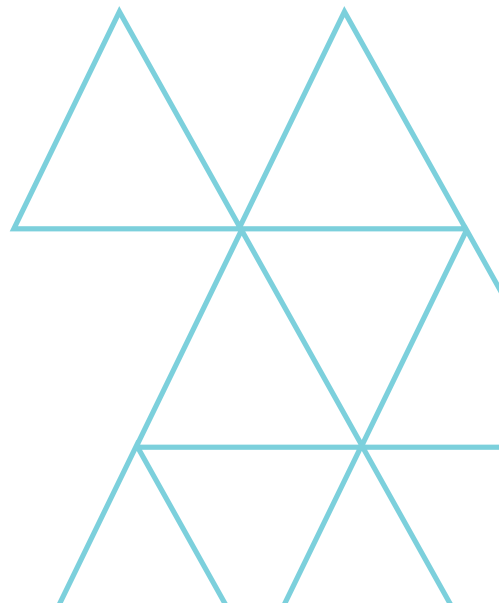
landman.org  
square  
460px x 460 px



landman.org  
skyscraper  
460px x 920 px



Email campaign  
banner  
630px x 200px





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## ARTWORK REQUIREMENTS

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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.

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## CANCELLATION POLICY

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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.

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## SUBMISSION DETAILS

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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](mailto: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](mailto:ssharp@landman.org)



## **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](http://NAPEexpo.com) to learn more.

NAPE Business Development Manager  
**JENNIFER TAYLOR**  
817-484-3615  
[jtaylor@NAPEexpo.com](mailto:jtaylor@NAPEexpo.com)

NAPE Business Development Rep  
**SAMANTHA SHARP**  
*A-E companies*  
817-231-4565  
[samantha@NAPEexpo.com](mailto:samantha@NAPEexpo.com)

NAPE Business Development Rep  
**DONDRIA ROOZEE**  
*F-Z companies*  
817-231-4567  
[droozee@NAPEexpo.com](mailto: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
	1/3 Vertical/Horizontal	\$1,040.00	\$990.00	\$890.00
	1/4 Vertical/Horizontal	\$910.00	\$865.00	\$780.00
	1/6 Vertical/Horizontal	\$780.00	\$740.00	\$665.00
				\$700.00
				\$700.00
				\$525.00
				\$350.00

\*Contact Samantha Sharp at [ssharp@landman.org](mailto: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](mailto: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 Samantha Sharp at [ssharp@landman.org](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:aapl@landman.org)*  
*[landman.org](http://landman.org)*

