



Ontario Petroleum Institute Inc.

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Ontario Petroleum Institute Website Advertising

*An advertising opportunity to promote your organization
to a unique and valuable audience.*

ONTARIOPETROLEUMINSTITUTE.COM

The OPI website WWW.ONTARIOPETROLEUMINSTITUTE.COM has developed into a highly active communication tool that offers visitors information on a range of topics on oil and natural gas production, hydrocarbon storage and solution mining.

ADVERTISING PROGRAM

The Opportunity

ONTARIOPETROLEUMINSTITUTE.COM offers a rich content experience that provides visitors with the most up-to-date news and information on developments related to Ontario's oil and natural production.

The website content includes:

- HOME PAGE (Highlights current news, and oil & natural gas prices)
- ORGANIZATION
- ONTARIO INDUSTRY
- ENVIRONMENT, HEALTH & SAFETY
- EDUCATION & RESOURCES
- NEWS & EVENTS
- MEMBERSHIP (OPI Directory)

Visitors to ONTARIOPETROLEUMINSTITUTE.COM arrive mainly from browser bookmarks, targeted search engine queries, and highly relevant inbound links. The website is uniquely positioned to offer an audience that is receptive to your promotional message.

The Audience

Energy development has one of the highest profiles of any industry in the world. The need for energy is accelerating rapidly and its impact on the economy, and the environment, results in the sector attracting enormous attention from governments, media and the public.

In a short period, the ONTARIOPETROLEUMINSTITUTE.COM website has attracted a significant audience both in size and scale. In 2016, the OPI website generated over 7,200 visitors viewing over 19,000 pages of information.

OPI Google Analytics:

Year	Pageviews	Sessions	Users	Pages/Session	%New Visitors
2016	19,437	7,269	5,301	2.67	71.3%

Complete details on the website's analytics are available upon request.

Advertising Options

The OPI is offering individuals and companies two choices to advertise and promote on the website:

1. Home Page

The ONTARIOPETROLEUMINSITUTE.COM home page, as the first point of entry to the website, has the highest level of traffic. Your advertisement will appear as a banner at the top of the page (see OPI Advertising Sample, page 4 – OGSR LIBRARY ad currently in place).

The banner ad size is 730 x 90 pixels in a high-quality JPG format. Design assistance is available.

2. Rotating Advertisement

Your advertisement will be placed on ONTARIOPETROLEUMINSITUTE.COM on a rotating cycle that will loop through all the pages of the website on a continuous basis 24 hours a day – 7 days a week. Your advertisement will appear at mid-page on the right-hand side of each page (see OPI Advertising Sample, page 4 – OGSR LIBRARY ad currently in place).

The ad size is 280x180 pixels in a high-quality JPG format. Design assistance is available.

RATE SCHEDULE

The rate schedule below indicates the rates for home page and the rotating advertisement:

Hone Page / Rotating Advertisement	Cost per Month
Home Page	\$250.00 / month
Rotating Advertisement (all pages)	\$29.95 / month

3. OPI Website Advertising Sample

Home Page Banner Ad
730x90 pixels
High quality JPG

The screenshot shows the Ontario Petroleum Institute website. At the top, there is a dark blue banner for the OGSR Library with the text "OGSR LIBRARY The Ontario Oil, Gas and Salt Resources Library" and a "LEARN MORE" button. Below this is the OPI logo and the text "Ontario Petroleum Institute". A search bar and navigation links (Home, Contact OPI, Login) are also present. A main navigation menu includes Organization, Ontario Industry, Environment, Health & Safety, Education & Resources, News & Events, and Membership. The main content area features a large banner for "ONTARIO OIL & NATURAL GAS" with a scenic image of a coastline and a "Learn more about the OGSR Library" link. Below the banner is a "News & Information" section with several articles, including "Farm group, wardens push for natural gas", "Ontario can cut GHG emissions by producing more natural gas, industry group argues", "OPI teams-up with the Ontario Ministry of Natural Resources and Forestry", and "Roughneck' calls on feds to champion hard-hit oil industry". To the right of the news section is a "Rotating Ad" for the OGSR Library with the text "The Ontario Oil, Gas and Salt Resources Library is your industry resource centre." Below the rotating ad is a "Stay Connected" section with links for OPI Member Directory, Become an OPI Member, Join the conversation, Find us on Facebook, and OGSR Library. At the bottom, there is a section for "Oil & Natural Gas Prices" with a table showing prices for Natural Gas, Brent Crude Oil, and WTI Crude Oil. The bottom of the page features a dark blue footer with a grid of links for various website sections.

Rotating Ad
280x180 pixels
High quality JPG

For more information, please contact:
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